

Wine in the **WILDERNESS**



MARYLAND
ZOO

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The Maryland Zoo is proud to be known for its signature beer festivals like Brew at the Zoo and OktoBEARfest — after all, Baltimore is a beer town! But we also know this city has a deep appreciation for great wine. That's why we're thrilled to present Wine in the Wilderness, a celebration for wine lovers set in the heart of our scenic Maryland Wilderness habitat.

Join us for an unforgettable evening filled with unlimited wine sampling from regional and national wineries, live music, delicious food offerings, as well as artisan vendors and pop-up shopping, all while guests sip and stroll through this tranquil, wooded section of the Zoo. Guests can also encounter some of Maryland's native wildlife, including the playful North American river otters and elusive bobcats.

Space is limited for this unique, adults-only event where nature meets a perfect pour.

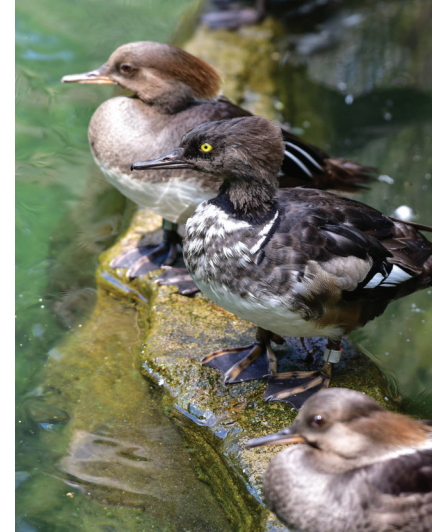


PRESENTING SPONSOR

VALUE \$10,000

2 OPPORTUNITIES AVAILABLE

- ◀ Industry exclusivity guaranteed
- ◀ Event naming rights, including logo, "Wine in the Wilderness 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 500+ keepsake wine glasses
- ◀ Media
 - o Name inclusion in press releases and blog post on the Maryland Zoo's website, mentions in news interviews about the event
- ◀ Digital Marketing
 - o Recognition as presenting sponsor on event webpage
 - o Recognition in event e-blast (150,000+ subscribers)
 - o Recognition in dedicated event e-blasts (150,000+ subscribers)
- ◀ Social Media
 - o Recognition in multiple Facebook event posts (259,000+ likes)
 - o Recognition in multiple X posts (33,000+ followers)
 - o Recognition in multiple Instagram posts (98,000+ followers)
- ◀ Other
 - o Multiple company mentioned and promotional plugs from the stage
 - o Fifteen (15) tickets to Wine in the Wilderness
 - o Direct support of the Zoo's mission and conservation efforts



BAR SPONSOR

VALUE \$7,500

2 OPPORTUNITIES AVAILABLE

- ◀ Inclusion on beverage napkins
- ◀ Inclusion on bar signage
- ◀ 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 Logo and link listing on event page
 - o Recognition in dedicated event e-blasts (150,000+ subscribers)
 - o Recognition on digital signage at Main Gate
- ◀ Social Media
 - o Recognition in two (2) Facebook event posts (259,000+ likes)
 - o Recognition in two (2) X posts (33,000+ followers)
 - o Recognition in two (2) Instagram posts (98,000+ followers)
- ◀ Other
 - o Multiple company mentioned and promotional plugs from the stage
 - o Ten (10) tickets to Wine in the Wilderness
 - o Direct support of the Zoo's mission and conservation efforts



DESSERT SPONSOR

VALUE \$5,000

2 OPPORTUNITIES AVAILABLE

- ◀ Logo inclusion on dessert napkins to be included on each pre-packaged dessert
- ◀ 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
- ◀ Digital Marketing
 - o Logo and link listing on event page
 - o Recognition in dedicated event e-blasts (150,000+ subscribers)
 - o Recognition on digital signage at Main Gate
- ◀ Social Media
 - o Recognition in one (1) Facebook event posts (259,000+ likes)
 - o Recognition in one (1) X posts (33,000+ followers)
 - o Recognition in one (1) Instagram posts (98,000+ followers)
- ◀ Other
 - o Multiple company mentions and promotional plugs from the stage
 - o Eight (8) tickets to Wine in the Wilderness
 - o Direct support of the Zoo's mission and conservation efforts

