

Wine in the **WILDERNESS**



MARYLAND
ZOO

Wine in the **WILDERNESS**

The Zoo is well-known for its beer festivals, including Brew at the Zoo and OktoBEARfest, and why wouldn't we be? Baltimore is a beer town! But we are also a city full of wine lovers, so let's celebrate that! Wine in the Wilderness will be held on Saturday, June 24 and will take place in the Zoo's Maryland Wilderness.

Guests will enjoy unlimited wine sampling, live music, food and artisan vendors, all while taking in the serene sights and sounds of a wooded-portion of our beautiful campus. Guests will also get to visit with some of our Maryland-native species, like the North American river otter and bobcat. Other event amenities include wine glass favors, a flower-wall backdrop for photos, fun temporary tattoos, along with a few vendors for those who would like to do a little shopping. Reservations are required for this event. Tickets go on sale Tuesday, April 11th.

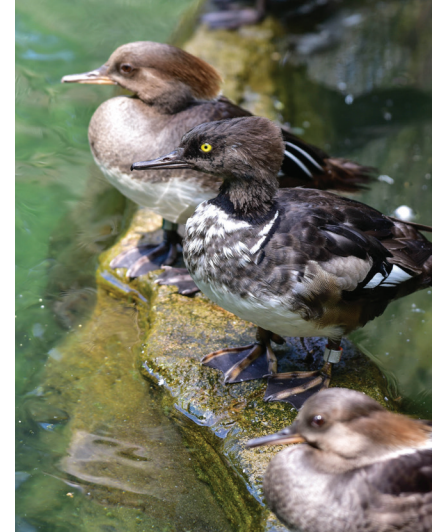


PRESENTING SPONSOR

VALUE \$10,000

2 OPPORTUNITIES AVAILABLE

- ◀ Industry exclusivity guaranteed
- ◀ Company name to be included in name of the event "Wine in the Wilderness 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, Zoo funded
- ◀ Logo inclusion on 600+ keepsake wine tumblers
- ◀ Media
 - Name inclusion in press releases and blog post on Maryland Zoo's website, mentions in news interviews about the event
- ◀ Digital Marketing
 - Recognition as presenting sponsor on event webpage
 - Logo and link listing on event page
 - Recognition in Hullabazoo and Have Your Herd (100,000+ subscribers)
 - Recognition in dedicated event e-blasts (100,000+ subscribers)
 - Recognition on digital signage at Main Gate
- ◀ Social Media
 - Logo inclusion in facebook event header
 - Recognition in multiple Facebook event posts (240,000+ likes)
 - Recognition in multiple Twitter posts (30,000+ followers)
 - Recognition in multiple Instagram stories (70,000 followers+)
- ◀ Other
 - Multiple company mentioned and promotional plugs from the stage
 - Fifteen (15) tickets to Wine in the Wilderness
 - Directly support the Zoo's mission and conservation efforts



BAR SPONSOR

VALUE \$7,500

2 OPPORTUNITIES AVAILABLE

- ◀ Inclusion on beverage napkins
- ◀ Inclusion on bar signage
- ◀ 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 Logo and link listing on event page
 - o Recognition in dedicated event e-blasts (100,000+ subscribers)
 - o Recognition on digital signage at Main Gate
- ◀ Social Media
 - o Recognition in two (2) Facebook event posts (240,000+ likes)
 - o Recognition in two (2) Twitter posts (30,000+ followers)
 - o Recognition in one (1) Instagram story (70,000 followers+)
- ◀ Other
 - o Multiple company mentioned and promotional plugs from the stage
 - o Ten (10) tickets to Wine in the Wilderness
 - o Directly support the Zoo's mission and conservation efforts

