



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 Zoo BOO! Halloween festival. This year, Zoo BOO! takes place on three weekends in October! You can join us on October 4-6, October 11-13, and October 25-27, 2024. Festivities for the whole family will be located all throughout the Zoo's campus! The Zoo will be transformed by all things fall and Halloween-themed, complete with pumpkins, straw bales, trick-or-treat stations, a bounce house, 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 \$20,000

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

SOLD

1 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 \$10,000

SOLD

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 \$5,000 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
- ◀ 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



MARYLAND ZOO

1876 Mansion House Drive
Baltimore, Maryland 21217

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.

