Zoo BOO!

Zoo BOO! is a Halloween season tradition at the Maryland Zoo in Baltimore. Each year more than 15,000 guests from Maryland, Pennsylvania, D.C., and beyond, visit the Zoo during the two-day Zoo BOO! Halloween festival. This year, Zoo BOO! takes place on October 28 & October 29, 2023.

Located in the Zoo’s beautiful Waterfowl Lake Field, the event offers fun for the whole family. The outdoor venue is transformed by all things fall and Halloween-themed, complete with pumpkins, straw bales, trick-or-treat stations, bounce houses, and more! From trick-or-treating and live entertainment to carnival games and a not-so-spooky hay maze, there is something to do for every ghost, ghoul, and goblin.
PRESENTING SPONSOR
VALUE $15,000

2 OPPORTUNITIES AVAILABLE
► Event naming rights, including logo “Zoo BOO! 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’
► 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 on Zoo BOO! event page
  o Recognition in Hullabazoo and Have You Herd e-blasts (100,000+ subscribers)
  o Recognition on digital signage at Main Gate
► 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 both event days
  o Twenty five (25) complimentary Maryland Zoo tickets
  o Directly support the Zoo's mission and conservation efforts
ENTERTAINMENT STAGE SPONSOR
VALUE $7,500

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 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 12’ x 5’ stage banner)
- Digital Marketing
  - Recognition on digital signage at Main Gate
  - Logo and link posting on Zoo BOO! 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 both event days
  - Fifteen (15) 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 prints 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
  - Recognition on digital signage at Main Gate
  - Logo and link posting on Zoo BOO! event page
- Other
  - Ten (10) complimentary Maryland Zoo tickets
  - 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
  - Recognition on digital signage at Main Gate
  - Logo and link posting on Zoo BOO! event page
- Other
  - Ten (10) complimentary Maryland Zoo tickets
  - Directly support the Zoo's mission and conservation efforts
NOT-SO-SPOOKY HAY MAZE 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
- Logo recognition on general event signage to include: welcome banner, exit banner, six (6) a-frame signs (24”x36”) and twenty (20) on-grounds
- Custom Hay Maze banner (10’x3’)
- Digital Marketing
  - Recognition on digital signage at Main Gate
  - Logo and link posting on Zoo BOO! event page
- Social Media
  - (1) facebook and (1) instagram story
- Other
  - Ten (10) complimentary Maryland Zoo tickets
  - Directly support the Zoo’s mission and conservation efforts

BOUNCE HOUSE SPONSOR
VALUE $3,500 EACH

3 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 bounce house (2’x2’)
- Media
  - Name inclusion in press releases, and blog post on Maryland Zoo’s website
- Digital Marketing
  - Recognition on digital signage at Main Gate
  - Logo and link posting on Zoo BOO! event page
- Other
  - Four (4) complimentary Maryland Zoo tickets
  - Directly support the Zoo’s mission and conservation efforts
TRICK-OR-TREAT STATION SPONSOR
VALUE $2,000 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
  - Recognition on digital signage at Main Gate
  - Logo and link posting on Zoo BOO! event page
- Other
  - 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.