SPONSORSHIP OPPORTUNITIES
Welcome!

As one of the state's oldest zoos and an iconic regional landmark, the Potawatomi Zoo in South Bend, IN continues a rich tradition of connecting our community to wildlife and to each other. The Potawatomi Zoo has been helping to create multi-generational memories connected to nature for over 100 years.

The Potawatomi Zoo invites you to become a partner supporting Zoo conservation, education and environmental initiatives through a sponsorship. We are a premier marketing property that can help you deliver your message to your target audience in an uncluttered environment through a number of cause-related marketing opportunities. Becoming a sponsor at the Potawatomi Zoo can help you reach consumers in a way traditional advertising does not — by reaching them through their daily life experience.

From $1,000 to $100,000 +, there are ways to make wise marketing decisions in partnering with the Zoo that will provide ROI on many levels, from consumer exposure, activation, social media campaigns and most importantly exposure to over 220,000 visitors each year. Unlike other traditional marketing, the Zoo can provide sponsors with opportunities for authentic engagement, storytelling and impact.

Please consider joining our animal kingdom and show your employees your commitment to the environment and investment in your community.

This ZOO is for YOU.

Margie Anella

Margie Anella, Director of Development
BY THE NUMBERS

- An average of 220,000 annual visitors
- 63 camps and classes for 1,403 children ages 3–12
- Nearly 8,000 member households representing over 40,000 individuals
- 44,000+ Facebook followers
- 73 volunteers worked 3,961 hours
- 3,000+ Instagram followers
- 660 education programs reaching 44,777 people
- Potawatomi Zoo had an economic impact* of $80.88M between 2016-2018
- 2,500+ Twitter followers
- We participate in 59 species survival programs

* between 2016-2018
This ZOO is for YOU!
The Potawatomi Zoo invites you to become a partner supporting conservation, education and environmental initiatives through a corporate sponsorship.

As a corporate sponsor, you can access a wide range of benefits designed to help you build relationships with clients, gain visibility within the environmental community, create a heightened corporate image and brand awareness while demonstrating social responsibility, and provide employees with a family-friendly destination for fun excursions.

The Potawatomi Zoo is a place where families of all kinds come to meet for memorable experiences and meaningful connections. The Zoo sees more than 200,000 visitors each year and continues to grow an impressive audience of engaged and passionate supporters. Our robust membership program represents a healthy mix of visitors and families rooted in the region – a highly desirable demographic of loyal household decision makers.

- Visibility, impact, and access to a family-oriented market in the Michiana region.
- An association with one of the community’s most treasured cultural resources and an opportunity to be an integral part of the Zoo’s continued growth.
- Exclusive opportunities for entertaining and cultivating important customers and employees.

There are also sponsorship opportunities for a variety of exciting special events held throughout the year. The Zoo’s sponsorship options are designed to support a variety of corporate marketing and promotional strategies and can be customized to meet specific marketing objectives. Your company can partner with the Zoo in a variety of promotions, properties and programs, from fundraising events to targeted sampling.
Join our “Alpha Pack!”

LIMITED NUMBER OF SPONSORS PER YEAR.

Sponsors at the $5,000 level or higher on a first-come, first-serve basis, receive special recognition on “thank you” sponsor signage prominently displayed in the Zoo plaza.

### Corporate Sponsorship

Corporate Sponsors at ALL LEVELS receive:
Recognition in UPROAR, website listing, company listing/logo on a display at the Zoo.

### Sponsor Levels

<table>
<thead>
<tr>
<th></th>
<th>$25,000</th>
<th>$15,000</th>
<th>$10,000</th>
<th>$5,000</th>
<th>$2,500</th>
<th>$1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Press Release</td>
<td>🐩</td>
<td>🐩</td>
<td>🐩</td>
<td>🐩</td>
<td>🐩</td>
<td>🐩</td>
</tr>
<tr>
<td>Full Behind the Scenes Tour with Executive Director for up to 6 people</td>
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<td>🐩</td>
<td>🐩</td>
<td>🐩</td>
<td>🐩</td>
<td>🐩</td>
</tr>
<tr>
<td>Membership Manager to visit your Company for a member sign up day</td>
<td>🐩</td>
<td>🐩</td>
<td>🐩</td>
<td>🐩</td>
<td>🐩</td>
<td>🐩</td>
</tr>
<tr>
<td>Employee Membership discount</td>
<td>15%</td>
<td>15%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Complimentary Picnic Rental</td>
<td>🐩</td>
<td>🐩</td>
<td>🐩</td>
<td>🐩</td>
<td>🐩</td>
<td>🐩</td>
</tr>
<tr>
<td>Company Name/Logo on our Alpha Pack sponsor sign</td>
<td>🐩</td>
<td>🐩</td>
<td>🐩</td>
<td>🐩</td>
<td>🐩</td>
<td>🐩</td>
</tr>
<tr>
<td>Engraved Brick to be placed at the Endangered Species Carousel</td>
<td>🐩</td>
<td>🐩</td>
<td>🐩</td>
<td>🐩</td>
<td>🐩</td>
<td>🐩</td>
</tr>
<tr>
<td>Company Name/Logo in Membership Calendar (limit 12)</td>
<td>🐩</td>
<td>🐩</td>
<td>🐩</td>
<td>🐩</td>
<td>🐩</td>
<td>🐩</td>
</tr>
<tr>
<td>Attraction Tickets</td>
<td>50</td>
<td>40</td>
<td>30</td>
<td>20</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td>Anytime Passes</td>
<td>50</td>
<td>40</td>
<td>30</td>
<td>20</td>
<td>10</td>
<td>6</td>
</tr>
</tbody>
</table>

