

BREW AT THE ZOO

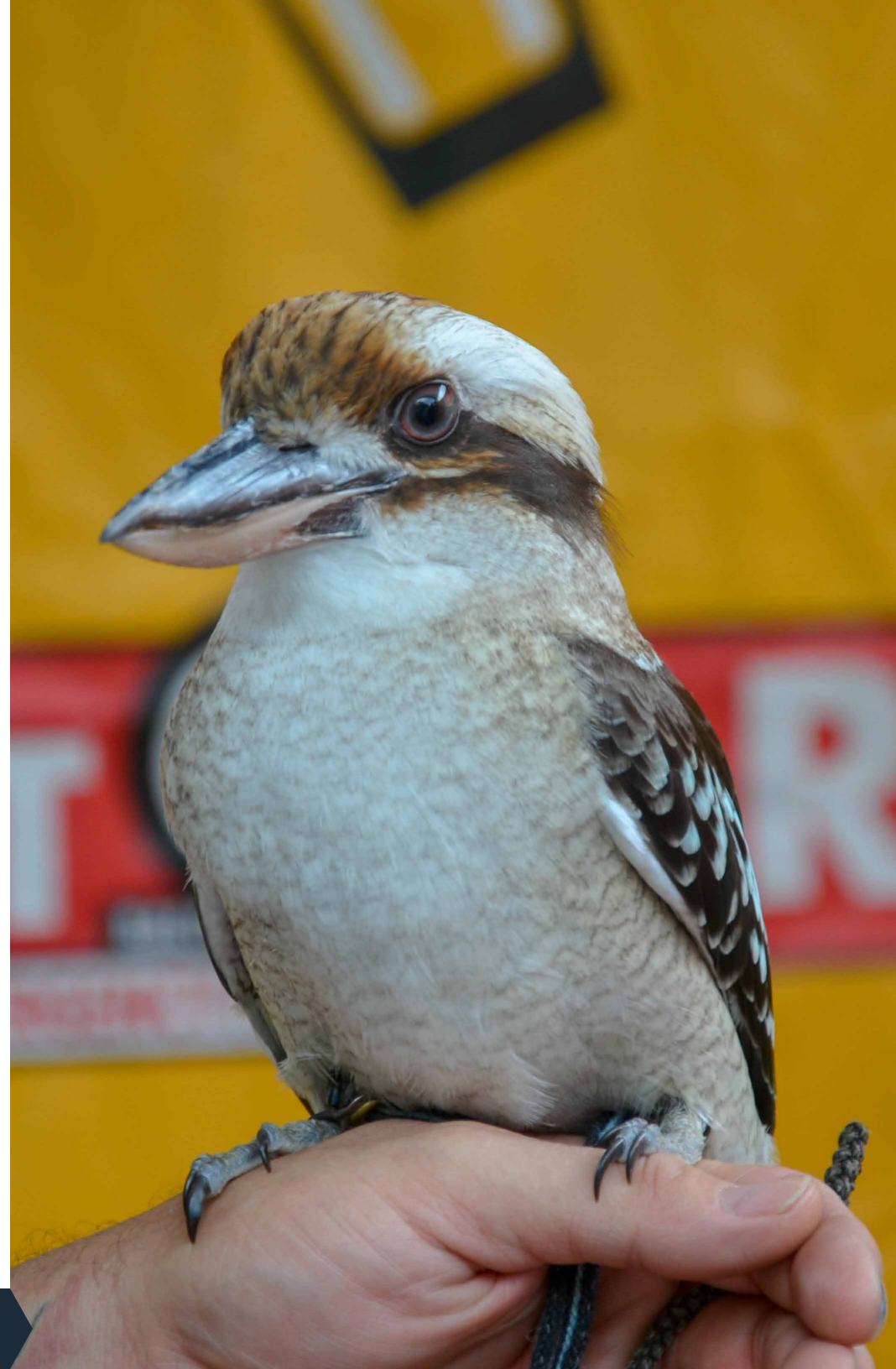


MARYLAND
ZOO

BREW AT THE ZOO

Brew at the Zoo (BATZ) is a Memorial Day weekend tradition (May 28 & 29, 2022) at the Maryland Zoo in Baltimore. Each year, thousands of people from Maryland, Pennsylvania, D.C. and beyond, visit the Zoo during 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. BATZ 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.



