



MARYLAND ZOO

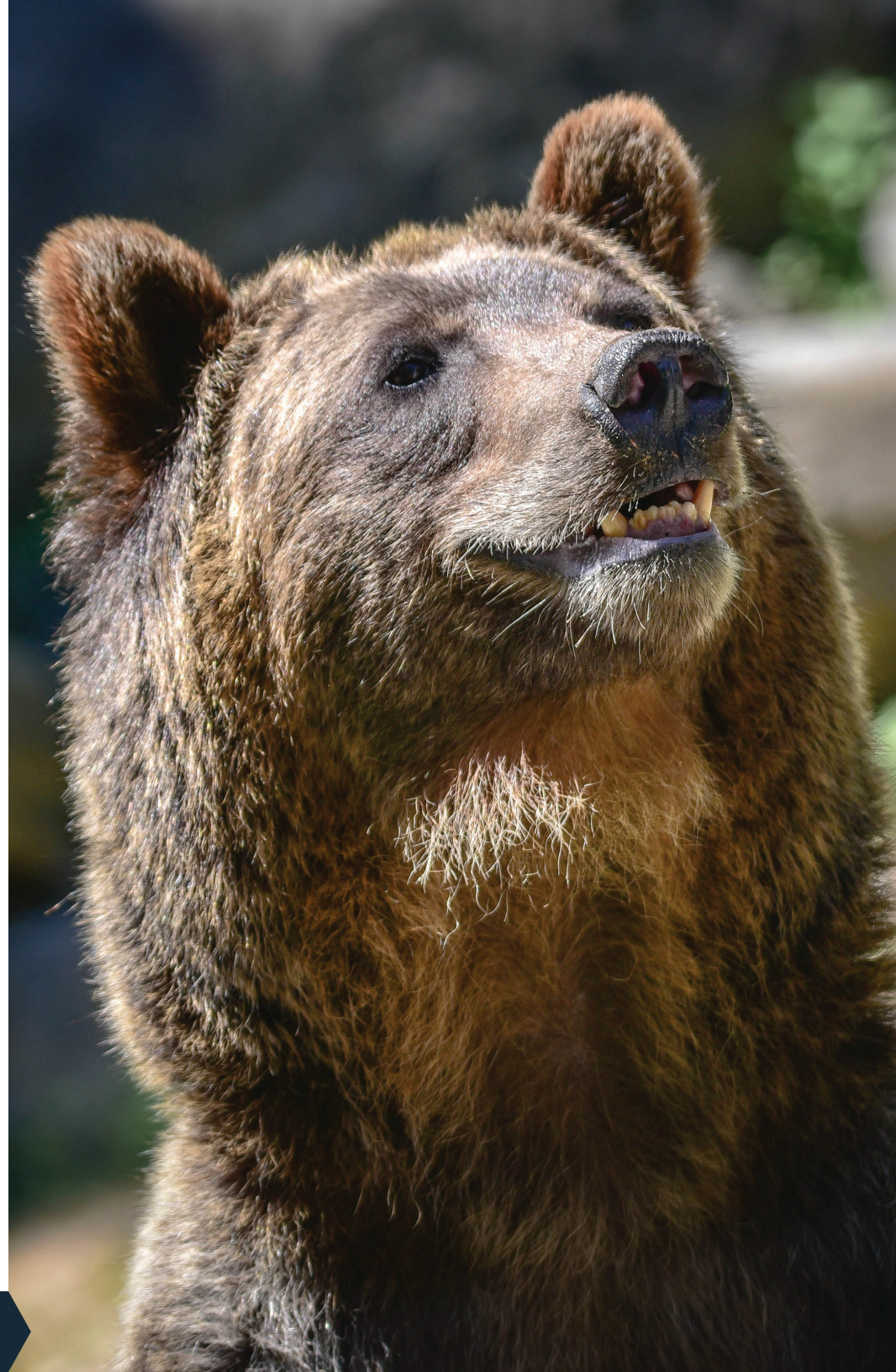
OktoBearFest

OktoBEARfest is the Zoo's second-largest fundraiser and one of the region's most beloved fall festivals, drawing thousands of guests from Maryland, Pennsylvania, D.C., and beyond. This two-day celebration features 60+ seasonal brews from top local and national brands, mouthwatering comfort food, live music, stein-hoisting contests, and of course — access to the Zoo's incredible wildlife!

