



# SPONSORSHIP OPPORTUNITIES

## A note from the Eerie Zoo



Dear Zoo Supporter,

As we shift into autumn we can feel the ghastly ghouls and goblins preparing for the spooky season ahead. The Erie Zoo is doing some preparation of its own, getting ready for trick-or-treating and family-friendly activities around the park for the beloved **ZooBOO!**

We would like to take this opportunity to request your support of *ZooBOO 2023*, which will run Thursdays-Sundays starting October 12th through October 30th, weekday hours from 6 PM-9 PM and weekend hours from 12 PM-9 PM. ZooBOO has proven throughout the years to be a community staple during the Halloween season, as well as, a vital fundraiser for your local nonprofit zoo.

Each event will allow families and friends to explore the zoo while trick-or-treating, boogie all night on the Spooky Jukebox dance floor, solve a riddle at the Troll Bridge, witness the magic of the talking pumpkins, and enjoy the entertainment of the evening!

The Erie Zoo has many great sponsorship opportunities for local organizations to get involved in while supporting your local nonprofit zoo! Each year the zoo sees on average 30,000 visitors in just three weeks. Many of our guests live or are within close proximity to the Erie community, providing the perfect target audience for those of you looking to reach families, young adults, grandparents & children.

Review the packet below to see the various sponsorship opportunities we offer & contact us with any wacky & wonderful ideas you may have - we are always open to creativity!

## INTERESTED IN SPONSORING?



CONTACT OUR MARKETING AND EVENTS COORDINATOR:

EMILY SMICKER | 814.864.4091 EXT: 272

ESMICKER@ERIEZOO.ORG



# SPONSORSHIP OPPORTUNITIES

## BOOTH SPONSORSHIPS

This year there will be 15 trick-or-treating booths available to the public and to sponsor! (That's FIVE more than last year!) As a treat booth sponsor your logo will appear in a number of locations throughout the event, including your treat booth. On average 30,000 people attend *ZooBOO*, with about 15,000 of these visitors being trick-or-treaters. This is a wonderful event to reach families, parents, children, and grandparents!

**The total fee per booth is \$3,500**, which covers the cost of trick-or-treater items. Booth sponsorship includes your booth treat, signage at your booth, someone to distribute the treat throughout each *ZooBOO* event, logo placement on printed material and website, 30 event tickets to use however you would like, & more! A **discounted sponsorship is available at \$2,000** if you are willing to provide your own treat/handout for your booth throughout the event. Sponsors may handout coupons or promotional items at their booths, but do not count as your treat/hand-out. Sponsorship commitments are due by **August 11th**.

Please note, this year sponsors are not able to man their own booths, unless each individual signs-up as a *ZooBOO* volunteer through the Erie Zoo Education Department by **August 11th**.

If you are interested in sponsoring an entire night of *ZooBOO* where your organization can be present to hand out additional handouts, information, have a mascot, and/or a company presence, you may do so by setting up a table next to your booth. This is a ***ZooBOO Day Sponsorship*** and costs **\$800**. This in addition to your Booth Sponsorship.

| Booth Sponsorship Type                 | Cost    |
|--|---------|
| Booth Sponsorship(Treat Supplied)      | \$3,500 |
| Booth Sponsorship (Treat Not Supplied) | \$2,000 |
| ZooBOO Day Sponsorship                 | \$800   |



# DISPLAY SPONSORSHIP OPPORTUNITIES

**DISPLAY:** The Talking Pumpkins

**LOCATION:** Rotary Pavilion–Children’s Zoo

**SPONSORSHIP AMOUNT:** \$1,200

## **DESCRIPTION:**

The Talking Pumpkin is a classic part of ZooBOO at your Erie Zoo! And this year it’s new and improved! This year we will be featuring 3 pumpkins who sing, tell jokes, and share scary, but not too scary, stories. This will allow for more variety in our guests’ interactions with the Talking Pumpkins and keep the entertainment going for hours!

The product we use is from the company Atmos FX and is called the Jack O’-Lantern Jamboree (check out videos for yourself - <https://atmosfx.com/collections/halloween/products/jack-o-lantern-jamboree>)

With this sponsorship, your company/organization will have signage at the Talking Pumpkins location , listed on ZooBOO handouts and be advertised through our website, social media, & radio promotions.



**Most  
popular  
addition to  
2022  
ZooBOO!**



# DISPLAY SPONSORSHIP OPPORTUNITIES

**DISPLAY:** Dance Zone Sponsorship

**LOCATION:** DJ Bill Page's Spooky Jukebox (Center of the Zoo)

**SPONSORSHIP AMOUNT:** \$1,200

## DESCRIPTION:

The Spooky Jukebox was voted the #1 most loved component of 2022's ZooBOO! Located in the center of the zoo, the dance floor is the perfect place for families to relax, grab a snack at the concession stand, all while their little ones enjoy the spooky tunes mixed up by DJ Bill Page! This is a prime area for advertisement & this sponsorship grants your organization's name on the dance floor all ZooBOO long. In addition to your signage, it is guaranteed that when our DJ is present, he will give your organization shout outs throughout the evening!



