



Boo at the Zoo - October 19-21, 2018

Sponsorship Benefits Chart



Title Sponsor \$25,000	Platinum Pumpkin \$10,000	Gold Goblin \$5,000	Silver Spider \$2,500	Bronze Bat \$1,000	Trick-or-Treat Table
<p>Exclusive title sponsorship rights and recognition in all Boo marketing materials (i.e. "Boo at the Zoo presented by xxx")</p> <p>Name/logo on ticket backs and on purchase website</p> <p>Event coupons and/or ticket sales at sponsor locations</p> <p>Recognition in television, print, and radio advertising</p> <p>Recognition at the event, in <i>Zoo News</i>, <i>Z-mail</i>, <i>Facebook</i>, and <i>Twitter</i>, and on the Zoo website</p> <p>100 tickets for night of choice</p> <p>One appearance by characters or employees in uniform if desired</p>	<p>Name one <u>premier</u> Boo attraction of your choice. (i.e. "Haunted Carnival presented by xxx")</p> <p>Recognition in television, print, and radio advertising</p> <p>Recognition at the event, in <i>Zoo News</i>, <i>Z-mail</i>, <i>Facebook</i>, and <i>Twitter</i>, and on the Zoo website</p> <p>40 tickets for one night of your choice</p> <p>One appearance by characters or employees in uniform if desired</p>	<p>Name one <u>main</u> Boo attraction of your choice. (i.e. "Story time presented by xxx")</p> <p>Recognition in print and radio advertising</p> <p>Recognition at the event, in <i>Zoo News</i>, <i>Z-mail</i>, and on the Zoo website</p> <p>20 tickets for one night of your choice</p>	<p>Recognition in print advertising</p> <p>Recognition at the event, in <i>Zoo News</i>, <i>Z-mail</i>, and Zoo website.</p> <p>8 tickets for one night of your choice</p>	<p>Recognition at the event, in <i>Zoo News</i>, <i>Z-mail</i>, and Zoo website</p> <p>4 tickets for one night of your choice</p>	<p>This option gives your organization a presence at the event</p> <p>We provide a table</p> <p>You decorate, staff, and stock the table with candy for all of the trick-or-treaters</p> <p>You must provide enough candy for 1,500 guests per evening</p> <p>Please call for more information and to register, 962-5339 x180</p>
<p>Attendance: 7,000+ over three evenings</p> <p>Distribution: Zoo News Magazine (80,000 individuals), Z-Mail (47,000), Facebook (50,000), Twitter (13,000)</p>					
<p>One appearance by characters or employees in uniform if desired</p>					