

Event
Sponsorship
Opportunities

BREW AT THE ZOO

Support BREW AT THE ZOO and be our hero. Sponsorships 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.

\$10,000 Level: Title Sponsor (limit 1 per year)

- Premier placement and recognition in all advertisements (print & media, including radio pitch)
- Logo on Brew merchandise*
- Event space for a table at the event
- 15 tickets to Brew at the Zoo
- Logo and recognition in pre-event online advertising, including online tickets
- Sponsor's name on sign welcoming guests to the event
- Recognition on Brandywine Zoo's website (sponsorship page)
- Logo and recognition in member communication
- Recognition on grounds prior to the event (banner)*

\$2,500 Level: Participating Sponsor

- 4 tickets to Brew at the Zoo
- Logo and recognition in pre-event online advertising
- Sponsor's name on sign welcoming guests to event
- Recognition on Brandywine Zoo's website (sponsorship page)
- Logo and recognition in member communication

\$5,000 Level: Presenting Sponsor

- Sponsor's logo on location sign and prominent signage at event
- 8 tickets to Brew at the Zoo
- Logo and recognition in pre-event online advertising, including online tickets
- Sponsor's name on sign welcoming guests to event
- Recognition on Brandywine Zoo's website (sponsorship page)
- Logo and recognition in member communication
- Recognition on grounds prior to the event (banner)*

*These are benefits to the sponsor providing they commit by March 15.

Brew at the Zoo marketing team launches aggressive event advertising, social media, website, and publicity campaigns that include radio commercials (95,300 Adults ages 18+), print and digital ads in several key media outlets (24M saturation), press release distribution and consequent coverage with pre-event publicity in print and with television interviews (24M saturation), coverage in Zoo News publication and multiple zoo-issued eblasts (31.5K), event calendar distribution to 32 publications (12M), and brandywinezoo.org website with 4K unique viewers to the Brew page prior to event.

Please contact Kate McMonagle, 302-407-4417, for more information.


Delaware Zoological Society
supporting the BRANDYWINE ZOO

