

# Wine in the **WILDERNESS**



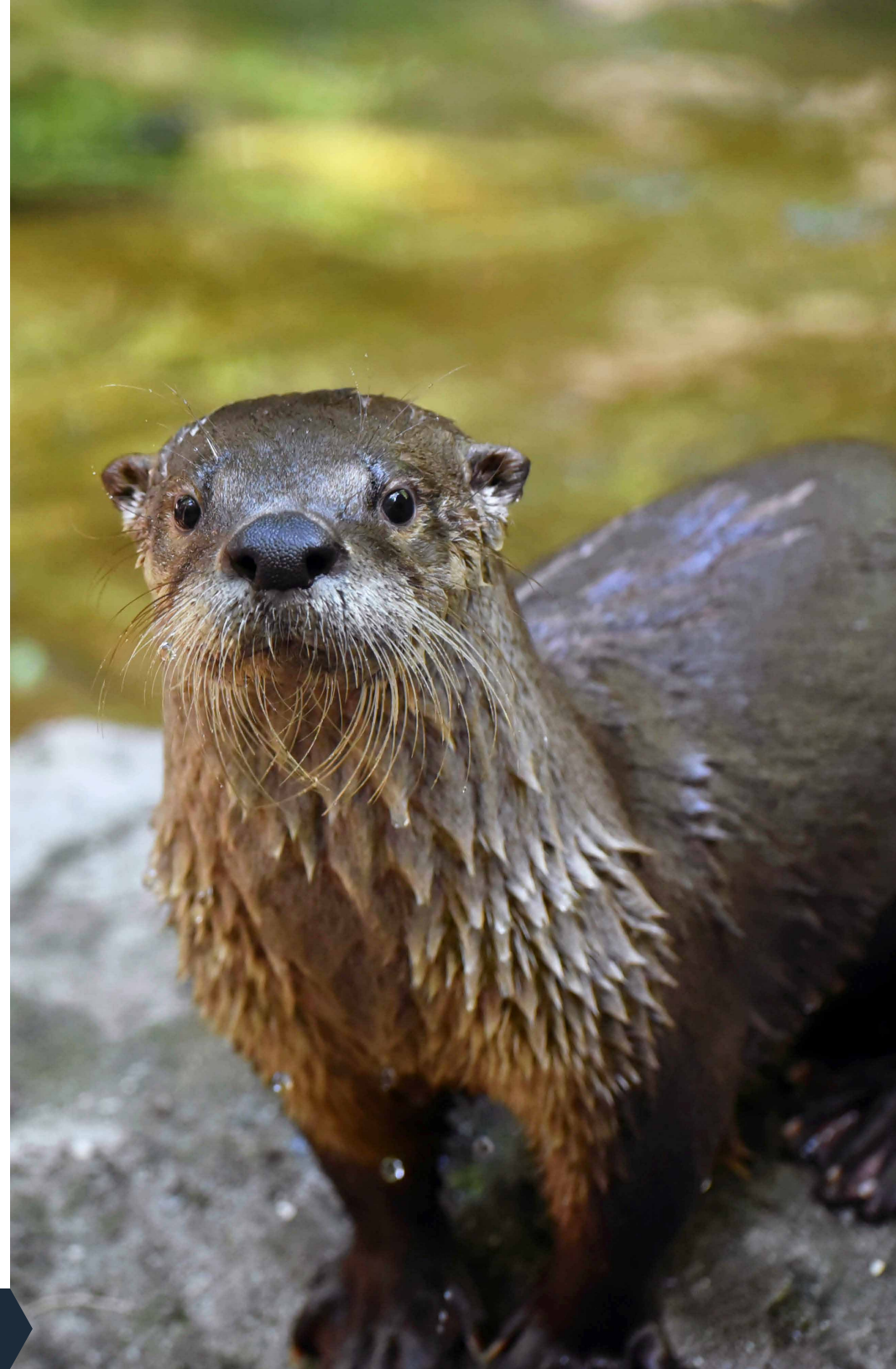
MARYLAND  
**ZOO**



# Wine in the **WILDERNESS**

The Zoo is well-known for its beer festivals, including Brew at the Zoo and OktoBEARfest, and why wouldn't we be? Baltimore is a beer town! But we are also a city full of wine lovers, so let's celebrate that! Wine in the Wilderness will be held on Saturday, June 19 and Sunday, June 20, and will take place in the Zoo's Maryland Wilderness section.

