

MARYLAND ZOO



BREW — AT THE — **ZOO**

Brew at the Zoo is a Memorial Day weekend tradition (May 27 & 28, 2017) at The Maryland Zoo in Baltimore. Each year thousands of people from Maryland, Pennsylvania, D.C. and beyond, visit the Zoo during the Brew at the Zoo weekend to participate in the event festivities.

Located in the Zoo's beautiful Waterfowl Lake area, the event offers fun for both the over-21 crowd and the whole family. Brew at the Zoo is the Zoo's biggest fundraiser and couples food and beverage with music and fun. Tickets are required and include admission to the Zoo, unlimited beer and wine tastings, a commemorative Maryland Zoo tasting glass, three live bands per day, and access to food and artisan vendors.

THE MARYLAND ZOO IN BALTIMORE

P 410 396 7102
F 443 320 9019

1876 Mansion House Drive
Baltimore, Maryland 21217

*The Maryland Zoo in Baltimore is accredited
by the Association of Zoos and Aquariums.*

marylandzoo.org

MARYLAND ZOO



BREW
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BREW AT THE ZOO PRESENTING SPONSOR -- \$20,000 SOLD!

[1 OPPORTUNITY AVAILABLE]

- Exclusive presenting recognition (“Your Company Presents Brew at the Zoo”)
- Company inclusion in all event publicity, including, but not limited to, television, radio, and print
- Sponsor logo on all printed event collateral, including, but not limited to posters and event program
- Company mention in event-related press releases and media alerts
- Inclusion in web-based marketing:
 - Company listing on The Maryland Zoo’s website
 - Logo inclusion in all pre- and post-Brew at the Zoo e-blasts (50,000+ people)
- Company banners displayed in the event area (sponsor to provide banners)
- Multiple company mentions and promotional plugs from the stage throughout both event days
- 25 complimentary Maryland Zoo tickets
- Tented 10’x10’ booth space at event and opportunity to distribute promotional items
- 24 Brew at the Zoo “Super Sipper” Premium Tickets

ENTERTAINMENT STAGE SPONSOR -- \$10,000

[1 OPPORTUNITY AVAILABLE]

- Exclusive entertainment stage naming recognition (“Your Company’s Entertainment Stage”)
- Company inclusion in event publicity, which may include television, radio, and print
- Company mention in event-related press releases and media alerts
- Sponsor logo on all printed event collateral, including, but not limited to posters and event program
- Inclusion in web-based marketing:
 - Company listing on The Maryland Zoo’s website
 - Logo inclusion in all pre- and post-Brew at the Zoo e-blasts (50,000+ people)
- Company banners displayed in the event area (sponsor to provide banners)
- Multiple company mentions and promotional plugs from the stage throughout both event days
- 12 complimentary Maryland Zoo tickets
- Tented 10’x10’ booth space at event and opportunity to distribute promotional items
- 10 Brew at the Zoo “Super Sipper” Premium Tickets

TASTING GLASS SPONSOR -- \$6,000

[1 OPPORTUNITIES AVAILABLE]

- Sponsor logo on souvenir tasting glass
- Sponsor logo on select printed event collateral
- Company mention in event-related press releases and media alerts
- Inclusion in web-based marketing:
 - Company listing on The Maryland Zoo’s website
 - Logo inclusion in all pre- and post-Brew at the Zoo e-blasts (50,000+ people)
- Company banners displayed in the event area (sponsor to provide banners)
- Tented 10’x10’ booth space at event and opportunity to distribute promotional items
- 4 Brew at the Zoo “Super Sipper” Premium Tickets

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AUTOMOTIVE SPONSOR -- \$5,000

[1 OPPORTUNITY AVAILABLE]

- Exclusive category sponsorship
- Sponsor logo on select printed event collateral
- Company mention in event-related press releases and media alerts
- Inclusion in web-based marketing:
 - Company listing on The Maryland Zoo's website
 - Logo inclusion in all pre- and post-Brew at the Zoo e-blasts (50,000+ people)
- Company banners displayed in the event area (sponsor to provide banners)
- Booth space at event with opportunity to distribute promotional items and display up to three automobiles
- 4 Brew at the Zoo "Super Sipper" Premium Tickets

DJ STAGE SPONSOR -- \$4,000

[1 OPPORTUNITIES AVAILABLE]

- Sponsor logo on select printed event collateral
- Company mention in event-related press releases and media alerts
- Inclusion in web-based marketing:
 - Company listing on The Maryland Zoo's website
 - Logo inclusion in all pre- and post-Brew at the Zoo e-blasts (50,000+ people)
- Company banners displayed in the event area (sponsor to provide banners)
- booth space at event and opportunity to distribute promotional items
- 4 Brew at the Zoo "Super Sipper" Premium Tickets

SUPPORTING SPONSOR OPPORTUNITIES -- \$1,500 EACH

[MULTIPLE OPPORTUNITIES AVAILABLE]

- Inclusion in web-based marketing:
 - Company listing on The Maryland Zoo's website
 - Logo inclusion in all pre- and post-Brew at the Zoo e-blasts (50,000+ people)
- 10'x10' booth space at event and opportunity to distribute promotional items

IN-KIND SPONSORSHIPS

The Maryland Zoo would consider an in-kind donation for any level of sponsorship. A sponsorship fee may be paid by providing goods and services that are budget-relieving to the Zoo. These opportunities are reviewed on a case by case basis.

For more information on any level of sponsorship, please contact Steve Rosenfeld, Assistant VP, Institutional Advancement: steve.rosenfeld@marylandzoo.org or 443-552-5270.

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