

## 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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Gift of Lights had  
**16,438**  
guests in 2020

<b>SPONSOR LEVELS</b> Cost and Number of sponsorships available	<b>TITLE SPONSOR</b> \$10,000	<b>GUARDIAN SPONSOR</b> \$7,500	<b>ADVOCATE SPONSOR</b> \$5,000	<b>CURATOR SPONSOR</b> \$3,000	<b>BENEFACTOR SPONSOR</b> \$1,000
<b>Exclusive preview</b> for up to 250 guests; all employees receive free admission					
<b>Logo on Lighted Silhouette</b>	At Entrance				
<b>Sponsor Recognition...</b>		Near Tree	Near Tent	Near Train	
<b>Acknowledgement</b> on all promotional/media materials					
<b>Tickets to event</b> and Potawatomi Express <b>Train Tickets</b>	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.