BREW AT THE ZOO PRESENTING SPONSOR

VALUE \$20,000

SOLD

1 OPPORTUNITY AVAILABLE

- ◀ Event naming rights, "Brew at the Zoo Presented by _____"
- ◀ Opportunity to activate on site with a 10'x10' tent and/or have brand ambassadors onsite and distribute approved premiums
- ◀ Opportunity to fund and create additional signage (Zoo and/or event-themed, to be placed around Zoo); must be approved by the Zoo
- ◀ Logo recognition on general event signage to include: welcome banner, exit banner, six (6) a-frame signs (24"x32") and twenty (20) on-grounds posters, Zoo funded
- ◀ Logo inclusion on 600 "Super Sipper" glasses, Zoo funded (as part of the logo lockup)
- ◀ Opportunity for representative to greet/open the event from the stage
- ◀ Media
 - o Name inclusion in press releases, mentions in news interviews about the event
- ◀ Digital
 - o Recognition as presenting sponsor on event webpage
 - o Company listing on Maryland Zoo's website
 - o Recognition on event tickets
 - o Recognition in event e-blasts (100,000+ subscribers)
 - o Recognition on digital signage at Main Gate
 - o Recognition in 2022 Spring Zoogram (100,000+ recipients)
- ◀ Web-Based
 - o Recognition in at least two (2) Facebook event posts (220,000+ likes)
 - o Recognition in at least two (2) Twitter posts (30,000+ followers)
 - o Recognition in at least two (2) Instagram posts (70,000 followers+)
- ◀ Other
 - o Multiple company mentions and promotional plugs from the stage during event
 - o Twenty five (25) Saturday Brew at the Zoo "Super Sipper" Premium Tickets
 - o Twenty five (25) Sunday Brew at the Zoo "Super Sipper" Premium Tickets



TASTING GLASS SPONSOR

VALUE \$15,000

1 OPPORTUNITY AVAILABLE

- ◀ Logo inclusion on 10,000+ 6 ounce tasting cups
- ◀ Opportunity to activate on site with a 10'x10' tent and/or have brand ambassadors onsite and distribute approved premiums
- ◀ Opportunity to fund and create additional signage (Zoo and/or event-themed to be placed around Zoo); must be approved by the Zoo
- ◀ Logo recognition on general event signage to include: welcome banner, exit banner, six (6) a-frame signs (24"x32") and twenty (20) on-grounds posters, Zoo funded
- ◀ Media
 - Name inclusion in press releases (confirmed by January 14, 2022)
- ◀ Digital
 - Recognition in event e-blasts (100,000+ subscribers)
 - Company listing on Maryland Zoo's website
- ◀ Web-Based
 - Recognition in at least two (2) Facebook event posts (220,000+ likes)
 - Recognition in at least two (2) Twitter posts (30,000+ followers)
 - Recognition in at least two (2) Instagram posts (70,000 followers+)
- ◀ Other
 - Multiple company mentions and promotional plugs from the stage during event
 - Twenty Five (25) complimentary Maryland Zoo tickets
 - Fifteen (15) Brew at the Zoo "Super Sipper" Premium Tickets



ENTERTAINMENT STAGE SPONSOR

VALUE \$10,000

1 OPPORTUNITY AVAILABLE

- ◀ Entertainment stage naming rights, " _____'s Entertainment Stage"
- ◀ Opportunity to activate on site with a 10'x10' tent and/or have brand ambassadors onsite and distribute approved premiums
- ◀ Opportunity to fund and create additional signage (Zoo and/or event-themed to be placed around Zoo); must be approved by the Zoo
- ◀ Logo recognition on general event signage to include: welcome banner, exit banner, six (6) a-frame signs (24"x32") and twenty (20) on-grounds posters, Zoo funded
- ◀ Custom stage banners - (one (1) 20'x10' horizontal with event schedule and two (2) 16'x4' vertical stage banners)
- ◀ Media
 - o Name inclusion in press releases (confirmed by January 14, 2022), mentions in news interviews about the event
- ◀ Digital
 - o Recognition in event e-blasts (100,000+ subscribers)
 - o Company listing on Maryland Zoo's website
- ◀ Web-Based
 - o Recognition in at least two (2) Facebook event posts (220,000+ likes)
 - o Recognition in at least two (2) Twitter posts (30,000+ followers)
 - o Recognition in at least two (2) Instagram posts (70,000 followers+)
- ◀ Other
 - o Multiple company mentions and promotional plugs from the stage during event
 - o Twenty Five (25) complimentary Maryland Zoo tickets
 - o Fifteen (15) Brew at the Zoo "Super Sipper" Premium Tickets

