

# BREW AT THE ZOO



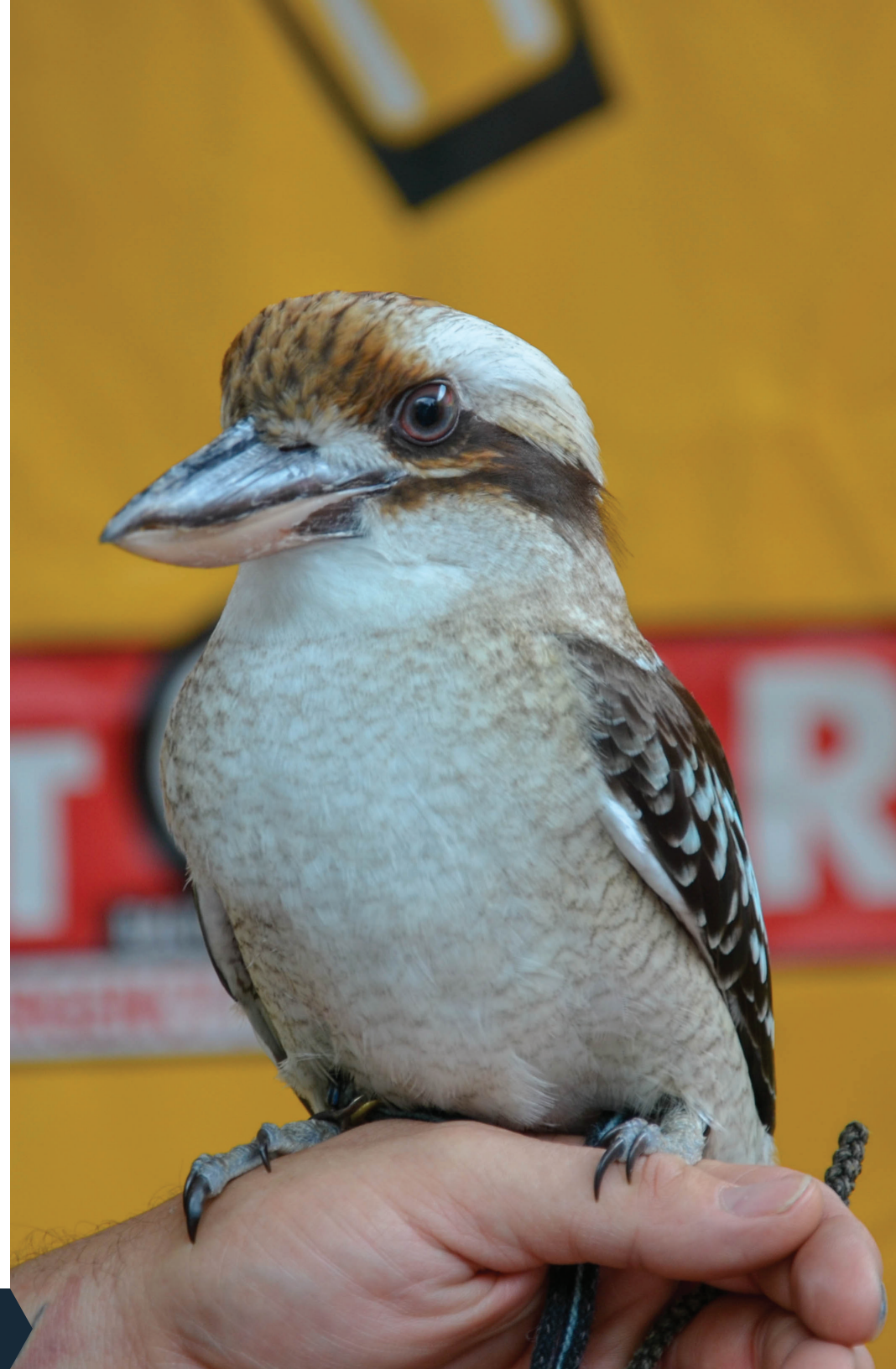
MARYLAND  
**ZOO**



# BREW AT THE ZOO

Brew at the Zoo is a Memorial Day weekend tradition (May 27 & 28, 2023) 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, 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.



# BREW AT THE ZOO PRESENTING SPONSOR

## VALUE \$25,000

### 2 OPPORTUNITIES (1 AVAILABLE)

- ◀ Event naming rights, including logo, "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 event area); must be approved by the Zoo
- ◀ Logo recognition on general event signage to include: welcome banner, exit banner, six (6) a-frame signs (24"x36") and twenty (20) on-grounds posters
- ◀ Logo inclusion on Main Stage banner (1) 20' x 10'; Logo inclusion on 1800 "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 and blog post on Maryland Zoo's website, mentions in news interviews about the event
- ◀ Digital Marketing
  - o Recognition as presenting sponsor on event webpage
  - o Logo and link listing on Brew at the Zoo's event page
  - o Recognition in event e-blasts (100,000+ subscribers)
  - o Recognition on digital signage at Main Gate
  - o Logo inclusion in paid social and digital ads
- ◀ Social Media
  - o Recognition in multiple Facebook event posts (220,000+ likes)
  - o Recognition in multiple Twitter posts (30,000+ followers)
  - o Recognition in multiple 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
  - o Directly supporting the Zoo's mission and conservation efforts