Guests will enjoy wine, charcuterie, decadent pastries, and live music, all while taking in the serene sights and sounds of a wooded-portion of our beautiful campus. Guests will also get to visit with some of our Maryland-native species, like the North American river otter and bobcat. Other event amenities include wine tumbler favors, a flower-wall backdrop for photos, fun temporary tattoos, along with a few vendors for those who would like to do a little shopping. Reservations are required for this event. Tickets go on sale Friday, April 23rd.

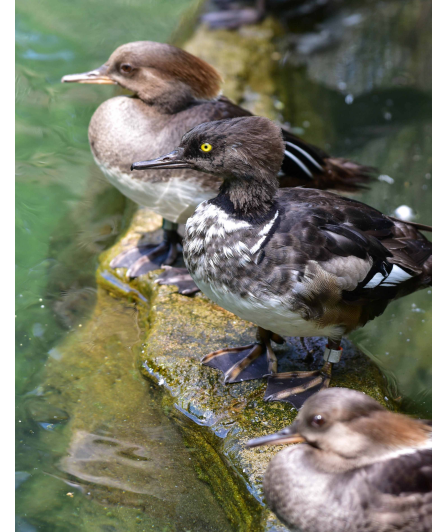


# WINE IN THE WILDERNESS PRESENTING SPONSOR

## VALUE \$15,000

### 2 OPPORTUNITIES REMAINING

- ◀ Industry exclusivity guaranteed
- ◀ Company name to be included in name of the event " \_\_\_\_\_ Presents Wine in the Wilderness"
- ◀ Digital Collateral
  - o Name and/or logo recognition in social media posts
  - o Logo inclusion on Wine in the Wilderness feature on home page slider - 23,000 monthly pageviews
  - o Logo inclusion on Facebook event page header
  - o Name and/or logo recognition in Facebook Event Group posts
  - o Logo inclusion on event page "featured image"
  - o Logo inclusion on event confirmation emails
  - o Logo inclusion on event webpage
  - o Logo inclusion on digital screens located at Zoo's Main Gate
  - o Mention in the Zoo's spring-addition of ZooGram- *Sponsor must be confirmed by February 15th*
- ◀ Marketing and Media
  - o Logo inclusion in event specific eblasts - Qty. 3
  - o Mentioned in membership newsletter "Have you Herd" in May and June – Qty. 2 (~12,000 recipients)
  - o Mentioned in Hulabazoo May & June newsletters – Qty. 2 (up to 94,000 each)
  - o Mentioned in Wine in the Wilderness Press Release
  - o Mention in any related media coverage
- ◀ On-site Collateral
  - o Logo inclusion on all event signage
  - o Logo inclusion on registration table runner (Used at registration and the first thing guests see when checking in.)
- ◀ Other Deliverables
  - o Opportunity to make remarks from performance area and introduce band (limited to two minutes)
  - o Mentioned in sponsor "thank you" over PA
  - o Opportunity to host a community table each day of the event
  - o Name inclusion on branded wine tumblers (as part of the event name, " \_\_\_\_\_ Presents Wine in the Wilderness)- *Due to unusually long delivery times, this is available only to sponsors committed no less than 4 months prior to the event*
  - o Fifteen (15) tickets to Wine in the Wilderness





