



Support Family Fun Night and be a zoo hero. Sponsorships for Family Fun Night allow us to keep admissions low and reach a wide audience. Sponsorships also fund the operations of the zoo and our local and global conservation efforts. We are happy to create a custom package, if possible, depending on the goals of the sponsor. Attendance for event dates are 800+

## PRESENTING SPONSORSHIP

\$5,000 receives the following:

- Event Advertising & Social Media for the series
- Table during event (2 nights)
- Logo on Website and on-site materials
- 20 General Admission passes (to use during Family Fun Nights or any other time)

### PARTICIPATING SPONSOR

\$2,500

- Advertising on Social Media for the series
- Recognition on website
- Recognition in email blasts to subscribers & members
- 10 Passes to the zoo
- Table on grounds 2 nights

### FRIEND OF THE ZOO SPONSOR

\$1,000

- Advertising on Social Media- one event only
- Recognition on website
- 5 passes to the zoo
- Table on grounds during 1 event

Family Fun Night marketing team launches aggressive marketing campaigns that include radio commercials on WSTW and WXPB (Kids' Corner), print and digital ads in several key media outlets (24M saturation), event calendar distribution to 28 print and digital outlets (12M) in the region, and consequent coverage with pre-event publicity in print and with television interviews (24M saturation). In addition, from Zoo generated media: coverage in Zoo News publication, multiple zoo-issued eblasts (31.5K), and brandywinezoo.org website with 2K unique viewers to Family Fun Night page prior to event.

Please contact Melanie Flynn, 302-407-4415 or email [development@brandywinezoo.org](mailto:development@brandywinezoo.org), for more information