# TASTING GLASS SPONSOR

VALUE \$15,000

## 1 OPPORTUNITY AVAILABLE

- ◀ Logo inclusion on 10,000+ keepsake 6 ounce tasting glasses
- ◀ 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 event area); must be approved by the Zoo
- ◀ Logo recognition on general event signage to include: welcome banner, exit banner, six (6) a-frame signs (24"x36") and twenty (20) on-grounds posters
- ◀ Digital Marketing
  - Recognition in multiple event e-blasts (100,000+ subscribers)
  - Logo and link posting on Brew at the Zoo event page
- ◀ Social Media
  - Logo recognition in two (2) Facebook event posts (220,000+ likes)
  - Logo recognition in two (2) Twitter posts (30,000+ followers)
  - Logo recognition in one (1) Instagram story (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
  - Directly supporting the Zoo's mission and conservation efforts





# MAIN STAGE SPONSOR

## VALUE \$10,000

### 1 OPPORTUNITY AVAILABLE

- ◀ Main Stage naming rights, " \_\_\_\_\_'s 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 event area); must be approved by the Zoo
- ◀ Logo recognition on general event signage to include: welcome banner, exit banner, six (6) a-frame signs (24"x36") and twenty (20) on-grounds posters
- ◀ Custom stage banners – one (1) 20'x10' horizontal with event schedule
- ◀ Digital Marketing
  - o Recognition in multiple event e-blasts (100,000+ subscribers)
  - o Logo and link posting on Brew at the Zoo event page
- ◀ Social Media
  - o Logo recognition in two (2) Facebook event posts (220,000+ likes)
  - o Logo recognition in two (2) Twitter posts (30,000+ followers)
  - o Logo recognition in one (1) Instagram story (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
  - o Directly supporting the Zoo's mission and conservation efforts



