

BREW AT THE ZOO



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Brew at the Zoo is a Memorial Day weekend tradition at the Maryland Zoo in Baltimore. Each year, thousands of people from Maryland, Pennsylvania, D.C., and beyond visit the Zoo during Brew at the Zoo weekend to participate in the event festivities.

Located on the Zoo's beautiful Waterfowl Grounds, this event offers fun for both the over-21 crowd and the whole family. Brew at the Zoo is the Zoo's biggest fundraiser. It couples food and beverage with music and fun. Tickets are required and include admission to the Zoo, unlimited beer and wine tastings, a commemorative Maryland Zoo tasting glass, three live bands per day, and access to food and artisan vendors.



BREW AT THE ZOO PRESENTING SPONSOR

VALUE \$40,000

2 OPPORTUNITIES (1 AVAILABLE)

- ◀ Event naming rights, including logo, "Brew at the Zoo presented by _____"
- ◀ Industry Exclusivity guaranteed
- ◀ 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 Digital Signage, Logo inclusion on 1800 "Super Sipper" glasses, Zoo funded (as part of the logo lockup)
- ◀ Opportunity for representative to greet/open the event from the stage
- ◀ Media
 - o Name inclusion in press releases and blog posts on the 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 Brew at the Zoo's event page
 - o Recognition in event e-blasts (150,000+ subscribers)
 - o Recognition on digital signage at Main Gate
 - o Logo inclusion in paid social and digital ads
- ◀ Social Media
 - o Recognition in multiple Facebook event posts (258,000+ likes)
 - o Recognition in multiple X posts (33,000+ followers)
 - o Recognition in multiple Instagram posts (91,000+ followers)
- ◀ Other
 - o Multiple company mentions and promotional plugs from the stage during event
 - o Twenty five (25) Saturday Brew at the Zoo "Super Sipper" Premium Tickets
 - o Twenty five (25) Sunday Brew at the Zoo "Super Sipper" Premium Tickets
 - o Direct support of the Zoo's mission and conservation efforts



TASTING GLASS SPONSOR

VALUE \$15,000

1 OPPORTUNITY AVAILABLE

- ◀ Logo inclusion on 5,000+ keepsake 6 oz tasting glasses
- ◀ 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
- ◀ Digital Marketing
 - o Recognition in multiple event e-blasts (150,000+ subscribers)
 - o Logo and link posting on Brew at the Zoo event page
- ◀ Social Media
 - o Logo recognition in two (2) Facebook event posts (258,000+ likes)
 - o Logo recognition in two (2) X posts (33,000+ followers)
 - o Logo recognition in one (1) Instagram story (91,000+ followers)
- ◀ Other
 - o Multiple company mentions and promotional plugs from the stage during event
 - o Twenty (20) complimentary Maryland Zoo tickets
 - o Fifteen (15) Brew at the Zoo "Super Sipper" Premium Tickets
 - o Direct support of the Zoo's mission and conservation efforts



MAIN STAGE SPONSOR

VALUE \$10,000

1 OPPORTUNITY AVAILABLE

- ◀ Main Stage naming rights, " _____'s 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); 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 Recognition on Main Stage's Digital Signage
- ◀ Digital Marketing
 - o Recognition in multiple event e-blasts (150,000+ subscribers)
- ◀ Social Media
 - o Logo recognition in two (2) Facebook event posts (258,000+ likes)
 - o Logo recognition in two (2) Twitter posts (33,000+ followers)
 - o Logo recognition in one (1) Instagram story (91,000+ followers)
- ◀ Other
 - o Multiple company mentions and promotional plugs from the stage during event
 - o Twenty Five (25) complimentary Maryland Zoo tickets
 - o Fifteen (15) Brew at the Zoo "Super Sipper" Premium Tickets
 - o Direct support of the Zoo's mission and conservation efforts



AUTOMOTIVE SPONSOR

VALUE \$5,000

1 OPPORTUNITY AVAILABLE

- ◀ Exclusive automotive category sponsorship
- ◀ Opportunity to display 2-3 automobiles during the event
- ◀ 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
- ◀ Digital Marketing
 - o Recognition in multiple event e-blasts (150,000+ subscribers)
 - o Logo and link posting on Brew at the Zoo event page
- ◀ Social Media
 - o Logo recognition in one (1) Facebook event posts (258,000+ likes)
 - o Logo recognition in one (1) X posts (33,000+ followers)
 - o Logo recognition in one (1) Instagram story (91,000+ followers)
- ◀ Other
 - o Four (4) complimentary Maryland Zoo tickets
 - o Four (4) Brew at the Zoo "Super Sipper" Premium Tickets
 - o Direct support of the Zoo's mission and conservation efforts



ANIMAL ENRICHMENT 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
- ◀ Opportunity to fund and create additional signage, zoo and/or event themed to be placed around event area, must be approved by the Maryland Zoo
- ◀ Logo recognition included on "Welcome Banner", "Exit Banner", (6) a-Frame signs throughout the Zoo, and (20) on-grounds posters
- ◀ Digital Marketing
 - o Recognition in multiple event e-blasts (150,000+ subscribers)
 - o Logo and link listing on Brew at the Zoo's event page
 - o Name mentioned when mentioning this activity in social or email
- ◀ Social Media
 - o Logo recognition in one (1) Facebook event posts (258,000+ likes)
 - o Logo recognition in one (1) X posts (33,000+ followers)
 - o Logo recognition in one (1) Instagram story (91,000+ followers)
- ◀ Other
 - o Multiple company mentions and promotional plugs from the stage during event
 - o Custom A-Frame or Banner, located on exhibit
 - o Four (4) complimentary Maryland Zoo tickets
 - o Four (4) Brew at the Zoo "Super Sipper" Premium Tickets
 - o Direct support of the Zoo's mission and conservation efforts



NON-DRINKING SPONSOR

VALUE \$4,000

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 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 in multiple event e-blasts (150,000+ subscribers)
 - o Logo and link posting on Brew at the Zoo event page
- ◀ Social Media
 - o Logo recognition in one (1) Facebook event posts (258,000+ likes)
 - o Logo recognition in one (1) X posts (33,000+ followers)
 - o Logo recognition in one (1) Instagram story (91,000+ followers)
- ◀ Other
 - o Four (4) Brew at the Zoo "Super Sipper" Premium Tickets
 - o Direct support of the Zoo's mission and conservation efforts

SUPPORTING SPONSOR OPPORTUNITIES

VALUE \$3,000 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 in multiple event e-blasts (150,000+ subscribers)
 - o Logo and link posting on Brew at the Zoo event page
 - o Direct support of the Zoo's mission and conservation efforts
- ◀ Social Media
 - o Logo recognition in one (1) Facebook event posts (258,000+ likes)
 - o Logo recognition in one (1) X posts (33,000+ followers)
 - o Logo recognition in one (1) Instagram story (91,000+ followers)
- ◀ Other
 - o Direct support of 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.