Starting with a special After-Hours Kickoff on Friday, inviting guests to enjoy an exclusive evening stroll through the Zoo with drinks in hand, festive vibes, and plenty of surprises.

Then, on Saturday, the festivities continue during regular Zoo hours with all the fan-favorite features OktoBEARfest is known for.

With an expected 5,000+ attendees over two days, OktoBEARfest offers powerful exposure and brand alignment opportunities for sponsors looking to connect with a fun-loving, socially conscious audience — all while supporting wildlife conservation.



OKTOBEARFEST PRESENTING SPONSOR

VALUE \$30,000

2 OPPORTUNITIES AVAILABLE

- ◀ Event naming rights, including logo, "OktoBEARfest 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 1000 "Super Sipper" glasses (as part of the logo lockup)
- ◀ Logo inclusion on 1,200 super sipper cups, 5,000 General Admission cups, and 1,000 Non-Drinking reusable cups
- ◀ Opportunity for a 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 Logo and link listing on OktoBEARfest'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 Opportunity to offer a Non-profit of your choice a 10x10 space at OktoBEARfest to display promotional materials
 - o Twenty-Five (25) Friday and Twenty-Five (25) Saturday OktoBEARfest "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
 - Recognition in multiple event e-blasts (150,000+ subscribers)
 - Logo and link posting on OktoBEARfest event page
- ◀ Social Media
 - Logo recognition in two (2) Facebook event posts (258,000+ likes)
 - Logo recognition in two (2) X posts (33,000+ followers)
 - Logo recognition in one (1) Instagram story (91,000+ followers)
- ◀ Other
 - Multiple company mentions and promotional plugs from the stage during event
 - Twenty (20) complimentary Maryland Zoo tickets
 - Twenty (20) OktoBEARfest "Super Sipper" Premium Tickets
 - 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)
 - o Logo and link posting on OktoBEARfest 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 Five (25) complimentary Maryland Zoo tickets
 - o Fifteen (15) OktoBEARfest "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
 - Recognition in multiple event e-blasts (150,000+ subscribers)
 - Logo and link posting on OktoBEARfest event page
- ◀ Social Media
 - Logo recognition in one (1) Facebook event posts (258,000+ likes)
 - Logo recognition in one (1) X posts (33,000+ followers)
 - Logo recognition in one (1) Instagram story (91,000+ followers)
- ◀ Other
 - Four (4) complimentary Maryland Zoo tickets
 - Four (4) OktoBEARfest "Super Sipper" Premium Tickets
 - Direct support of the Zoo's mission and conservation efforts