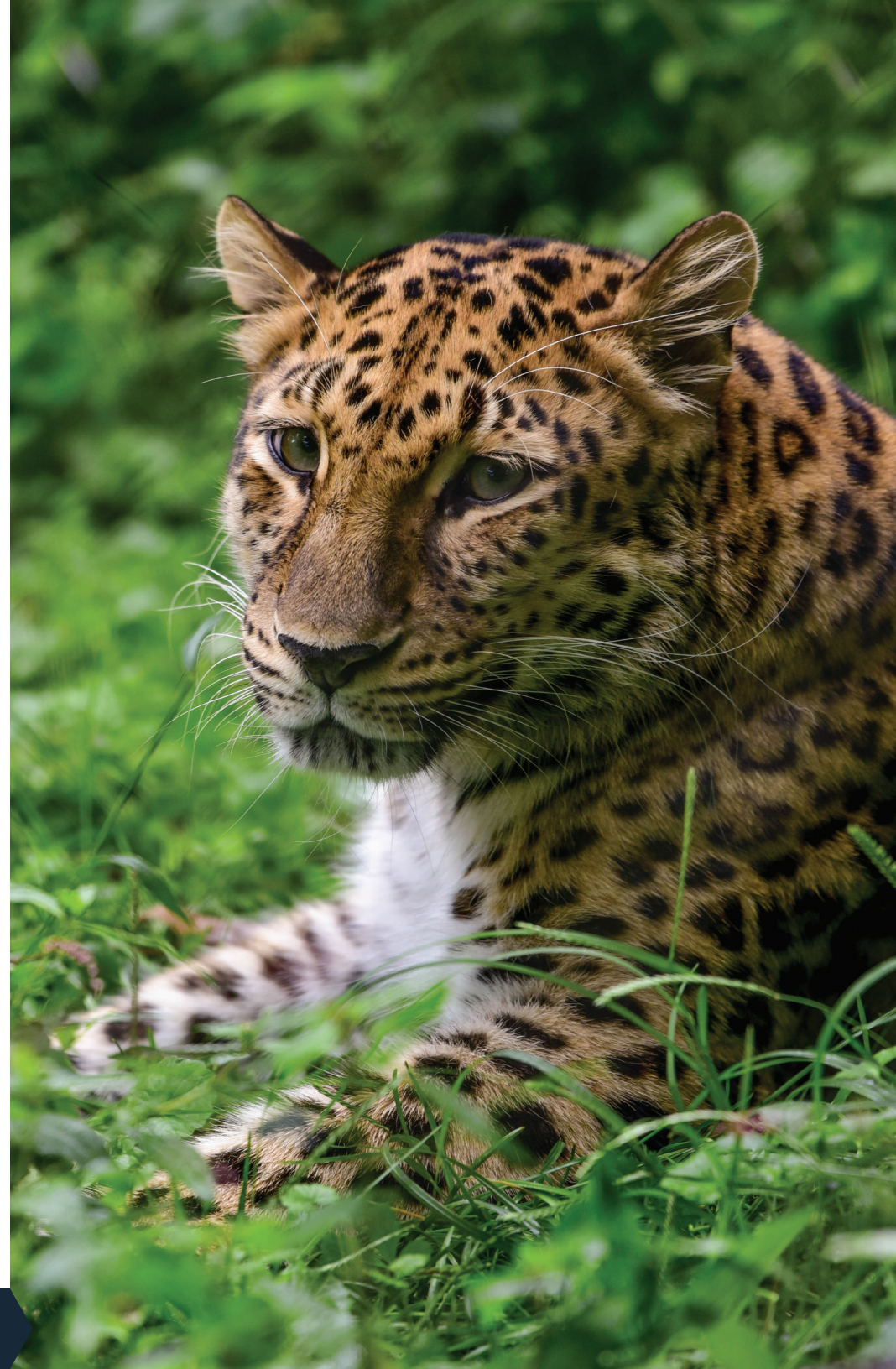


# DJ STAGE SPONSOR

## 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 event area); approved by the Zoo
- ◀ Logo recognition on general event signage to include: welcome banner, exit banner, six (6) a-frame signs (24"x36") and twenty (20) on-grounds posters
- ◀ Custom stage banner – (one 10'x3' stage banner), Zoo funded
- ◀ Digital Marketing
  - Recognition in multiple event e-blasts (100,000+ subscribers)
  - Logo and link posting on Brew at the Zoo event page
- ◀ Social Media
  - Logo recognition in one (1) Facebook event posts (220,000+ likes)
  - Logo recognition in one (1) Twitter posts (30,000+ followers)
  - Logo recognition in one (1) Instagram story (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
  - Directly supporting the Zoo's mission and conservation efforts





# 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 event area); must be approved by the Zoo
- ◀ Logo recognition on general event signage to include: welcome banner, exit banner, six (6) a-frame signs (24"x36") and twenty (20) on-grounds posters
- ◀ Digital Marketing
  - Recognition in multiple event e-blasts (100,000+ subscribers)
  - Logo and link posting on Brew at the Zoo event page
- ◀ Other
  - Four (4) complimentary Maryland Zoo tickets
  - Four (4) Brew at the Zoo "Super Sipper" Premium Tickets
  - Directly supporting the Zoo's mission and conservation efforts





# ANIMAL ENRICHMENT SPONSOR

## VALUE \$5,000

### 2 OPPORTUNITIES 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 event area, must be approved by the Maryland Zoo
- ◀ Logo recognition included on "Welcome Banner", "Exit Banner", (6) A-Frame signs throughout the Zoo and (20) on-grounds posters
- ◀ Digital Marketing
  - o Recognition in multiple event e-blasts (100,000+ subscribers)
  - o Logo and link listing on Brew at the Zoo's event page
  - o Recognition on digital signage at Main Gate
  - o Name mentioned when mentioning this activity in social or email
- ◀ Social Media
  - o Logo recognition in one (1) Facebook event posts (220,000+ likes)
  - o Logo recognition in one (1) Twitter posts (30,000+ followers)
  - o Logo recognition in one (1) Instagram story (70,000+ followers)
- ◀ Other
  - o Multiple company mentions and promotional plugs from the stage during event
  - o Custom "Bobcat" or "Lion" A-frame – (one 24"x36" sign), located on exhibit
  - o Four (4) complimentary Maryland Zoo tickets
  - o Four (4) Brew at the Zoo "Super Sipper" Premium Tickets
  - o Directly supporting the Zoo's mission and conservation efforts





## 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 event area); must be approved by the Zoo
- ◀ Logo recognition on general event signage to include: welcome banner, exit banner, six (6) a-frame signs (24"x36") and twenty (20) on-grounds posters
- ◀ Digital Marketing
  - o Recognition in multiple event e-blasts (100,000+ subscribers)
  - o Logo and link posting on Brew at the Zoo event page
- ◀ Other
  - o Four (4) Brew at the Zoo "Super Sipper" Premium Tickets
  - o Directly supporting the Zoo's mission and conservation efforts

## 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"x36") and twenty (20) on-grounds posters
- ◀ Digital Marketing
  - o Recognition in multiple event e-blasts (100,000+ subscribers)
  - o Logo and link posting on Brew at the Zoo event page
  - o Directly supporting the Zoo's mission and conservation efforts

## IN-KIND SPONSORSHIPS

The Maryland Zoo considers in-kind donations for all levels of sponsorship. Sponsorship fees may be waived in exchange for 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 Colleen Burch, Director of Festivals & Event Revenue:  
[colleen.burch@marylandzoo.org](mailto:colleen.burch@marylandzoo.org) or 443-552-5272.



**MARYLAND ZOO**

1876 Mansion House Drive  
Baltimore, Maryland 21217

P 443 552 5272  
[colleen.burch@marylandzoo.org](mailto:colleen.burch@marylandzoo.org)

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