



# Your Business and the Brandywine Zoo

*A perfect fit!*

The Brandywine Zoo's mission is to enhance and enrich people's understanding of and respect for the complex relationships among all living things and inspire wildlife conservation. Today, with the ever-growing threat of extinction of many wildlife species, it is more important than ever to educate the public on the benefits of protecting these endangered species and conserving their natural habitats.

**Sponsoring one of our many programs, special events or exhibits can enhance your brand visibility and align your business with our wildlife conservation efforts.**

We have a variety of opportunities and levels that will suit your needs. Your support helps us continue to sustain and advance our Education and Conservation Programs, as well as maintain the unique, family-oriented environment that makes the Zoo such a special place.

The Brandywine Zoo is the only Zoo in Delaware accredited by the Association of Zoos & Aquariums and reaches a wide demographic through social media, print, daily visits and programming.



## BRANDYWINE



### Contact

Melanie Flynn, 302-407-4415

or email:

[development@brandywinezoo.org](mailto:development@brandywinezoo.org).

*Go a little wild!*



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.**







# Family Fun Night

at the Brandywine Zoo

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 500+

## Presenting Sponsorship

**\$5,000 receives the following:**

- Event Advertising & Social Media promotion
- Table during event
- 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
- Recognition on website
- Recognition in email blasts to subscribers & members
- 10 Passes to the zoo
- Table on grounds during the event

### Friend of the Zoo Sponsor

**\$1,000 -**

- Advertising on Social Media
- Recognition on website
- 5 passes to the zoo
- Table on grounds during 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