# BAR SPONSOR

## VALUE \$7,500

### 2 OPPORTUNITIES REMAINING

#### ◀ Digital Collateral

- o Name and/or Logo recognition in sponsor thank you social media posts
- o Mentioned in social media copy when referring to bars
- o Logo inclusion on event confirmation emails
- o Logo inclusion on event webpage
- o Logo inclusion on digital screens located at Zoo's Main Gate

#### ◀ Marketing and Media

- o Logo inclusion in event specific eblasts - Qty. 3
- o Mentioned in membership newsletter "Have you Herd" in May and June - Qty. 2 (~12,000 recipients)
- o Mentioned in Wine in the Wilderness Press Release
- o Mention in any related media coverage

#### ◀ On-site Collateral

- o Logo inclusion on all event signage
- o Inclusion on beverage napkins
- o Inclusion on bar signage

#### ◀ Other Deliverables

- o Mentioned in sponsor "thank you" over PA
- o Opportunity to host a community table each day of the event
- o Logo inclusion on branded wine tumblers- *Due to unusually long delivery times, this is available only to sponsors committed no less than 4 months prior to the event*
- o Ten (10) tickets to Wine in the Wilderness



# DESSERT SPONSOR

## VALUE \$5,000

### 2 OPPORTUNITIES REMAINING

#### ◀ Digital Collateral

- o Name and/or Logo recognition in sponsor thank you social media posts
- o Mentioned in social media copy referring to dessert stations
- o Logo inclusion on event confirmation emails
- o Logo inclusion on event webpage
- o Logo inclusion on digital screens located at Zoo's Main Gate

#### ◀ Marketing and Media

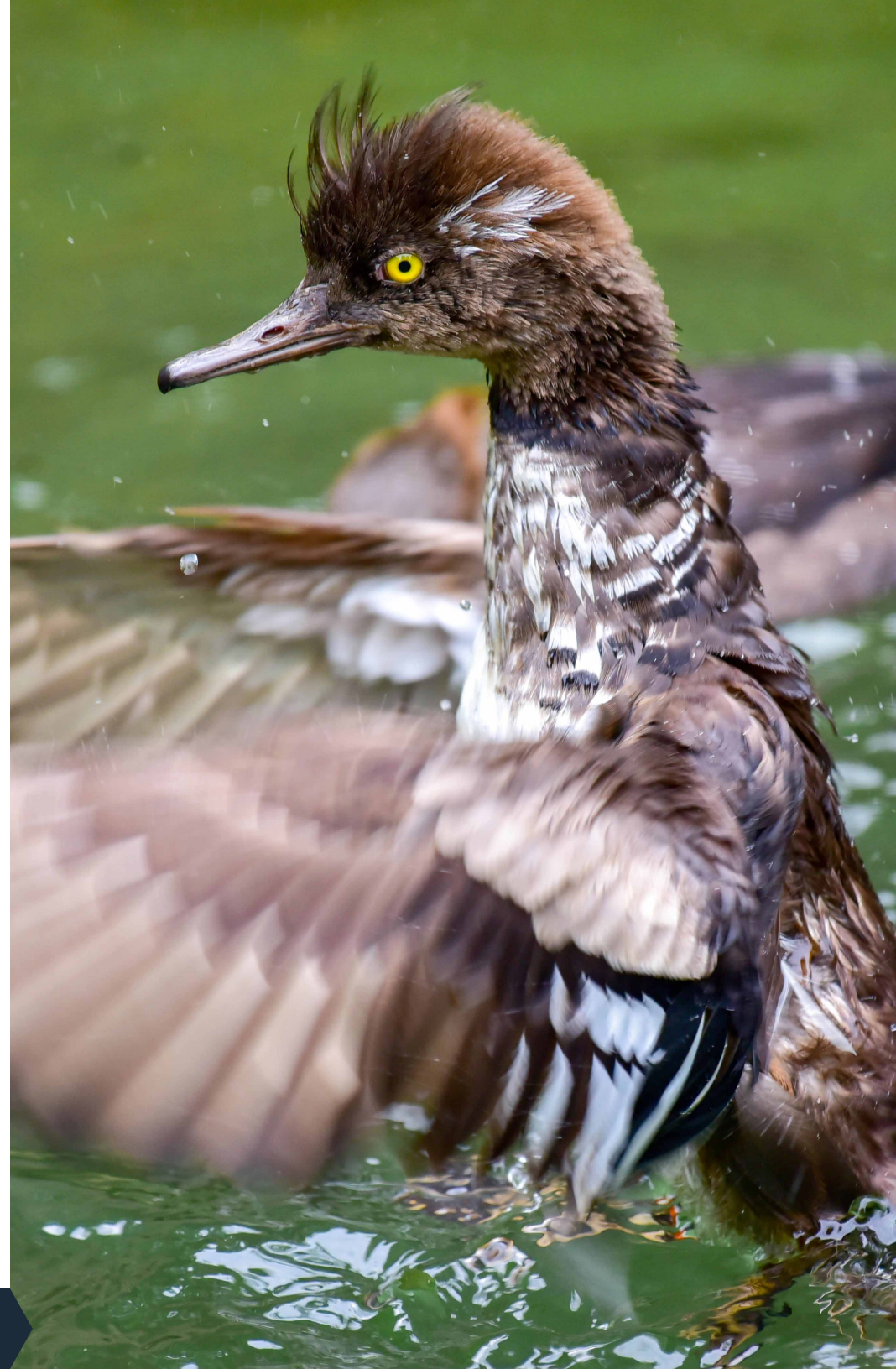
- o Logo inclusion in event specific eblasts - Qty. 3
- o Mentioned in membership newsletter "Have you Herd" in May and June - Qty. 2 (~12,000 recipients)
- o Mentioned in Wine in the Wilderness Press Release
- o Mention in any related media coverage

