Join Us
Friday, August 6, 2021

Expect a new and exciting Brew at the Zoo experience this year as one of our most popular fundraisers turns 25!

This popular summer event will be enhanced with exciting new food options, entertainment, silent auction – plus, animals on exhibit and much more.
Sponsorship Opportunities

**TITLE SPONSOR - $15,000**
- Exclusive Title Sponsorship Recognition of Brew at the Zoo ("Your Company Name" Brew at the Zoo)
- Company Name inclusion in all event publicity, including but not limited to, television, radio, print and social media
- Logo in all collateral associated with Brew at the Zoo
- Logo on Brew at the Zoo webpage
- Logo in all event signage at and during Brew at the Zoo
- Full-page ad in the event program
- Logo included in 3 designated social media posts thanking sponsor for Title Sponsorship of the event (Facebook 64,900 followers, Twitter 8,500 followers and Instagram 24,300 followers)
- Inclusion as Title Sponsor in all Brew at the Zoo social media posts
- Logo included in all mentions of the event in pre-event media within *MyZoo Magazine* and dedicated email blasts
- Opportunity for sponsor to exhibit in a 10’ x 10’ space location to be mutually agreed upon
- Logo on event lanyard given to all attendees of Brew at the Zoo
- Logo on event souvenir cup given to attendees of Brew at the Zoo
- 20 VIP tickets to Brew at the Zoo
- 10 Parking passes for Brew at the Zoo
- 10 General admission tickets to Brew at the Zoo

**PRESENTING SPONSOR - $7,500**
- Company Name inclusion in all event publicity, including but not limited to, television, radio, print and social media
- Logo in all collateral associated with Brew at the Zoo
- Logo on Brew at the Zoo webpage
- Logo in all event signage at and during Brew at the Zoo
- Full-page ad in event program
- Logo in 2 designated social media posts thanking sponsor for presenting sponsorship of the event (Facebook 64,900 followers, Twitter 8,500 followers and Instagram 24,300 followers)
- Inclusion as presenting sponsor in all Brew at the Zoo social media posts
- 10 VIP tickets to Brew at the Zoo
- 5 Parking passes for Brew at the Zoo
- 6 General admission tickets to Brew at the Zoo
VIP LOUNGE SPONSOR - $3,000
• VIP Lounge Sponsorship of Brew at the Zoo (Approximately 200 ticket holders)
• Signage within VIP area indicating sponsorship of VIP Lounge (company to provide banner)
• Logo in all collateral associated with Brew at the Zoo
• Logo on Brew at the Zoo webpage
• Full-page ad in the event program
• Logo to be included in 1 designated social media post thanking sponsor for sponsorship of the event (Facebook 64,900 followers, Twitter 8,500 followers and Instagram 24,300 followers)
• 6 VIP tickets to Brew at the Zoo
• 3 Parking passes for Brew at the Zoo

ENTERTAINMENT SPONSOR - $1,500 (2 Available)
• Signage at Entertainment Venue during the event
• Logo in all collateral associated with Brew at the Zoo
• Logo on Brew at the Zoo webpage
• Half-page ad in event program
• Logo included in 1 designated social media post thanking sponsor for sponsorship of the event (Facebook 64,900 followers, Twitter 8,500 followers and Instagram 24,300 followers)
• 2 General admission tickets to Brew at the Zoo

VOLUNTEER PROGRAM SPONSOR - $2,500
• Company name and logo included on approximately 300 volunteer shirts worn during Brew at the Zoo
• Logo included in all collateral associated Brew at the Zoo
• Logo on Brew at the Zoo webpage
• Logo included in 1 designated social media post thanking sponsor for sponsorship of the event (Facebook 64,900 followers, Twitter 8,500 followers and Instagram 24,300 followers)
• 1 Quarter-page ad in the event program
• 4 VIP tickets to Brew at the Zoo
• 2 Parking passes for Brew at the Zoo

SUPPORTING SPONSOR - $1,000 (5 Available)
• Sponsor logo on select printed event collateral
• Company mention in event-related press releases and media alerts
• Inclusion in web-based marketing
• Company Name inclusion in all event publicity, including but not limited to, television, radio, print and social media
• Logo on Brew at the Zoo webpage
• Quarter-page ad in event program
• Logo to be included in 1 designated social media post thanking sponsor for sponsorship of the event (Facebook 64,900 followers, Twitter 8,500 followers and Instagram 24,300 followers)
• 2 General admission tickets to Brew at the Zoo

PROGRAM AD SPONSOR - $500
• 1 Full-page ad in the event program
• Company included on Brew at the Zoo webpage
• Company name included in sponsorship list in the event program

IN-KIND SPONSORSHIP
The Friends of the Rosamond Gifford Zoo would consider an in-kind donation for any level of sponsorship. A sponsorship fee may be paid by providing goods and services that are budget-relieving to the zoo. These opportunities are reviewed on a case-by-case basis.
COMPANY NAME______________________________________________________________
CONTACT__________________________________________________________________________
ADDRESS __________________________________________________________________________________________
CITY_________________________________________________________ STATE ______________________ ZIP_________________________
PHONE_____________________________________________________ E-MAIL _______________________________________________________________
SIGNATURE___________________________________________________________________________________________

☐ Yes, we would like to sponsor the 2021 Brew at the Zoo

☐ I would like to purchase additional general admission tickets. _________ ticket(s) x $35/ea = total $ ____________________

☐ A check is enclosed in the amount of ________________________________
(Please make checks payable to Friends of the Rosamond Gifford Zoo)

☐ PLEASE INVOICE

SPONSORSHIP OPPORTUNITIES

☐ TITLE $15,000
☐ PRESENTING $7,500
☐ VIP LOUNGE $3,000
☐ VOLUNTEER PROGRAM $2,500
☐ ENTERTAINMENT $1,500
☐ SUPPORTING $1,000
☐ PROGRAM AD $500

SEND COMPLETED REGISTRATION FORM TO:
Friends of the Rosamond Gifford Zoo
Development Office
One Conservation Place
Syracuse, NY 13204
Phone: (315) 435-8511
Email: esawyer@rosamondgiffordzoo.org