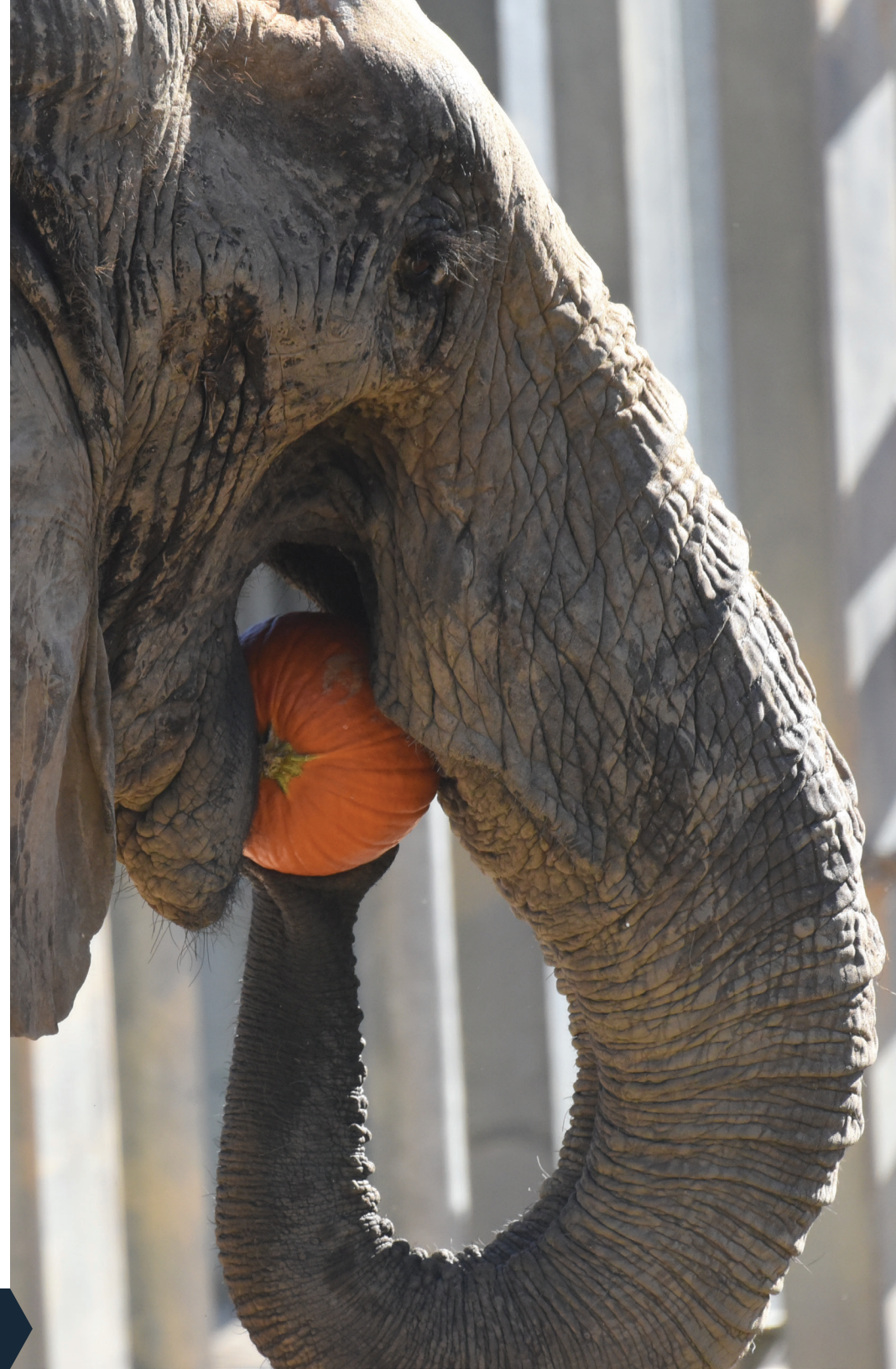
ANIMAL ENRICHMENT SPONSOR

VALUE \$5,000

2 ENRICHMENT OPPORTUNITIES AVAILABLE

1 ELEPHANT PUMPKIN SMASH 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 Maryland Zoo
- ◀ Logo recognition included on "Welcome Banner", "Exit Banner", (6) a-Frame signs throughout the Zoo, and (20) on-grounds posters
- ◀ Digital Marketing
 - Recognition in multiple event e-blasts (150,000+ subscribers)
 - Logo and link listing on OktoBEARfest event page
 - Name mentioned when mentioning this activity in social or email
- ◀ Social Media
 - Logo recognition in one (1) Facebook event posts (258,000+ likes)
 - Logo recognition in one (1) X posts (33,000+ followers)
 - Logo recognition in one (1) Instagram story (91,000+ followers)
- ◀ Other
 - Multiple company mentions and promotional plugs from the stage during event
 - **Enrichment:** Custom A-Frame or Banner, located on exhibit
 - **Elephant Pumpkin Smash:** Custom "Elephant Smash" banner – (one 10'x2' vertical banners), Zoo funded, located on exhibit
 - Four (4) complimentary Maryland Zoo tickets
 - Four (4) OktoBEARfest "Super Sipper" Premium Tickets
 - Direct support of the Zoo's mission and conservation efforts



NON-DRINKING SPONSOR

VALUE \$4,000

2 OPPORTUNITIES

- ◀ 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 OktoBEARfest 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 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 OktoBEARfest 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 Direct support of the Zoo's mission and conservation efforts



MARYLAND ZOO

For more information on any level of sponsorship, please contact Colleen Burch, Senior Director of Events:
colleen.burch@marylandzoo.org or 443-552-5272.