Most  
popular  
component  
of 2022  
ZooBOO!



# DISPLAY SPONSORSHIP OPPORTUNITIES

**DISPLAY:** ZooBOO Day Sponsorship

**LOCATION:** Throughout the park

**SPONSORSHIP AMOUNT:** \$800 per Saturday/Sunday or \$500 per weeknight

## DESCRIPTION:

**Want a ZooBOO night all about you?** Here's your chance! Be a presenting sponsor of a date of your choice for ZooBOO! We will advertise the night with your branding on our website, social media, and features (for example "Your Company's Name Night at ZooBOO!"). You will have the opportunity to display signage, have a table dedicated to your organization, hand out coupons or other information to guests, have your mascots or staff be on site in branded uniforms, and more! We are open to all creative ideas! This is a great way to promote your organization and interact with the community while giving the ZooBOO guests a little extra fun on their ZooBOO trip!



Oct. 12th from 6pm-9pm  
**A SPECIAL ZOOBOO OPENING NIGHT FILLED WITH EXTRA TREATS!**

Buy One, Get One 50% off ZooBOO Tickets!  
Enjoy ZooBOO a second night for half the price & twice the fun!  
(Valid ONLY to event attendees on Oct. 12th)



FREE face painting by Taradoodles, special laser & light show by Apollo Stage Productions, coupons from Sonic Drive-In, FREE reusable UPMC for Life bags, & more!



# DISPLAY SPONSORSHIP OPPORTUNITIES

**DISPLAY:** Wild Things Theater

**LOCATION:** Children's Zoo Stage

**SPONSORSHIP AMOUNT:** \$500

## DESCRIPTION:

The stage is yours! The Wild Things Theater is open and ready for a fun and festive display to add to night's events! In the past this area has been home to the Talking Pumpkin but is now ready to be transformed into something new! With this display we are open to a collaborative effort for a theme with your company/organization. And if you don't feel very creative, leave it to us!

As the Wild Things Theater Sponsor your company/organization will be listed on ZooBOO handouts, have signage at the Wild Things Theater, and be listed on our website.





# DISPLAY SPONSORSHIP OPPORTUNITIES

**DISPLAY:** Photo Op Displays

**LOCATION:** Throughout the park

**SPONSORSHIP AMOUNT:** \$400

**DESCRIPTION:**

ZooBOO is a family tradition which means lots of photos – so let’s give the visitors something to pose with! In the past we have had fun photo stations which were popular stops along the trick-or-treating route. Sadly, we lost all of those in the fire. But it’s also a fresh start and chance to partner with some great community partners! Feel free to get creative with your displays – but remember they must be built to withstand the weather, no blood, guts or gore. Photo displays can be a large banner as a backdrop, plywood board cutouts (think a giant flying saucer, the Mystery Machine, Ghostbuster car, or a life-sized Jack-o-Lantern!), or statues. Please discuss directly with Emily at (814) 864-4091 or [esmicker@eriezoo.org](mailto:esmicker@eriezoo.org) to decide on an idea and talk details. As a Photo Op Display Sponsor your company/organization will be listed on ZooBOO handouts, have signage at your display, and have the opportunity to have photos from visitors posing with your display shared on the Erie Zoo social media throughout the event.





# DISPLAY SPONSORSHIP OPPORTUNITIES

**DISPLAY:** Entertainment Sponsor

**LOCATION:** Throughout the park

**SPONSORSHIP AMOUNT:** \$400 per night

## DESCRIPTION:

A popular feature of ZooBOO is the rotating entertainment that come in each night to interact and pose for photos with the visitors! Each year we welcome in princesses, pirates, Star Wars, magicians, DJ's and more! These characters help provide an extra special experience for the attendees each night. As an Entertainment Sponsor, you will be recognized on the Erie Zoo social media pages and website as the presenting sponsor of the night's entertainment.



