



5TH ANNUAL ZOO TO DO MAY 30, 2020

SPONSORSHIP PACKET

The Virginia Zoo's fifth annual Zoo To Do returns on May 30, 2020. We invite all party animals to dance, feast, sip and take in the magnificent surroundings of the Virginia Zoo. Don't miss the opportunity to be a part of this wild event!

WHY SPONSOR?

- Exposure to 400+ anticipated guests at Zoo To Do
- Network with potential clients or customers and treat them to an exclusive experience
- Capitalize on the reputation of a premier local event at one of Hampton Roads' most visited attractions
- Increase brand exposure and recognition with target audience on outlets like the Virginia Zoo Website (50,000 visits per month) and the Zoo's Facebook page (47,000+ followers)
- Invest in a 118-year-old local institution and be recognized for your commitment

SPONSORSHIP PERKS

This event will be extensively promoted in print, direct mail, newsletters and online through websites and social media, offering a diverse media mix. Opportunities are available to have your company name and logo featured the night of the event and months leading up to the event.

HOW TO SPONSOR

Opportunities to sponsor Zoo To Do 2020 are limited. Complete this form and return with payment:

Virginia Zoo Development
3500 Granby Street
Norfolk, Va 23504

Name: _____ Company: _____

Address: _____ City, State, Zip: _____

Phone: _____ Fax: _____

Email: _____

Please make checks payable to Virginia Zoo.

For more information on sponsorship levels or to take part in this unique event, please contact:

Angela Benard, 757.441.2374 ext. 220, Angela.Benard@norfolk.gov

THANKS TO OUR 2019 SPONSORS



ZOO TO DO 2020 SPONSORSHIP FORM

\$250 SILENT AUCTION SPONSORS (10 Available)

Select one or more of the following Silent Auction experiences to sponsor. Items are available on a first-come, first-serve basis. All Silent Auction Sponsorships are \$250 each and include logo placement on the Silent Auctions Sponsor Banner (at event) and on individual Silent Auction Items (at event and on electronic bidding system). Auction items TBD.

TABLE SPONSORS

Capitalize on the reputation of a premier local event by treating clients to an exclusive experience.

\$2,500 Table Sponsors (12 Available)

- Includes: 16 drink tickets, 8 seats
- Logo on Table Sponsors Banner (at event)
- Logo on table

EVENT SPONSORS

Sponsorship with the Zoo creates heightened brand awareness and image, tying your brand to a positive family experience while demonstrating your social responsibility and community involvement.

Liquor Sponsor (1 Available)

Wine Sponsor (1 Available)

Beer Sponsor (1 Available)

\$500 - Animal Ambassador Sponsor (6 Available)

- Two event tickets
- Logo Placement:
 - Sign at Specific Ambassador Area (at event)
 - Event Sponsor Banner (at event check-in)

\$1,500 - Bar Sponsors (1 of 3 Available)

- 2 event tickets
- Logo Placement:
 - Sign at Bar (at event)
 - Event Sponsor Banner (at event check-in)
 - Name listed in VAZ Summer 2020 Newsletter (11,500 households)
 - VAZ website Event Page (11,000+ visits)
 - Facebook Zoo To Do event page (6,000 followers)
 - Event email blast (30,000 subscribers)

\$2,500 - Cocktail Lounge Sponsor (1 Available)

- 5 event tickets
- Logo Placement:
 - Banner at Lounge (at event)
 - Event Sponsor Banner (at event check-in)
 - VAZ Summer 2020 Newsletter (11,500 households)
 - VAZ website Event Page (11,000+ visits)
 - Facebook Zoo To Do event page (6,000 followers)
 - Event email blast (30,000 subscribers)

\$3,000 - Train Sponsor (1 Available)

\$3,000 - Set the Scene Sponsor (2 Available)

- 5 Tickets
- Logo Placement on:
 - Banner at Event (location TBD)
 - Event Sponsor Banner (at event check-in)
 - VAZ Summer 2020 Newsletter (11,500 households)
 - VAZ website Event Page (11,000+ visits)
 - Facebook Zoo To Do event page (6,000 followers)
 - Event email blast (30,000 subscribers)

\$10,000 - Food Sponsor (1 Available)

\$10,000 - Entertainment Sponsor (1 Available)

- 6 Tickets
- Name Mention:
 - Radio spots
 - Event press release
- Logo Placement on:
 - Ads in VEER Magazine, The Virginian-Pilot (500,000+ impressions)
 - Official event promotional poster
 - Event Sponsor Banner (at event check-in)
 - VAZ Summer 2020 Newsletter (11,500 households)
 - VAZ website Event Page (11,000+ visits) with link to company website
 - Zoo's Facebook page (47,000 followers) and Zoo To Do event page (6,000 followers)
 - Event email blast (30,000 subscribers)
 - Company standalone banner at entertainment area

Additional out-of-the-box sponsorship and underwriting opportunities are available. We would love to discuss how these unique possibilities can benefit you!

DEADLINE TO BE INCLUDED IN ALL PRINTED AND PUBLICIZED MATERIALS: MARCH 1, 2020