



33rd Annual Ice Cream Safari

Saturday,
August 19th

4-8pm

Bring on the brain freeze! This tasty summer event provides an especially unique chance to visit the Sacramento Zoo. Indulge in all-you-can-eat ice cream while strolling 14 lush and beautifully landscaped acres where you will be wildly inspired by animals from majestic big cats and stately giraffes to a variety of fascinating primates, birds, reptiles and so many more! Select your favorite flavor, be it chocolate, cookies 'n' cream or just plain ol' vanilla, and admire the more than 500 animals from around the world that call the Sacramento Zoo home. Once you've filled up on your fair share of delicious treats go for a spin on the Conservation Carousel, feed a giraffe, have your face painted, or even dance and sing along with the DJ.



ICE CREAM SPONSORSHIP LEVELS & BENEFITS



	Presenting \$10,000	Banana Split \$5,000	Sundae \$1,000	Big Dipper \$500	Single Scoop \$200
Recognized as presenting sponsor of Ice Cream Safari. Premier status on all marketing efforts	✓				
Recognition in earned media (when possible)	✓				
Name recognition in press release	✓	✓			
Sac Parent ad (deadline: July 15)	✓				
Recognition in all print media (time sensitive)	✓	Name	Select Print		
Company name/logo and link to website on Ice Cream Safari webpage	✓	✓	✓	Name	Name
Sponsor Recognition in email newsletter to member/donor base (52,000+ circulation)	✓	✓	Name only		
Recognition on Facebook event promotion (44,400+ followers)	✓	✓	✓		
Logo on zoo banner- inside/outside park (deadline: June 1 st)	✓	✓			
Table space/ice cream station. Ability to brand, provide collateral, hang banner, giveaways, and scoop ice cream (access to 3,000+)	2 stations	2 stations	1 station		
Company name/logo on Ice Cream Safari map	Logo	Logo	Name	Name	Name
Recognition by DJ	✓	✓	✓	✓	
Company name/logo on zoo corporate webpage (up till Sept 1 st)	✓	✓	✓	✓	✓
Complimentary Ice Cream Safari event tickets	10	8	6	4	2