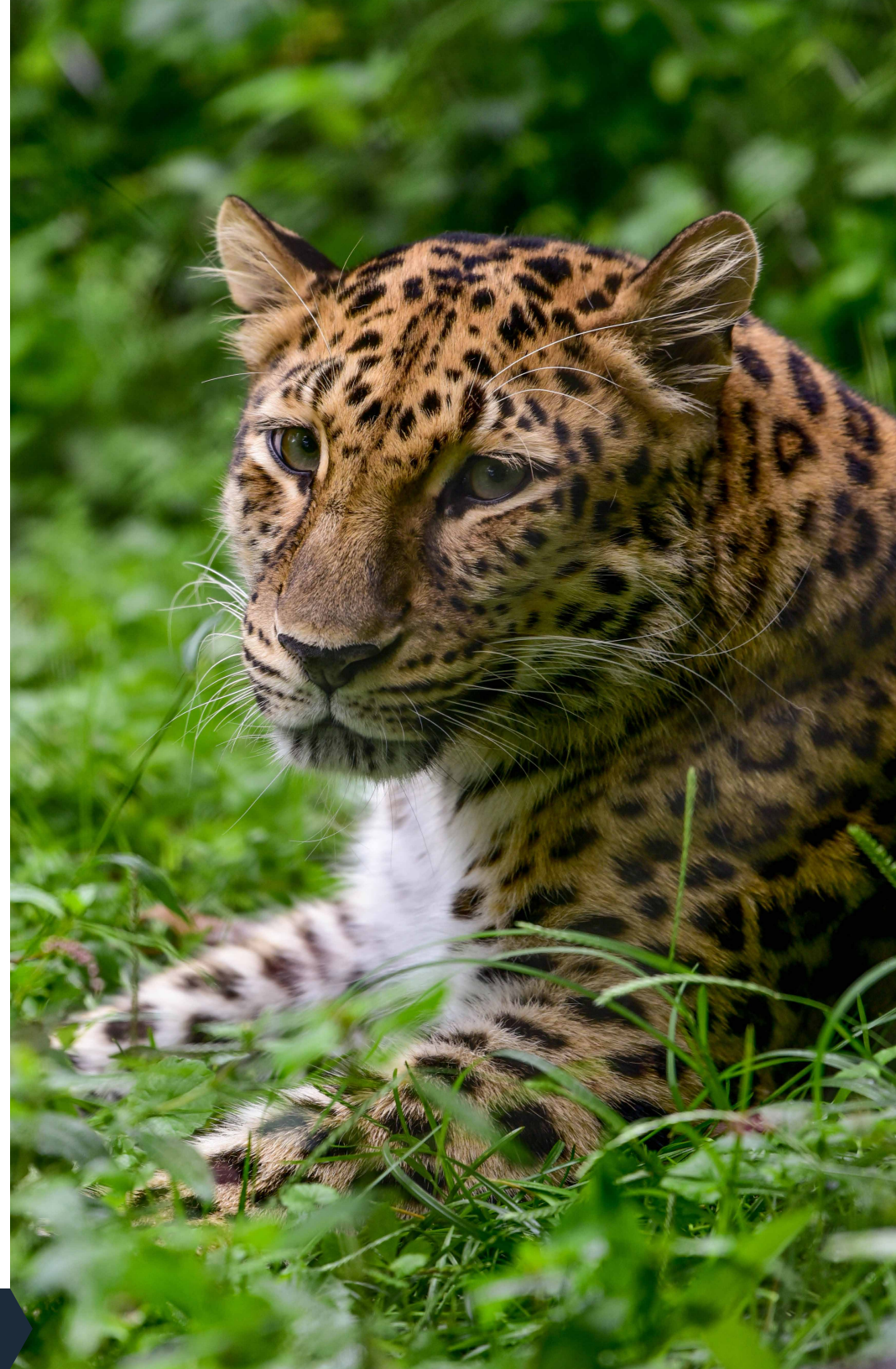


DJ STAGE SPONSOR

VALUE \$6,000

1 OPPORTUNITY AVAILABLE

- ◀ DJ stage naming rights, " _____'s DJ Stage"
- ◀ Opportunity to activate on site with a 10'x10' tent and/or have brand ambassadors onsite and distribute approved premiums
- ◀ Opportunity to fund and create additional signage (Zoo and/or event-themed to be placed around Zoo); approved by the Zoo
- ◀ Logo recognition on general event signage to include: welcome banner, exit banner, six (6) a-frame signs (24"x32") and twenty (20) on-grounds posters, Zoo funded
- ◀ Custom stage banner – (one 10'x3' stage banner), Zoo funded
- ◀ Media
 - Name inclusion in press releases (confirmed by January 14, 2022), mentions in news interviews about the event
- ◀ Digital
 - Recognition in event e-blasts (100,000+ subscribers)
 - Company listing on Maryland Zoo's website
- ◀ Web-Based
 - Recognition in at least two (2) Facebook event posts (220,000+ likes)
 - Recognition in at least two (2) Twitter posts (30,000+ followers)
 - Recognition in at least two (2) Instagram posts (70,000 followers+)
- ◀ Other
 - Multiple company mentions and promotional plugs from the stage during event
 - Four (4) complimentary Maryland Zoo tickets
 - Four (4) Brew at the Zoo "Super Sipper" Premium Tickets