On average, over 220,000 people visit the Potawatomi Zoo annually!
EVENT SPONSORSHIP

EVENT DATE:

May 15, 2021

ABOUT EAT & DRINK

Eat & Drink at the Zoo is the Potawatomi Zoo’s new food and drink tasting event. Food, wine, and beer vendors from around the region will have samples for guests to taste and some to buy. Join the party with musical guests and other exciting entertainment! VIP experiences will be available for early buyers, Title sponsors, and VIP sponsors.

TITLE SPONSOR – $10,000 (1 sponsor only)

“Eat & Drink at the Zoo, brought to you by Your Company”

GUARDIAN SPONSOR – $7,500 (1 sponsor only)

Sponsor the VIP experience for Eat & Drink at the Zoo.

ADVOCATE SPONSOR – $5,000 (2 sponsors only)

Bring a great musical act or entertainer to Eat & Drink at the Zoo.

CURATOR SPONSOR – $3,000 (2 sponsors only)

Help make the Eat & Drink experience unique with great food and or drinks from around the area.

BENEFACTOR SPONSOR – $1,000

Your business can be part of making this the premier event of the season!
### EVENT SPONSORSHIP

**EVENT DATE:**

**May 15, 2021**

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**Sponsorship Levels**

<table>
<thead>
<tr>
<th>Sponsor Level</th>
<th>Title Sponsor</th>
<th>Guardian Sponsor</th>
<th>Advocate Sponsor</th>
<th>Curator Sponsor</th>
<th>Benefactor Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Guardian Sponsor</strong></td>
<td>$7,500</td>
<td></td>
<td></td>
<td>$5,000</td>
<td>$1,000</td>
</tr>
<tr>
<td><strong>Advocate Sponsor</strong></td>
<td>$10,000 (1)</td>
<td>$7,500 (1)</td>
<td>$5,000 (2)</td>
<td>$3,000 (2)</td>
<td>$1,000</td>
</tr>
<tr>
<td><strong>Curator Sponsor</strong></td>
<td>$3,000 (2)</td>
<td></td>
<td></td>
<td>$5,000</td>
<td>$1,000</td>
</tr>
<tr>
<td><strong>Benefactor Sponsor</strong></td>
<td>$1,000</td>
<td></td>
<td></td>
<td>$3,000</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

**Sole recognition** as the Title Sponsor of **Eat & Drink at the Zoo** on all event promotional/media materials and access to VIP area

**Sole recognition** as the VIP Sponsor for **Eat & Drink at the Zoo** on all event promotional/media materials and access to VIP area

**Sole recognition** as **Entertainment Sponsor** of one entertainment act on all promotional/media materials

**Acknowledgement** on all promotional/media materials

**Logo** on banner

**Tickets** to **Eat & Drink at the Zoo**

- **30 VIP**
- **20 VIP**
- **10 VIP**
- **10**
- **5**

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**Join our “Alpha Pack!”**

**LIMITED NUMBER OF SPONSORS PER YEAR.**

Sponsors at the $5,000 level or higher on a first-come, first-serve basis, receive special recognition on “thank you” sponsor signage prominently displayed in the Zoo plaza.
EVENT DATE: September 25, 2021

EVENT SPONSORSHIP

ABOUT BREW AT THE ZOO
Brew at the Zoo is the Zoo’s annual beer tasting event. Guests will have the opportunity to enjoy samples of their favorite beers and hard ciders from the area's best breweries as they journey through the Zoo. VIP experiences will be available for early buyers and some sponsors.

TITLE SPONSOR — $10,000 (1 sponsor only)
“Brew at the Zoo, brought to you by Your Company”

GUARDIAN SPONSOR — $7,500 (1 sponsor only)
Sponsor the VIP experience for Brew at the Zoo.

ADVOCATE SPONSOR — $5,000 (1 sponsor only)
Bring a great musical act to Brew at the Zoo.

