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.
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.

**EVENT SPONSORSHIP**

**EVENT DATE:**
October 21-23, 2022

**SPONSOR LEVELS**
Cost and benefits of sponsorships available

<table>
<thead>
<tr>
<th>SPONSOR LEVEL</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>BENEFACTOR SPONSOR $500</th>
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<tbody>
<tr>
<td>Recognition as Title Sponsor of Zoo Boo at the Zoo and on promotional/media materials</td>
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<td>Recognition as Train Sponsor at the Potawatomi Express Train Station</td>
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<td>Recognition as Carousel Sponsor at the Endangered Species Carousel</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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<td>Tickets to Zoo Boo</td>
<td>100</td>
<td>50</td>
<td>30</td>
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</table>

In 2021, over 10,000 guests attended this event!