

BOO AT THE ZOO

Presented by



Oct. 27 & Oct. 28
11 a.m. to 5 p.m.

It'll be all treats and no tricks for your little goblins and princesses at this year's Boo at the Zoo, the region's most unique Halloween event. Boo at the Zoo is a fun way for families to trick-or-treat and enjoy Halloween festivities in a safe environment. Best of all, the candy provided is made with sustainable palm oil to help protect wild orangutan habitat.



Sponsor one of the Sacramento Zoo's largest and most popular events!

Let the zoo help you to market and advertise to over 9,500 Boo at the Zoo guests.

We invite you to engage with our visitors by sponsoring a treat station. This is the event's main draw for families—the chance to collect treats from the community in a safe environment. If you choose to sponsor a station, we encourage you to pass out candy, brochures and other promotional materials, and get in the Halloween spirit by decorating your booth space and dressing up in costume.

Candy Booth Sponsor \$1,600

- Trick or treat candy booth space (est. attendance 9,650)
- Sponsor name on event webpage
- Digital media recognition
- Sponsor name in e-mail newsletter
- 4 Boo at the Zoo tickets

Volunteer Sponsor \$2,200

- Access to 500 volunteers
- Opportunity to provide logo pin for all event volunteers
- Trick or treat candy booth space (est. attendance 9,650)
- Sponsor name in e-mail newsletter (circulation 52,000+)
- Online recognition on event webpage
- Opportunity to provide food & beverage for volunteers (in-kind, in addition to cash donation)
- Opportunity to provide branded signage and banner for volunteer HQ (supplied by sponsor)
- Invitation to volunteer appreciation party
- 6 Boo at the Zoo tickets



Boo HQ Sponsor \$9,000

- Company name/logo on Boo at the Zoo webpage
- Sponsor recognition in email newsletter to donor base and members (circulation 52,000+) running Sept-October bi-weekly
- Recognition on Facebook event promotion (41,500+ followers)
- Company name/logo on zoo banner inside/outside park (September 1-October 31) (access to over 51,000 guests)
- Print ad:
 - Inside the Grid October Issue (distribution 12K) deadline Sep 1
- Radio/TV advertising:
 - Sac Zoo TV commercial end tag shown on various networks deadline Oct. 5
- AZA screen slides from Sept. 15-Oct. 31 located in Kampala, gift store, train station (access to over 51,000 guests)
- Boo Headquarters booth – all Boo attendees stop by the HQ for additional prizes (est. attendance 9,650)
- Name/logo on event passport signage
- Verbal recognition: 3 live shows
- 8 Boo at the Zoo tickets

Face Painting Sponsor \$300

- Sponsor name on Boo webpage
- Name recognition in Facebook post
- Name/logo on all face painting signage
- 2 Boo at the Zoo tickets

ALL SPONSORS WILL RECEIVE

Annual report recognition • benefactor event invitation • sponsor name/logo on zoo Corporate Hero webpage • use of Sac Zoo logo • two 'zoo for two passes'

Title Sponsor

\$20,000



Pre-Event Marketing/Advertising:

- Premier status on all marketing efforts
- Recognition in earned media
- Name recognition in press release
- Company name/logo on Boo at the Zoo webpage
- Sponsor recognition in email newsletter to donor base and members (circulation 52,000+) running bi-weekly Sept-October
- Recognition on Facebook event promotion (41,500+ followers)
- Sponsor Spotlight Blog post (Linkedin, e-newsletter, Facebook)
- Company name/logo on zoo banner inside/outside park (Sept. 29 - Oct. 29) (access to over 51,000 zoo guests)
- Print ads:

Inside the Grid October Issue (distribution 12K) deadline Sept. 1

SacParent October issue (distribution 112K) deadline Sept. 5

- Radio/TV advertising:

Entercom KUDL 106.5 deadline Oct. 5

Sac Zoo TV commercial end tag shown on various networks

deadline Oct. 5

- AZA screen slides from Sept. 15-Oct. 31 located in Kampala, gift store, train station (access to over 51,000 guests)

During Event Marketing/Advertising:

- Trick-or-treat booth in premier location (est. attendance 9,650)
- Name/logo on event passport, map, event signage, keeper chat signs
- Verbal recognition: 5 live shows, keeper chats
- 12 Boo at the Zoo tickets



jiffylube®

