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!
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SPONSOR LEVELS
Cost and Number of sponsorships available

<table>
<thead>
<tr>
<th>SPONSOR LEVEL</th>
<th>TITLE SPONSOR</th>
<th>GUARDIAN SPONSOR</th>
<th>ADVOCATE SPONSOR</th>
<th>CURATOR SPONSOR</th>
<th>BENEFACCTOR SPONSOR</th>
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<td>$10,000 (1)</td>
<td>$7,500 (1)</td>
<td>$5,000 (1)</td>
<td>$3,000 (4)</td>
<td>$1,000</td>
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Exclusive preview for up to 250 guests; all employees receive free admission

Logo on Lighted Silhouette
At Entrance

Sponsor Recognition...
Near Tree
Near Tent
Near Train

Acknowledgement on all promotional/media materials

Tickets to event and Potawatomi Express Train Tickets
250 100 50 30 20

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.

Gift of Lights had 16,438 guests in 2020