

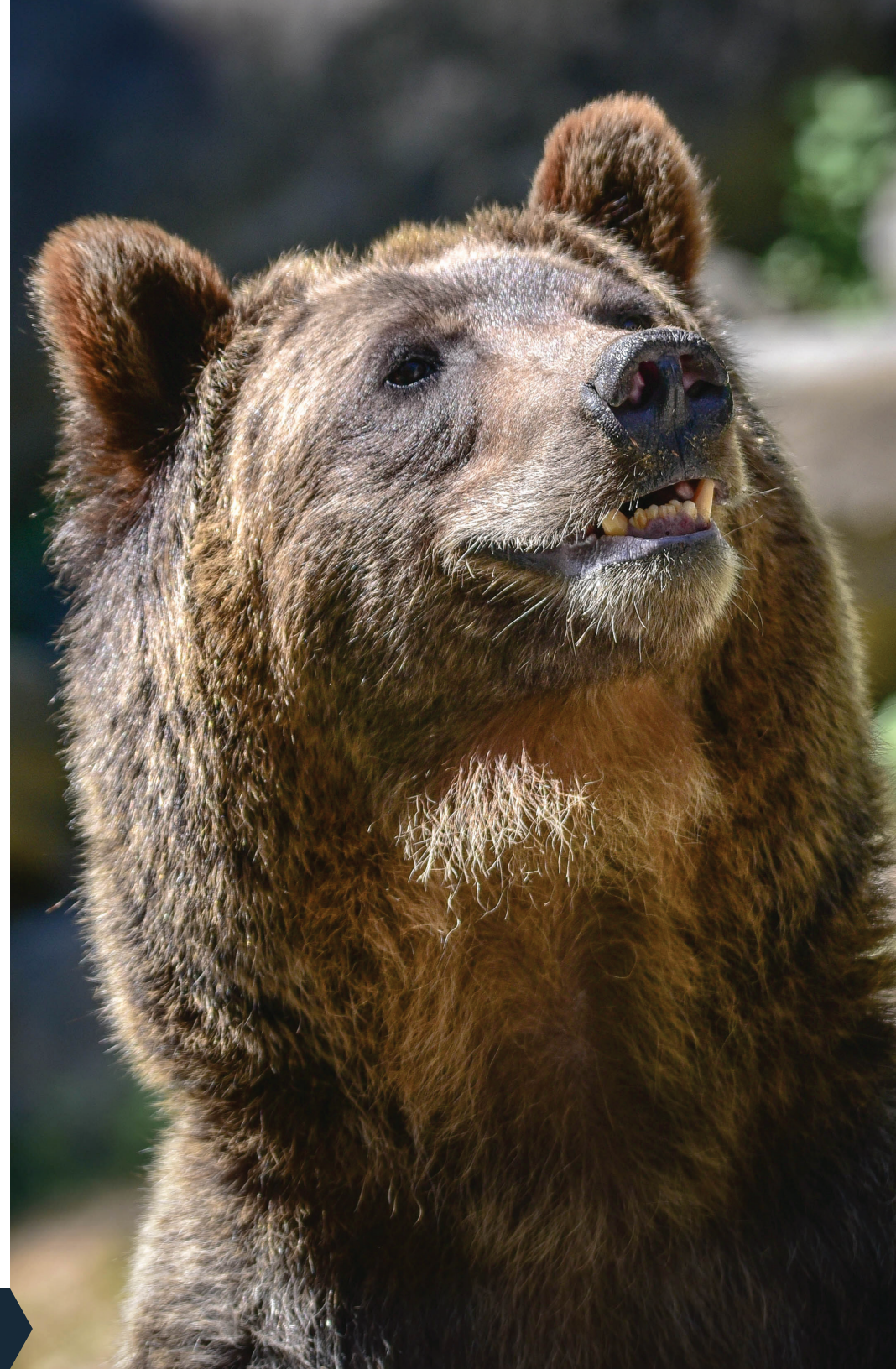
OKTO BEAR FEST

MARYLAND ZOO



OKTOBEARFEST

OktoBEARfest is an outdoor beer festival featuring delicious comfort food, live performances, Oktoberfest-themed activities and over fifty seasonal brews from both local and national brands. With an expected attendance of 5,000, we will hosts guests from all parts of Maryland, Pennsylvania, DC and beyond. Tickets are required and include admission to the Zoo, unlimited beer tastings, live music, a souvenir tasting cup and access to food and artisan vendors.



