

# 3<sup>rd</sup> Annual WINE & BREW AT THE ZOO

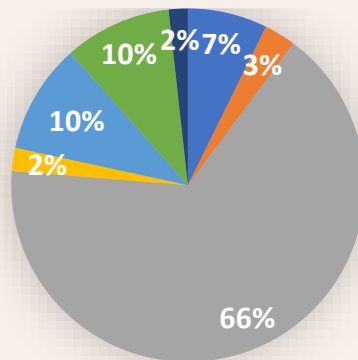
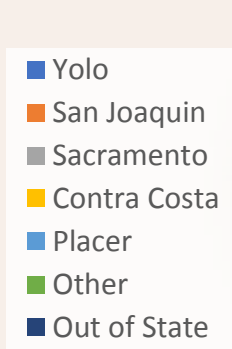
May 12, 2018

5-8p.m.

**30+ Wineries & Breweries • 1,300+ Guests**  
**• 500+ Wild Animals • 14+ Lush Acres •**  
**4 Food Trucks • 1 Band**



Delicious food, award-winning wine, local craft brews and music come together for this special evening, selling out each year! Enjoy a fabulous silent auction with all proceeds going towards carrying out the zoo's mission.



**1,400 Guests**  
**from Northern California**

## 2018 WINE & BREW SPONSORSHIP LEVELS AND BENEFITS

	Presenting \$10,000	Jaguar \$5,000	Zebra \$1,500	Bongo \$500
Number available at this level	1	1	5	unlimited
Recognized as presenting sponsor of Wine & Brew. Premier status on all marketing efforts	✓			
Recognition in earned media	✓			
Radio recognition (TBD)	✓			
Name recognition in press release	✓	✓		
Name/logo on W&B coasters promotion (3,000+ provided to local breweries to promote event) Deadline: February 15 <sup>th</sup>	✓	name		
Maagizo (circulated to 13,000 households) Deadline: January 1 <sup>st</sup>	✓			
Logo/name in any paid advertising	✓			
Company name/logo on event flyers (200+ impressions provided to food trucks) Deadline: April 1 <sup>st</sup>	✓	✓	name	
Company name/logo on W&B event webpage	✓	✓	✓	✓
Sponsor recognition two times in email newsletter to donor/member base (circulation 55,000+)	✓	✓		
Recognition on Facebook when promoting W&B event (44,500+ followers)	✓	✓	✓	
Zoo banner -inside and outside park (visibility in the zoo and Land Park for one month) Deadline: March 1 <sup>st</sup>	✓	✓		
Company recognition by dj/band	✓	✓		
Opportunity to address guests from the stage	✓			
Table space at event/zoo (access to 1,500+ zoo guests)	✓	✓	✓	
Name/logo on W&B glasses (1,300 impression) Deadline: April 1 <sup>st</sup>	✓			
Name/logo on pop-up banner at glass pick-up station (to be provided by sponsor)	✓			
In-park signage (ie. directional signage, check-in signage, zoo closes early)	✓	✓	✓	name
W&B map	✓	✓	✓	
Complimentary W&B passes	8	6	2	2

### ALL SPONSORS WILL RECEIVE

annual report recognition • benefactor event invitation • sponsor name/logo on zoo ‘Corporate Hero’ webpage • use of Sacramento Zoo logo • two ‘zoo for two passes’