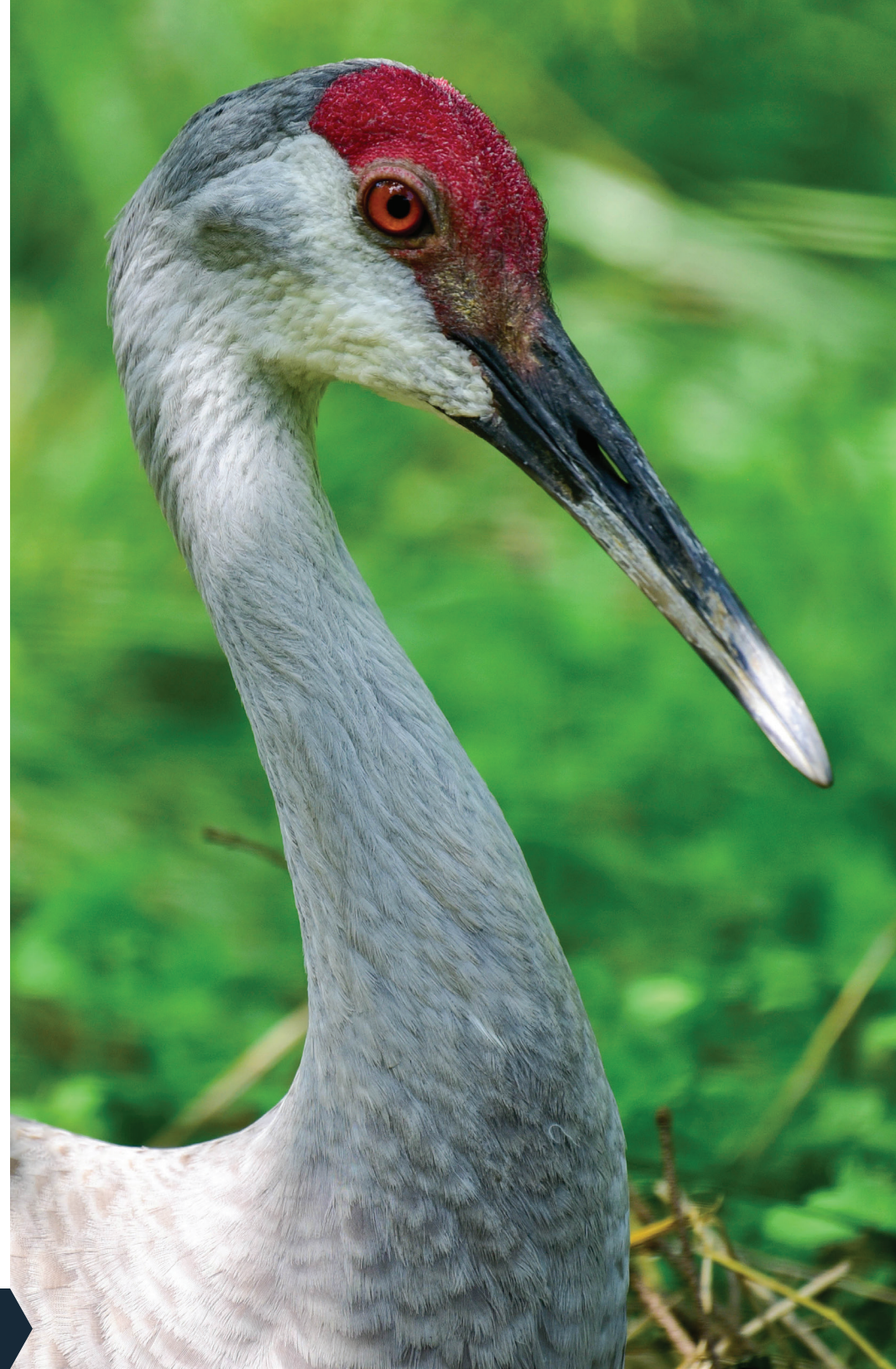


PHOTO BOOTH SPONSOR

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 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 Logo and link posting on Wine in the Wilderness event page
 - o Recognition in dedicated event e-blasts (150,000+ subscribers)
- ◀ Other
 - o Ten (10) complimentary Maryland Zoo tickets
 - o Direct support of the Zoo's mission and conservation efforts



COMMUNITY SPONSOR

VALUE \$3,500

5 OPPORTUNITIES AVAILABLE

- ◀ 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 dedicated event e-blasts (150,000+ subscribers)
 - o Logo inclusion on event webpage
- ◀ Social Media
 - o Mention in any related media coverage
- ◀ Other Deliverables
 - o Mentioned in sponsor "thank you" over PA
 - o Five (5) tickets to Wine in the Wilderness
 - 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.