#### ◀ On-site Collateral

- o Logo inclusion on all event signage
- o Logo inclusion on dessert stickers to be included on each pre-packaged dessert
- o Logo inclusion on dessert station signage

#### ◀ Other Deliverables

- o Mentioned in sponsor "thank you" over PA
- o Opportunity to host a community table each day of the event
- o Eight (8) tickets to Wine in the Wilderness





# FLOWER WALL SPONSOR

## VALUE \$5,000

### 1 OPPORTUNITY REMAINING

#### ◀ Digital Collateral

- o Name and/or Logo recognition in sponsor thank you social media posts
- o Mentioned in social media copy referring to the flower wall photo op
- o Logo inclusion on event confirmation emails
- o Logo inclusion on event webpage
- o Logo inclusion on digital screens located at Zoo's Main Gate

#### ◀ Marketing and Media

- o Name inclusion in event specific eblasts - Qty. 3
- o Mentioned in membership newsletter "Have you Herd" in May and June - Qty. 2 (~12,000 recipients)
- o Mentioned in Wine in the Wilderness Press Release
- o Mention in any related media coverage

#### ◀ On-site Collateral

- o Logo inclusion on all event signage
- o Logo inclusion on some of the photo props
- o Logo inclusion on photo station signage

#### ◀ Other Deliverables

- o Mentioned in sponsor "thank you" over PA
- o Five (5) tickets to Wine in the Wilderness



# COMMUNITY SPONSOR

## VALUE \$3,500

### 5 OPPORTUNITIES REMAINING

- ◀ Digital Collateral
  - Name and/or Logo recognition in sponsor thank you social media posts
  - Name and/or logo recognition in Facebook Event Group post
  - Logo inclusion on event confirmation emails
  - Logo inclusion on event webpage
- ◀ Marketing and Media
  - Logo inclusion in event specific eblasts - Qty. 3
- ◀ On-site Collateral
  - Name inclusion on all event signage
- ◀ Other Deliverables
  - Mentioned in sponsor "thank you" over PA
  - Five (5) tickets to Wine in the Wilderness