## ENTERTAINMENT NIGHT CHOICES:

- MAGIC OF CLIFF HOPKINS AND KELLY
- TARADOODLES FACE PAINTING
- STAR WARS NIGHT
- PRINCESS SING-A-LONG NIGHT
- PAW PATROL NIGHT
- SCALLYWAG PIRATE NIGHT



# SPONSORSHIP OPPORTUNITIES

## ZOOBOO 2023

\* EMAIL THIS FORM BACK TO EMILY SMICKER, ESMICKER@ERIEZOO.ORG

BY **AUGUST 11TH, 2023**

## CANDY BOOTH SPONSORSHIP COMMITMENT FORM

Thank you for choosing to support the Erie Zoo's largest fundraiser of the year! As a ZooBOO booth sponsor, your organization will receive a booth on Zoo grounds from which candy/items will be passed out to our trick-or-treaters. Depending on the level of sponsorship you have chosen, sponsors are available to cover the cost of candy by either ordering candy through the zoo with the \$3,500 booth sponsorship or by providing your own candy/handout with a \$2,000 sponsorship. It is anticipated that nearly 15,000 pieces are handed out at each booth each ZooBOO season. There are alternative treats to candy handed out at some of our booths, including popcorn, chips, fruit snacks, and toys. If you would like to discuss treat ideas, please call Emily at 814-864-4091 x 272 or via email at [esmicker@eriezoo.org](mailto:esmicker@eriezoo.org). We look forward to working with you!

SPONSOR RECOGNITION: \_\_\_\_\_

SPONSOR CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

### CHECK ONE:

PURCHASE TREAT & SPONSORSHIP THROUGH THE ERIE ZOO FOR \$3,500

PURCHASE SPONSORSHIP & SUPPLY OWN TREAT FOR \$2,000

- PLEASE INDICATE WHAT TREAT YOU PLAN TO PROVIDE AND THE ESTIMATED

DELIVERY DATE: ITEM: \_\_\_\_\_ DATE: \_\_\_\_\_

IF YOUR TREAT DONATION EXCEEDS \$1,500 PLEASE PROVIDE RECEIPTS FOR A DISCOUNTED SPONSORSHIP

I, \_\_\_\_\_, ON BEHALF OF \_\_\_\_\_ COMMIT TO THE ABOVE-SELECTED SPONSORSHIP OPPORTUNITIES FOR THE ERIE ZOOLOGICAL SOCIETY'S UPCOMING 2023 EVENT YEAR AND PLEDGE TO MAKE MY FULL SPONSORSHIP PAYMENT BY 1 MONTH PRIOR TO THE EVENT.

I UNDERSTAND THAT CANCELLATIONS MADE WITHIN 4 WEEKS OF THE EVENT WILL BE CHARGED 50% OF THE PLEDGED SPONSORSHIP. IN REGARDS TO PRODUCT DONATIONS, CANCELLATIONS MADE WITHIN 4 WEEKS OF THE EVENT WILL BE CHARGED A \$250 INCONVENIENCE FEE TO COVER COSTS OF SUBSTITUTIONS.

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_



# DISPLAY SPONSORSHIP OPPORTUNITIES

ZOOBOO 2023

\*EMAIL THIS FORM BACK TO EMILY SMICKER, ESMICKER@ERIEZOO.ORG

BY AUGUST 11TH, 2023.

## DISPLAY SPONSORSHIP COMMITMENT FORM

Thank you for choosing to support the Ere Zoo's largest fundraiser of the year! Please choose from the following list of display opportunities that you intend to sponsor (*please note these are all first come first serve & may not be available at the time of your application*):

- TALKING PUMPKINS SPONSOR
- DANCE ZONE SPONSOR
- ZOOBOO DAY SPONSOR \*
- WILD THINGS THEATRE SPONSOR \*
- PHOTO OP DISPLAY SPONSOR \*
- ENTERTAINMENT SPONSOR \*

SPONSOR RECOGNITION: \_\_\_\_\_

SPONSOR CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

\* IF AN ASTERISK APPEARS NEXT TO YOUR SPONSORSHIP THE ERIE ZOO WILL BE IN CONTACT WITH YOU REGARDING THE ADDITIONAL DETAILS OF YOUR SPONSORSHIP. IF YOU CHOSE A ZOOBOO DAY SPONSORSHIP OR AN ENTERTAINMENT SPONSORSHIP, PLEASE SPECIFY BELOW WHAT POTENTIAL DATE(S) YOU WOULD LIKE TO SPONSOR:

\_\_\_\_\_

I, \_\_\_\_\_, ON BEHALF OF \_\_\_\_\_ COMMIT TO THE ABOVE-SELECTED SPONSORSHIP OPPORTUNITIES FOR THE ERIE ZOOLOGICAL SOCIETY'S UPCOMING 2023 EVENT YEAR AND PLEDGE TO MAKE MY FULL SPONSORSHIP PAYMENT BY 1 MONTH PRIOR TO THE EVENT.

I UNDERSTAND THAT CANCELLATIONS MADE WITHIN 4 WEEKS OF THE EVENT WILL BE CHARGED 50% OF THE PLEDGED SPONSORSHIP. IN REGARDS TO PRODUCT DONATIONS, CANCELLATIONS MADE WITHIN 4 WEEKS OF THE EVENT WILL BE CHARGED A \$250 INCONVENIENCE FEE TO COVER COSTS OF SUBSTITUTIONS.

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_