EVENT SPONSORSHIP

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

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 Santa’s Workshop and make meeting Santa a memorable experience.

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 benefits of sponsorships available

<table>
<thead>
<tr>
<th></th>
<th>TITLE SPONSOR $10,000</th>
<th>GUARDIAN SPONSOR $7,500</th>
<th>ADVOCATE SPONSOR $5,000</th>
<th>CURATOR SPONSOR $3,000</th>
<th>PATRON SPONSOR $500</th>
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<tbody>
<tr>
<td>Recognition as Title Sponsor of Gift of Lights on promotional/media materials</td>
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<tr>
<td>Recognition as Tree Sponsor near tree and on promotional/media materials</td>
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<tr>
<td>Recognition as Santa’s Workshop Sponsor near Santa’s Workshop and on promotional/media materials</td>
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<tr>
<td>Recognition as Train Sponsor near Potawatomi Express Train Station and on promotional/media materials</td>
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<td>Recognition in UPROAR Magazine</td>
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<td>Acknowledgement on promotional/media materials</td>
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<tr>
<td>Tickets to Gift of Lights</td>
<td>100</td>
<td>50</td>
<td>30</td>
<td>20</td>
<td>5</td>
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</tbody>
</table>

Gift of Lights had 16,537 guests in 2021