

MARYLAND  
**ZOO**



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# ZOO LIGHTS





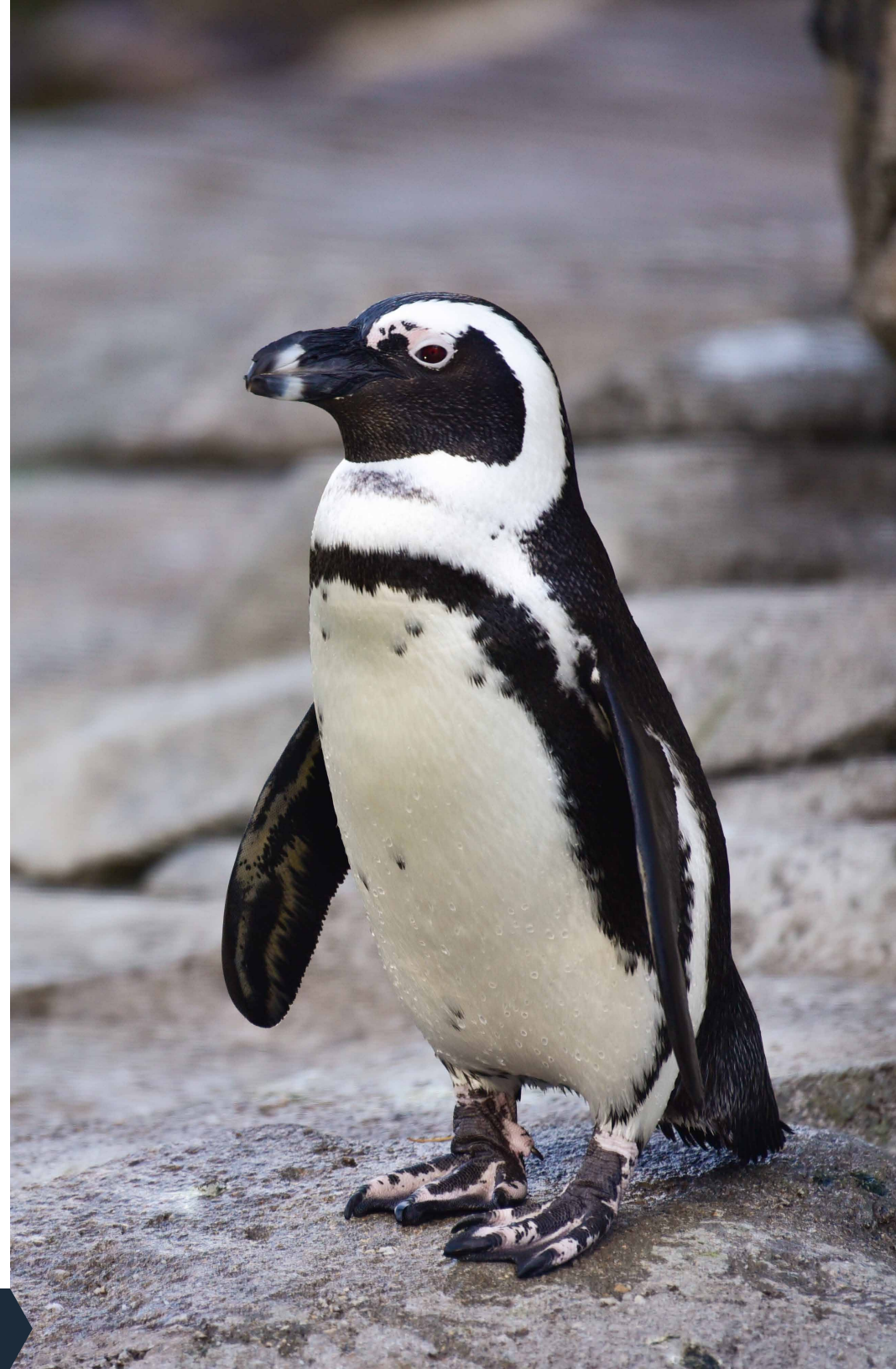
# ZOO LIGHTS

Zoo Lights is back! After a long hiatus, we have revived this longtime Baltimore holiday tradition, but with a few twists (and turns!).