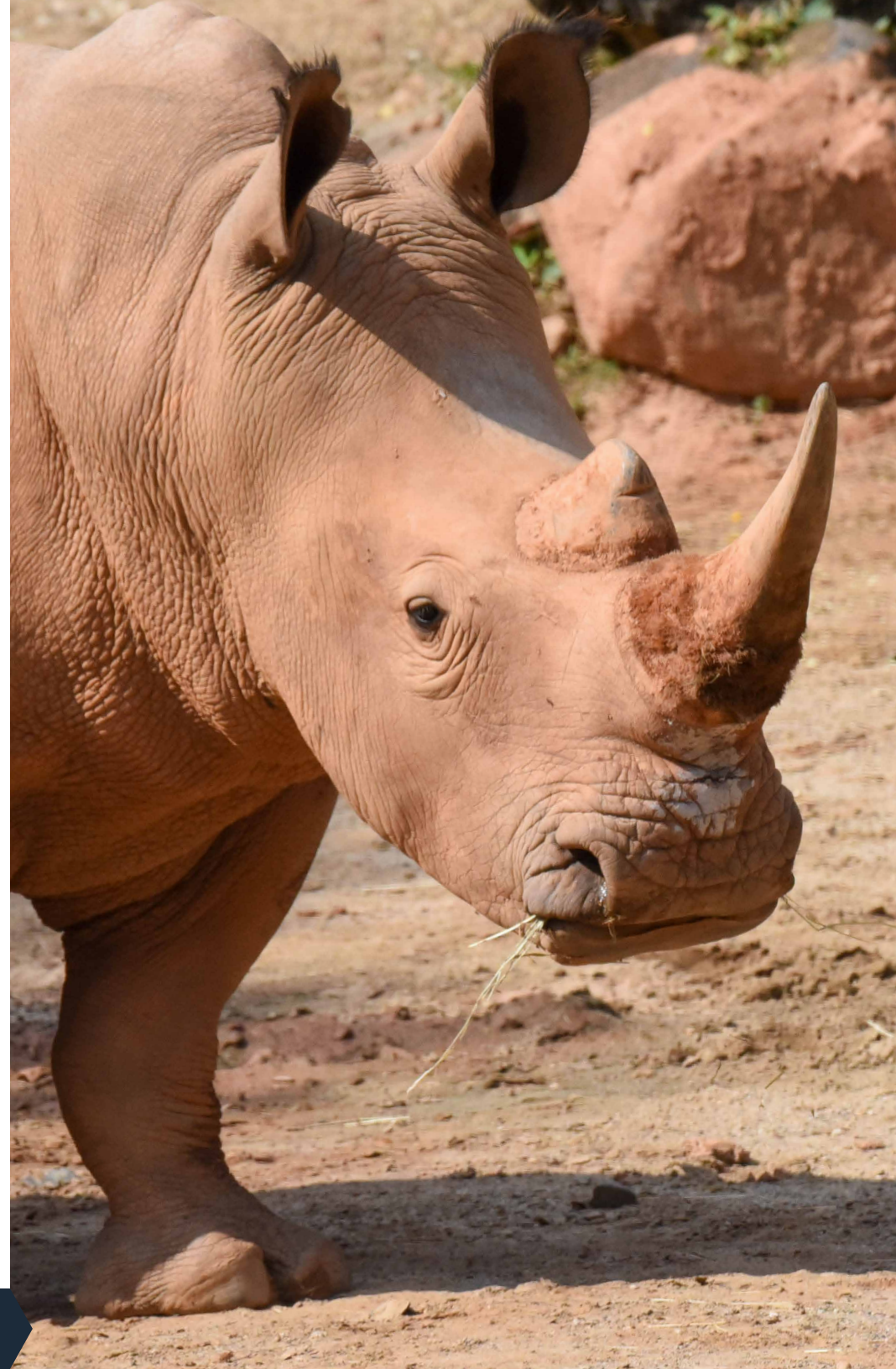
AUTOMOTIVE SPONSORSHIP

VALUE \$5,000



1 OPPORTUNITY AVAILABLE

- ◀ Exclusive automotive category sponsorship
- ◀ Opportunity to activate on site with a 10'x10' tent and/or have brand ambassadors onsite and distribute approved premiums
- ◀ Opportunity to fund and create additional signage (Zoo and/or event-themed to be placed around Zoo); must be approved by the Zoo
- ◀ Logo recognition on general event signage to include: welcome banner, exit banner, six (6) a-frame signs (24"x32") and twenty (20) on-grounds posters, Zoo funded
- ◀ Media
 - Name inclusion in press releases (confirmed by January 14, 2022)
- ◀ Digital
 - Recognition in event e-blasts (100,000+ subscribers)
 - Company listing on Maryland Zoo's website
- ◀ Other
 - Four (4) complimentary Maryland Zoo tickets
 - Four (4) Brew at the Zoo "Super Sipper" Premium Tickets



DESIGNATED DRIVER SPONSOR

VALUE \$4,000

1 OPPORTUNITY AVAILABLE

- ◀ Opportunity to activate on site with a 10'x10' tent and/or have brand ambassadors onsite and distribute approved premiums
- ◀ Opportunity to fund and create additional signage (Zoo and/or event-themed to be placed around Zoo); must be approved by the Zoo