CURATOR SPONSOR — $3,000 (2 sponsors only)
Help bring the best local and regional beers to this event.

BENEFACTOR SPONSOR — $1,000
Your business can be part of making this the premier event of the season!
**EVENT SPONSORSHIP**

**BREW at the ZOO**

**EVENT DATE:**
September 25, 2021

In 2019, we celebrated our 11th year hosting a brew event.

**SPONSOR LEVELS**

<table>
<thead>
<tr>
<th>Cost and Number of sponsorships available</th>
<th>TITLE SPONSOR</th>
<th>GUARDIAN SPONSOR</th>
<th>ADVOCATE SPONSOR</th>
<th>CURATOR SPONSOR</th>
<th>BENEFACCTOR SPONSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sole recognition as the Title Sponsor of Brew at the Zoo on all event promotional/media materials</td>
<td>$10,000 (1)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sole recognition as the VIP Sponsor for Brew at the Zoo on all event promotional/media materials</td>
<td></td>
<td></td>
<td>$5,000 (1)</td>
<td></td>
<td>$7,500 (1)</td>
</tr>
<tr>
<td>Sole recognition as the Entertainment Sponsor on all promotional/media materials</td>
<td></td>
<td></td>
<td></td>
<td>$3,000 (1)</td>
<td></td>
</tr>
<tr>
<td>Acknowledgement on all promotional/media materials</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$1,000 (1)</td>
</tr>
<tr>
<td>Logo on selfie banner</td>
<td></td>
<td></td>
<td></td>
<td>$1,000 (1)</td>
<td></td>
</tr>
<tr>
<td>Tickets to Brew at the Zoo</td>
<td>30 VIP</td>
<td>20 VIP</td>
<td>10 VIP</td>
<td>10</td>
<td>5</td>
</tr>
</tbody>
</table>

**Join our “Alpha Pack!”**

**LIMITED NUMBER OF SPONSORS PER YEAR.**

Sponsors at the $5,000 level or higher on a first-come, first-serve basis, receive special recognition on “thank you” sponsor signage prominently displayed in the Zoo plaza.
EVENT SPONSORSHIP

EVENT DATE:
October 22-24, 2021

ABOUT ZOO BOO
A community favorite, join the Potawatomi Zoo as we celebrate Halloween! Zoo Boo is the Potawatomi Zoo's annual safe trick-or-treating event complete with pumpkins, lights and decorations, candy, a haunted train ride, and enchanted carousel rides. This decades old tradition brings thousands of guests to the Zoo annually. Come decked out in your Halloween costume, view decoration, or visit the Treat Trail.

TITLE SPONSOR – $10,000 (1 sponsor only)
“Zoo Boo at the Potawatomi Zoo sponsored by Your Company”

GUARDIAN SPONSOR – $7,500 (1 sponsor only)
This sponsor helps transform the Potawatomi Zoo Express into a haunted train experience during Zoo Boo.

ADVOCATE SPONSOR – $5,000 (1 sponsor only)
This sponsor helps us keep the Enchanted carousel, one of the Zoo’s most popular attractions, running during Zoo Boo.

CURATOR SPONSOR – $3,000 (unlimited sponsors available)
Help provide lights and decorations to beautify and enhance this family-friendly, safe trick or treating experience.

PATRON SPONSOR – $500 (unlimited sponsors available)
Help provide candy and other treats on the Treat Trail for thousands of excited children and adults who visit.
Last year, nearly 9,000 guests visited over three days for this event!

**SPONSOR LEVELS**

<table>
<thead>
<tr>
<th>Cost and Number of sponsorships available</th>
<th>TITLE SPONSOR $10,000 (1)</th>
<th>GUARDIAN SPONSOR $7,500 (1)</th>
<th>ADVOCATE SPONSOR $5,000 (1)</th>
<th>CURATOR SPONSOR $3,000</th>
<th>PATRON SPONSOR $500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 10 of your company’s ads displayed throughout the Zoo grounds</td>
<td>Paw</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor recognition on/at...</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Train</td>
<td>Paw</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Carousel</td>
<td></td>
<td>Paw</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Signage</td>
<td></td>
<td>Paw</td>
<td>Paw</td>
<td>Paw</td>
<td>Paw</td>
</tr>
<tr>
<td>• Social Media</td>
<td></td>
<td>Paw</td>
<td>Paw</td>
<td>Paw</td>
<td>Paw</td>
</tr>
<tr>
<td>• Press Release</td>
<td></td>
<td>Paw</td>
<td>Paw</td>
<td>Paw</td>
<td>Paw</td>
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<tr>
<td>• Treat Trail</td>
<td></td>
<td>Paw</td>
<td>Paw</td>
<td>Paw</td>
<td>Paw</td>
</tr>
<tr>
<td>Admission Tickets and Train Tickets</td>
<td>100</td>
<td>50</td>
<td>30</td>
<td>20</td>
<td>5</td>
</tr>
</tbody>
</table>

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EVENT SPONSORSHIP

EVENT DATE:
Friday-Sunday
November 26-December 19, 2021

ABOUT GIFT OF LIGHTS
Brought to life by our sponsors, this beautiful holiday lights celebration has become a new winter tradition for families. Enjoy a wonderland of lights and seasonal activities designed to delight children of all ages at this special time of year.