Beginning Friday, November 20, guests can visit the Zoo after hours and enjoy a beautiful, half mile light show that will run for seven weeks.

Whether guests chose to travel the course by foot or by car, they will be dazzled by a brilliant show that includes over 50 illuminated displays and over 100k LED lights.

Reservations are required for this event. Tickets go on sale Thursday, October 8th.



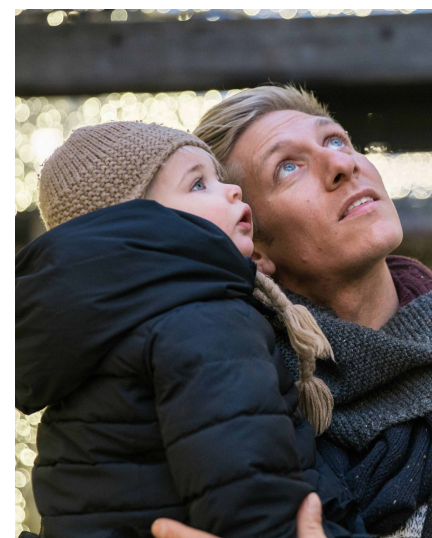
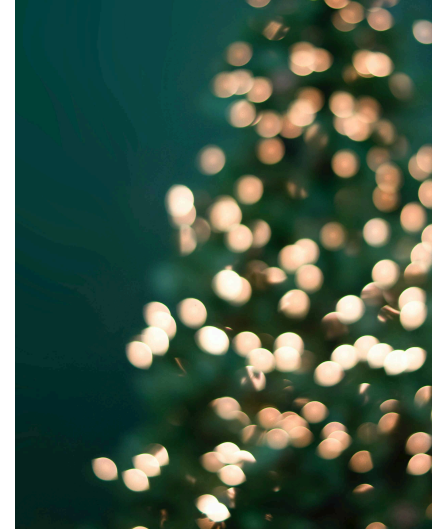
# ZOO LIGHTS PRESENTING SPONSOR

VALUE \$25,000

## 1 OPPORTUNITY REMAINING

- ◀ Industry exclusivity guaranteed
- ◀ Recognized as presenting sponsor on all event collateral, to be written out as "\_\_\_\_\_ Presents Zoo Lights"
- ◀ Digital Collateral:
  - o Name recognition in social media posts
  - o Logo inclusion on Zoo Lights feature on home page slider - 23,000 monthly pageviews
  - o Logo inclusion on Facebook event page header
  - o Name/logo recognition in Facebook Event Group post
  - o Logo recognition on event page "featured image"
  - o Logo inclusion on event confirmation emails
- ◀ Marketing and Media:
  - o Logo inclusion in Google paid ads - 1,500,000 impressions
  - o Logo inclusion Facebook/Instagram paid ads - 450,000 impressions
  - o Logo inclusion in event specific eblasts - Qty. 3
  - o Prominent logo inclusion in membership newsletter "Have you Herd" - Qty. 2 (November & December)
  - o Featured in Hulabazoo newsletter
  - o Mentioned in all Zoo Lights Press Releases - Qty. 2
  - o Mention in any related media coverage
- ◀ On-site Collateral:
  - o Company listing on the Maryland Zoo's website
  - o Inclusion on registration table runner (Used at registration and the first thing guests see when checking in.)
- ◀ Other Deliverables:
  - o Sponsor of Zoo Lights scene of your choice, recognized by nearby sponsor signage (Subject to availability. Please allow for 1 to 2 weeks from the date of payment for the sign to arrive.)
  - o Opportunity to host a community table at pedestrian pop-up weekends - Qty. 2
  - o Opportunity to disseminate one piece of collateral to each car at check in (Managed at registration.)
  - o Twenty tickets (20) to Zoo Lights (Reservations required.)

