

# ZOO ZOOM





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Here's your chance to RUN WILD through the Zoo! Join the Maryland Zoo and Charm City Run for Zoo Zoom, a morning of fun, featuring a 5k run (timed) and 1-mile family fun walk (not timed). Whether you have the speed of a cheetah or pace of a tortoise, this event has something for everyone.





# PRESENTING SPONSOR

VALUE \$15,000

## 1 OPPORTUNITY AVAILABLE

- ◀ Event naming rights, including logo "Zoo Zoom 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 Zoo); 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
- ◀ Opportunity for representative to start the race

## Digital Marketing

- ◀ Name inclusion in press releases and blog post on Maryland Zoo's website, mentions in news interviews about the event
- ◀ Recognition as presenting sponsor on event webpage
- ◀ Logo and link listing on event page
- ◀ Recognition in Hullabazoo & Have Your Herd (150,000+ subscribers)
- ◀ Recognition in dedicated event e-blasts (100,000+ subscribers)
- ◀ Recognition on digital signage at Main Gate
- ◀ Logo inclusion on paid social ads
- ◀ 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 Deliverables

- ◀ Company mentions and promotional plugs during announcements
- ◀ Fifteen (15) complimentary race entries
- ◀ Twenty five (25) complimentary Maryland Zoo tickets





# MEDAL SPONSOR

VALUE \$7,500

## 1 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 Zoo); 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 recognition on medal

## Digital Marketing

- ◀ Name inclusion in press releases and blog post on Maryland Zoo's website, mentions in news interviews about the event
- ◀ Logo and link listing on event page
- ◀ Recognition in dedicated event e-blasts (100,000+ subscribers)
- ◀ Recognition on digital signage at Main Gate
- ◀ Recognition in one (1) Facebook event post (240,000+ likes)
- ◀ Recognition in one (1) Twitter post (30,000+ followers)
- ◀ Recognition in one (1) Instagram post (70,000 followers+)

## Other Deliverables

- ◀ Company mentions and promotional plugs during announcements
- ◀ Ten (10) complimentary race entries
- ◀ Twenty five (25) complimentary Maryland Zoo tickets





# PHOTO BOOTH SPONSOR

## VALUE \$5,000

### 1 OPPORTUNITY 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 Zoo); 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

- ◀ Name inclusion in press releases and blog post on Maryland Zoo's website, mentions in news interviews about the event
- ◀ Logo and link listing on event page
- ◀ Recognition in dedicated event e-blasts (100,000+ subscribers)

### Other Deliverables

- ◀ Five (5) complimentary race entries
- ◀ Twenty (20) complimentary Maryland Zoo tickets





## MILE MARKER SPONSOR

VALUE \$3,000 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, three (3) 2'x2' signs

### Digital Marketing

- ◀ Name inclusion in press releases and blog post on Maryland Zoo's website, mentions in news interviews about the event
- ◀ Logo and link listing on event page
- ◀ Recognition in dedicated event e-blasts (100,000+ subscribers)

### Other Deliverables

- ◀ Two (2) complimentary race entries
- ◀ Twelve (12) complimentary Maryland Zoo tickets

## SUPPORTING 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
- ◀ 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

- ◀ Name inclusion in press releases and blog post on Maryland Zoo's website, mentions in news interviews about the event
- ◀ Logo and link listing on event page
- ◀ Recognition in dedicated event e-blasts (100,000+ subscribers)

## IN-KIND SPONSORSHIPS

The Maryland Zoo would consider an in-kind donation for any level of sponsorship. A sponsorship fee may be paid by providing goods and services that are budget-relieving to the Zoo. These opportunities are reviewed on a case by case basis.