OKTOBEARFEST PRESENTING SPONSOR

VALUE \$30,000

2 OPPORTUNITIES AVAILABLE

- ◀ Event naming rights, including logo, "OktoBEARfest 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 1000 "Super Sipper" glasses (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 OktoBEARfest'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 Fifty (50) Saturday OktoBEARfest "Super Sipper" Premium Tickets
 - o Directly support 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
 - Recognition in multiple event e-blasts (100,000+ subscribers)
 - Logo and link posting on OktoBEARfest event page
 - Recognition on digital signage at Main Gate
- ◀ 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) OktoBEARfest "Super Sipper" Premium Tickets
 - Directly support the Zoo's mission and conservation efforts



TASTING GLASS SPONSOR

VALUE \$15,000

1 OPPORTUNITY AVAILABLE

- ◀ Logo inclusion on 5,000+ keepsake 6 oz 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
 - o Recognition in multiple event e-blasts (100,000+ subscribers)
 - o Logo and link posting on OktoBEARfest event page
 - o Recognition on digital signage at Main Gate
- ◀ 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) OktoBEARfest "Super Sipper" Premium Tickets
 - o Directly support the Zoo's mission and conservation efforts



PHOTO BOOTH SPONSOR

VALUE \$5,000

2 OPPORTUNITIES AVAILABLE

- ◀ Opportunity to activate on site with a 10'x10' tent and/or have brand ambassadors on-site 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"x32") and twenty (20) on-grounds posters
- ◀ Logo recognition on picture print outs
- ◀ Digital Marketing
 - o Recognition in multiple event e-blasts (100,000+ subscribers)
 - o Logo and link posting on OktoBEARfest event page
 - o Recognition on digital signage at Main Gate
- ◀ Other
 - o Ten (10) complimentary Maryland Zoo tickets
 - o Four (4) OktoBEARfest "Super Sipper" Premium Tickets
 - o Directly support 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 OktoBEARfest event page
 - Recognition on digital signage at Main Gate
- ◀ Other
 - Four (4) complimentary Maryland Zoo tickets
 - Four (4) OktoBEARfest "Super Sipper" Premium Tickets
 - Directly support the Zoo's mission and conservation efforts



ANIMAL ENRICHMENT SPONSOR

VALUE \$5,000

2 CARCASS FEEDING OPPORTUNITIES AVAILABLE

1 ELEPHANT PUMPKIN SMASH 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 Maryland Zoo
- ◀ Logo recognition included on "Welcome Banner", "Exit Banner", (6) A-Frame signs throughout the Zoo and (20) on-grounds posters
- ◀ Digital Marketing
 - Recognition in multiple event e-blasts (100,000+ subscribers)
 - Logo and link listing on OktoBEARfest event page
 - Recognition on digital signage at Main Gate
 - Name mentioned when mentioning this activity in social or email
- ◀ 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
 - **Carcass Feeding:** Custom "Bobcat" or "Lion" A-frame - (one 24"x36" sign), located on exhibit
 - **Elephant Pumpkin Smash:** Custom "Elephant Smash" banner - (one 10'x2' vertical banners), Zoo funded, located on exhibit
 - Four (4) complimentary Maryland Zoo tickets
 - Four (4) Brew at the Zoo "Super Sipper" Premium Tickets
 - Directly support the Zoo's mission and conservation efforts



DESIGNATED DRIVER SPONSOR

VALUE \$4,000

2 OPPORTUNITIES

- ◀ 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
 - o Recognition on digital signage at Main Gate
- ◀ Other
 - o Four (4) OktoBEARfest "Super Sipper" Premium Tickets
 - o Directly support 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 OktoBEARfest event page
 - o Recognition on digital signage at Main Gate
- ◀ Other
 - o Directly support the Zoo's mission and conservation efforts

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.



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