TITLE SPONSOR – $10,000 (1 sponsor only)
“Gift of Lights at the Potawatomi Zoo sponsored by Your Company”

GUARDIAN SPONSOR – $7,500 (1 sponsor only)
Sponsor the oversized lighted tree in the Zoo’s new plaza, a popular family photo spot.

ADVOCATE SPONSOR – $5,000 (1 sponsor only)
Sponsor the heated tent where guests can warm up and enjoy a variety of Round Barn bar and nonalcoholic offerings.

CURATOR SPONSOR – $3,000 (4 slots available)
Help make the popular Potawatomi Express Train special for the holidays.

BENEFACTOR SPONSOR – $1,000
Your business can be part of making this the premier event of the season!
**EVENT SPONSORSHIP**

**EVENT DATE:**
Friday-Sunday
November 26–December 19, 2021

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**SPONSOR LEVELS**
Cost and Number of sponsorships available

<table>
<thead>
<tr>
<th>SPONSOR LEVELS</th>
<th>TITLE SPONSOR</th>
<th>GUARDIAN SPONSOR</th>
<th>ADVOCATE SPONSOR</th>
<th>CURATOR SPONSOR</th>
<th>BENEFACCTOR SPONSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive preview for up to 250 guests; all employees receive free admission</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Logo on Lighted Silhouette</td>
<td>At Entrance</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor Recognition...</td>
<td>Near Tree</td>
<td>Near Tent</td>
<td>Near Train</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acknowledgement on all promotional/media materials</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tickets to event and Potawatomi Express Train Tickets</td>
<td>250</td>
<td>100</td>
<td>50</td>
<td>30</td>
<td>20</td>
</tr>
</tbody>
</table>

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**Join our “Alpha Pack!”**

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**Gift of Lights had 16,438 guests in 2020**
EVENT SPONSORSHIP

EVENT DATE:
February 26, 2022

ABOUT ROARING FORWARD
Each year, the Potawatomi Zoo hosts a fundraising gala to celebrate, raise crucial funds for the upcoming year and thank many of the top donors for their participation in making the Potawatomi Zoo a premiere destination in Michiana. This is a high-end marketing opportunity for your company with exquisite eats, unique animal encounters, and one-of-a-kind gift experiences not available anywhere else in town.

TITLe SPONsOR – $10,000
"Roaring Forward with the Potawatomi Zoo presented by Your Company"

GUARDIAN SPONSOR – $7,500
Sponsor the Navarre Group’s catering.

ADVOCATE SPONSOR – $5,000
Sponsor the program and speaker during the event.

CURATOR SPONSOR – $3,000
Help bring animal ambassadors to the Roaring Forward and make this event unique from any other fundraiser in town.

BENEFACtor SPONSOR – $1,000
Your sponsorship goes to support the mission and vision of the Potawatomi Zoo.

PATRON SPONSOR – $500
Your sponsorship is an important part of making this event a success.
EVENT SPONSORSHIP

EVENT DATE: February 26, 2022

Each year, nearly 300 guests attended this event!

Join our “Alpha Pack!”
LIMITED NUMBER OF SPONSORS PER YEAR.
Sponsors at the $5,000 level or higher on a first-come, first-serve basis, receive special recognition on “thank you” sponsor signage prominently displayed in the Zoo plaza.

<table>
<thead>
<tr>
<th>SPONSOR LEVELS</th>
<th>TITLE SPONSOR $10,000</th>
<th>GUARDIAN SPONSOR $7,500</th>
<th>ADVOCATE SPONSOR $5,000</th>
<th>CURATOR SPONSOR $2,000</th>
<th>BENEFACCTOR SPONSOR $1,000</th>
<th>PATRON SPONSOR $500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table of 8 with Premier Seating</td>
<td></td>
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<tr>
<td>Table of 8</td>
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<tr>
<td>Event Tickets</td>
<td></td>
<td></td>
<td></td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Recognition/Acknowledgement ...</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>• at Roaring Forward by the Zoo Director</td>
<td></td>
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<tr>
<td>• at Roaring Forward</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>• at catering tables</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>• in UPROAR Magazine</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>• on social media</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>• Your logo on selfie banner at entrance</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>• “Presented By [Your Company]” on print and digital media</td>
<td></td>
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<td></td>
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</tbody>
</table>