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:
- Name recognition in social media posts
- Logo inclusion on Zoo Lights feature on home page slider - 23,000 monthly pageviews
- Logo inclusion on Facebook event page header
- Name/logo recognition in Facebook Event Group post
- Logo recognition on event page “featured image”
- Logo inclusion on event confirmation emails

Marketing and Media:
- Logo inclusion in Google paid ads - 1,500,000 impressions
- Logo inclusion Facebook/Instagram paid ads - 450,000 impressions
- Logo inclusion in event specific eblasts - Qty. 3
- Prominent logo inclusion in membership newsletter “Have you Herd” - Qty. 2 (November & December)
- Featured in Hulabazoo newsletter
- Mentioned in all Zoo Lights Press Releases - Qty. 2
- Mention in any related media coverage

On-site Collateral:
- Company listing on the Maryland Zoo’s website
- Inclusion on registration table runner (Used at registration and the first thing guests see when checking in.)

Other Deliverables:
- 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.)
- Opportunity to host a community table at pedestrian pop-up weekends - Qty. 2
- Opportunity to disseminate one piece of collateral to each car at check in (Managed at registration.)
- 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:
  - Name/logo recognition in Facebook Event Group post (not header)
  - Name recognition included on event webpage - 10,000 monthly pageviews
  - Name recognition on event confirmation emails

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

- On-site Collateral:
  - Logo recognition on all Zoo Lights signage

- Other Deliverables:
  - 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.)
  - Fifteen tickets (15) 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 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.)

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 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 Leader - $15,000
- Zoo Lights Partner - $7,500
- 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 ________________________________
Card Number ________________________________
Billing Address (if different than the above listed company address)

Exp. Date ________________________________
Security Code ________________________________

*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 ________________________________
Date ________________________________
Signature ________________________________