*All benefits are subject to availability. If a benefit is unavailable at the time the agreement is signed, the Zoo will provide a comparable benefit OR adjust the package cost.*





# ZOO LIGHTS LEADER

VALUE \$15,000

## 3 OPPORTUNITIES REMAINING

### ◀ Digital Collateral:

- o Name/logo recognition in Facebook Event Group post (not header)
- o Name recognition included on event webpage - 10,000 monthly pageviews
- o Name recognition on event confirmation emails

### ◀ Marketing and Media:

- o Logo inclusion in event specific eblasts - Qty. 3
- o Logo recognition in membership newsletter "Have you Herd" - Qty. 2 (November & December)
- o Mentioned in all Zoo Lights Press Releases - Qty. 2

### ◀ On-site Collateral:

- o Logo recognition on all Zoo Lights signage

### ◀ Other Deliverables:

- o Sponsor of Zoo Lights scene of your choice, recognized by nearby sponsor signage (Subject to availability. Please allow for 1 to 2 weeks from the date of payment for the sign to arrive.)
- o Fifteen tickets (15) to Zoo Lights (Reservations required.)

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## ZOO LIGHTS PARTNER

VALUE \$7,500

### 4 OPPORTUNITIES REMAINING

- ◀ Digital Collateral:
  - o Sponsor mention in Zoo Lights Facebook event group
  - o Name recognition included on event webpage - 10,000 monthly pageviews
- ◀ Marketing and Media:
  - o Name inclusion in event specific eblasts - Qty. 3
  - o Logo recognition in membership newsletter "Have you Herd" - Qty. 2 (November & December)
- ◀ On-site Collateral:
  - o Logo recognition on all Zoo Lights signage
- ◀ Other Deliverables:
  - o Sponsor of Zoo Lights scene of your choice, recognized by nearby sponsor signage (Subject to availability. Please allow for 1 to 2 weeks from the date of payment for the sign to arrive.)
  - o Ten tickets (10) to Zoo Lights (Reservations required.)

## ZOO LIGHTS SCENE SPONSOR

VALUE \$3,500

### 9 OPPORTUNITIES REMAINING

- ◀ Digital Collateral:
  - o Sponsor mention in Zoo Lights Facebook event group
- ◀ Other Deliverables:
  - o Sponsor of Zoo Lights scene of your choice, recognized by nearby sponsor signage (Subject to availability. Please allow for 1 to 2 weeks from the date of payment for the sign to arrive.)
  - o Five tickets (5) to Zoo Lights (Reservations required.)

*All benefits are subject to availability. If a benefit is unavailable at the time the agreement is signed, the Zoo will provide a comparable benefit OR adjust the package cost.*



# ZOO LIGHTS SPONSOR AGREEMENT

Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

Company Phone \_\_\_\_\_

Main Contact Name \_\_\_\_\_

Main Contact Phone \_\_\_\_\_

Main Contact Email \_\_\_\_\_

Desired level of support (circle one):

- ☐ Zoo Lights Presenting Sponsor - \$25, 000
- ☐ Zoo Lights Partner - \$7,500
- ☐ Zoo Lights Leader - \$15,000
- ☐ Zoo Lights Scene Sponsor - \$3,500

Payment Options (circle one):

- ☐ Check (made payable to Maryland Zoo in Baltimore)
- ☐ ACH Payment
- ☐ Credit Card

Name on Card \_\_\_\_\_

Exp. Date \_\_\_\_\_

Card Number \_\_\_\_\_

Security Code \_\_\_\_\_

Billing Address (if different than the above listed company address)

\_\_\_\_\_  
*\*By providing my credit card information I hereby authorize the Maryland Zoo in Baltimore to charge my card a one-time charge of \_\_\_\_\_.* For the purpose of record keeping, all sponsors will be issued an invoice following the receipt of this agreement.

By signing this sponsorship agreement, I agree to sponsoring Zoo Lights in the amount of \$\_\_\_\_\_ and agree to remit payment by 12/31/2020.

Name \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_