



MARYLAND  
**ZOO**

# 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
  - 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 on Zoo BOO! event page
  - Recognition in Hullabazoo and Have You Herd e-blasts (100,000+ subscribers)
  - Recognition on digital signage at Main Gate
- ◀ Social Media
  - Recognition in multiple Facebook event posts (220,000+ likes)
  - Recognition in multiple Twitter posts (30,000+ followers)
  - Recognition in multiple Instagram posts (70,000 followers+)
- ◀ Other
  - Multiple company mentions and promotional plugs from the stage during both event days
  - Twenty five (25) complimentary Maryland Zoo tickets
  - 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
  - o Recognition on digital signage at Main Gate
  - o Logo and link posting on Zoo BOO! event page
- ◀ 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 both event days
  - o Fifteen (15) complimentary Maryland Zoo tickets
  - o 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
  - o Recognition on digital signage at Main Gate
  - o Logo and link posting on Zoo BOO! 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 Main Gate
  - o Logo and link posting on Zoo BOO! event page
- ◀ Other
  - o Ten (10) complimentary Maryland Zoo tickets
  - o 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
  - o Recognition on digital signage at Main Gate
  - o Logo and link posting on Zoo BOO! event page
- ◀ Social Media
  - o (1) facebook and (1) instagram story
- ◀ Other
  - o Ten (10) complimentary Maryland Zoo tickets
  - o 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
  - o Name inclusion in press releases, and blog post on Maryland Zoo's website
- ◀ Digital Marketing
  - o Recognition on digital signage at Main Gate
  - o Logo and link posting on Zoo BOO! event page
- ◀ Other
  - o Four (4) complimentary Maryland Zoo tickets
  - o 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
  - o Recognition on digital signage at Main Gate
  - o Logo and link posting on Zoo BOO! event page
- ◀ 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.



**MARYLAND ZOO**

For more information please contact Colleen Burch, Director of Events:  
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*The Maryland Zoo in Baltimore is accredited  
by the Association of Zoos and Aquariums.*