EVENT SPONSORSHIP

EVENT DATE:
Friday-Sunday
November 25-December 18, 2022

Efficiently powered by
INDIANA MICHIGAN POWER

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
“Gift of Lights at the Potawatomi Zoo presented by Your Company”

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

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

CURATOR SPONSOR  –  $3,000
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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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.

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>
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</thead>
<tbody>
<tr>
<td>Exclusive preview</td>
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<td>all employees receive free admission</td>
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<td>Logo on Lighted Silhouette</td>
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<td>at Entrance</td>
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<tr>
<td>Sponsor Recognition...</td>
<td>Near Tree</td>
<td>Near Tent</td>
<td>Near Train</td>
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<tr>
<td>Acknowledgement</td>
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<td>on all promotional/media materials</td>
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<tr>
<td>Tickets to event</td>
<td>250</td>
<td>100</td>
<td>50</td>
<td>30</td>
<td>20</td>
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<tr>
<td>and Potawatomi Express Train Tickets</td>
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</table>

Gift of Lights had 16,438 guests in 2020.