- ◀ Logo recognition on general event signage to include: welcome banner, exit banner, six (6) a-frame signs (24"x32") and twenty (20) on-grounds posters, Zoo funded
- ◀ Media
 - o Name inclusion in press releases (confirmed by January 14, 2022)
- ◀ Digital
 - o Recognition in event e-blasts (100,000+ subscribers)
 - o Company listing on Maryland Zoo's website
- ◀ Other
 - o Four (4) Brew at the Zoo "Super Sipper" Premium Tickets

SUPPORTING SPONSOR OPPORTUNITIES

VALUE \$3,000 EACH

MULTIPLE OPPORTUNITIES AVAILABLE

- ◀ Opportunity to activate on site with a 10'x10' tent and/or have brand ambassadors onsite and distribute approved premiums
- ◀ Logo recognition on general event signage to include: welcome banner, exit banner, six (6) a-frame signs (24"x32") and twenty (20) on-grounds posters, Zoo funded
- ◀ Media
 - o Name inclusion in press releases (confirmed by January 14, 2022)
- ◀ Digital
 - o Recognition in event e-blasts (100,000+ subscribers)
 - o Company listing on Maryland Zoo's website

For more information on any level of sponsorship, please contact Colleen Burch, Director of Festivals & Event Revenue:
colleen.burch@marylandzoo.org or 443-552-5272.



MARYLAND ZOO

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