



EVENT SPONSORSHIP

ZOO BOO

Oct. 20-22



Zoo Boo is the Potawatomi Zoo's annual Halloween event complete with pumpkins, lights and decorations, candy, a haunted train ride, and enchanted carousel rides. This community favorite event brings thousands of guests to the Zoo. Come decked out in your Halloween costume, view decorations, and collect candy on the Treat Trail.

TITLE SPONSOR – \$10,000

"Zoo Boo, presented by **Your Company**"

Recognition as Title Sponsor on promotional/media materials.

Recognition on promotional/media materials.

Recognition in UPROAR magazine and social media.

100 Tickets to Zoo Boo.

GUARDIAN SPONSOR – \$7,500

Help transform the Potawatomi Express Train into a Haunted Train experience.

Recognition as Haunted Train sponsor near Train Station.

Recognition on promotional/media materials.

Recognition in UPROAR magazine and social media.

50 Tickets to Zoo Boo.

ADVOCATE SPONSOR – \$5,000

Sponsor the Zoo's beloved Carousel during Zoo Boo.

Recognition as Carousel sponsor near the Carousel.

Recognition on promotional/media materials.

Recognition in UPROAR magazine and social media.

30 Tickets to Zoo Boo.

CURATOR SPONSOR – \$3,000

Help provide lights and decorations to beautify the Zoo for Halloween.

Acknowledgement on promotional/media materials.

Acknowledgement in UPROAR magazine and social media.

20 Tickets to Zoo Boo.

TREAT SPONSOR – \$500

Promote your business and hand out candy on the Treat Trail.

Booth Space for your business on the Zoo's Treat Trail.

Acknowledgement in UPROAR magazine and social media.

5 Tickets to Zoo Boo.



Join our "Alpha Pack"

Sponsors at the \$5,000 level or higher receive special recognition on our sponsor appreciation sign in the Zoo plaza, in the Zoo map, and in the annual Zoo calendar.