

EVENT SPONSORSHIP



EVENT DATE:

October 21-23, 2021



Presented by

UNITED FEDERAL CREDIT UNION



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

“Zoo Boo at the Potawatomi Zoo presented by **Your Company**”

GUARDIAN SPONSOR – \$7,500

This sponsor helps transform the Potawatomi Zoo Express into a haunted train experience during Zoo Boo.

ADVOCATE SPONSOR – \$5,000

This sponsor helps us keep the Enchanted carousel, one of the Zoo's most popular attractions, running during Zoo Boo.

CURATOR SPONSOR – \$3,000

Help provide lights and decorations to beautify and enhance this family-friendly, safe trick or treating experience.

PATRON SPONSOR – \$500

Help provide candy and other treats on the Treat Trail for thousands of excited children and adults who visit.

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In 2020, nearly
12,000
guests attended
this event!

SPONSOR LEVELS Cost and Number of sponsorships available	TITLE SPONSOR \$10,000	GUARDIAN SPONSOR \$7,500	ADVOCATE SPONSOR \$5,000	CURATOR SPONSOR \$3,000	PATRON SPONSOR \$500
Up to 10 of your company's ads displayed throughout the Zoo grounds					
Sponsor recognition on/at...					
• Train					
• Carousel					
• Signage					
• Social Media					
• Press Release					
• Treat Trail					
Admission Tickets and Train Tickets	100	50	30	20	5

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.