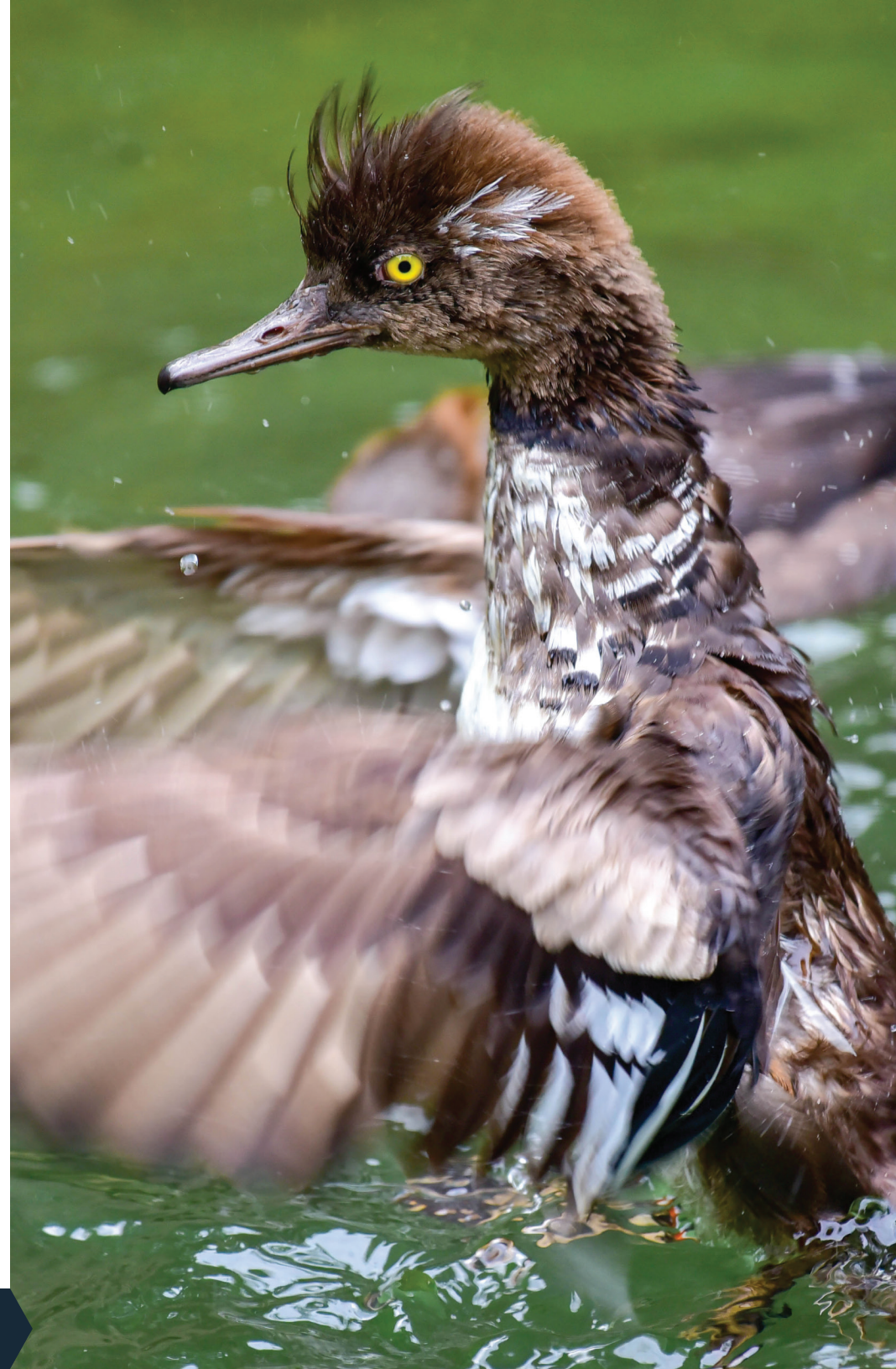


DESSERT SPONSOR

VALUE \$5,000

2 OPPORTUNITIES AVAILABLE

- ◀ Logo inclusion on dessert napkins to be included on each pre-packaged dessert
- ◀ 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
- ◀ Digital Marketing
 - Logo and link listing on event page
 - Recognition in dedicated event e-blasts (100,000+ subscribers)
 - Recognition on digital signage at Main Gate
- ◀ Social Media
 - Recognition in one (1) Facebook event post (240,000+ likes)
 - Recognition in one (1) Twitter post (30,000+ followers)
 - Recognition in one (1) Instagram story (70,000 followers+)
- ◀ Other
 - Multiple company mentioned and promotional plugs from the stage
 - Eight (8) tickets to Wine in the Wilderness
 - Directly support the Zoo's mission and conservation efforts



FLOWER WALL SPONSOR

VALUE \$5,000

1 OPPORTUNITY AVAILABLE

- ◀ Logo inclusion on photo booth images
- ◀ Logo inclusion on photo station signage
- ◀ Logo recognition on A Frame signage, located at the Flower Wall
- ◀ 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 Name and/or Logo recognition in sponsor thank you social media posts
 - o Mentioned in social media copy referring to the flower wall photo op
 - o Recognition in dedicated event e-blasts (100,000+ subscribers)
 - o Logo inclusion on event webpage
 - o Logo inclusion on digital screens located at Zoo's Main Gate
- ◀ Social Media
 - o Mentioned in Wine in the Wilderness Press Release
 - o Mention in any related media coverage
- ◀ Other Deliverables
 - o Mentioned in sponsor "thank you" over PA
 - o Five (5) tickets to Wine in the Wilderness
 - o Directly support the Zoo's mission and conservation efforts



COMMUNITY SPONSOR

VALUE \$3,500

5 OPPORTUNITIES AVAILABLE

- ◀ 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 Name and/or Logo recognition in sponsor thank you social media posts
 - o Recognition in dedicated event e-blasts (100,000+ subscribers)
 - o Logo inclusion on event webpage
- ◀ Social Media
 - o Mentioned in Wine in the Wilderness Press Release
 - o Mention in any related media coverage
- ◀ Other Deliverables
 - o Mentioned in sponsor "thank you" over PA
 - o Five (5) tickets to Wine in the Wilderness
 - o Directly support 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.

