

BUNNY BONANZOO.



MARYLAND
ZOO

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Bunny BonanZoo is a community tradition at The Maryland Zoo in Baltimore. Each year 10,000-15,000 people from Maryland, Pennsylvania, D.C., and beyond, visit the Zoo during the Bunny BonanZoo weekend to take part in family-friendly festivities and see the Zoo's wide and varied collection of more than 1,500 animals and 200 species.

Located in the Zoo, the event offers fun for the whole family. On April 7 & 8, our Bunny BonanZoo guests participate in activities that include Easter egg hunts, unique games, arts and crafts, and live entertainment! Special animal-related activities also take place within the Zoo, including animal enrichment, such as the delivery of giant paper maché Easter eggs filled with treats for the animals and keeper chats!



PRESENTING SPONSOR

VALUE \$15,000

3 OPPORTUNITIES (1 AVAILABLE)

- ◀ Event naming rights, including logo "Bunny BonanZoo 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
- ◀ 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 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
 - Twenty Five (25) complimentary Maryland Zoo tickets
 - Directly support the Zoo's mission and conservation efforts



PHOTO BOOTH SPONSOR

VALUE \$5,000

2 OPPORTUNITIES AVAILABLE

- ◀ Tented 20'x10' space at event with opportunity to have brand ambassadors onsite and distribute approved premiums
- ◀ Photo booth images to feature company logo
- ◀ 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 on digital signage at the main gate
 - o Logo and link posting on event page
- ◀ Other
 - o Ten (10) complimentary Maryland Zoo tickets
 - o Directly support the Zoo's mission and conservation efforts



AUTOMOTIVE SPONSOR

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 and display up to three automobiles
- ◀ 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 on digital signage at the main gate
 - o Logo and link posting on event page
- ◀ Other
 - o Ten (10) complimentary Maryland Zoo tickets
 - o Directly support the Zoo's mission and conservation efforts



INFLATABLES/BOUNCE HOUSE SPONSOR

VALUE \$3,500

2 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
- ◀ One (1) dedicated coroplast signage at activities (2'x2')
- ◀ Media
 - o Name inclusion in press releases, and blog post on Maryland Zoo's website
- ◀ Digital Marketing
 - o Recognition on digital signage at the main gate
 - o Logo and link posting on event page
- ◀ Other
 - o Four (4) complimentary Maryland Zoo tickets
 - o Directly support the Zoo's mission and conservation efforts

VENDOR SPONSOR

VALUE \$1,000 EACH

MULTIPLE OPPORTUNITIES AVAILABLE

- ◀ Opportunity to activate on site with a 10'x10' tent and/or have brand ambassadors onsite and distribute approved premiums
- ◀ Other
 - 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.

