



PNC

# ZOO to DO

PRESENTED BY  LEXUS

PARTY WITH A PURPOSE

**JUNE 19, 2020**

2020 PROPOSAL

## TITLE SPONSOR

- Logo included on billboard ads one month prior to the event.
  - Logo included in newspaper ads promoting the event.
  - Logo included on ZOOtoDO invitation and tickets.
  - Opportunity to have a corporate banner placed in the designated VIP area (banner provided by sponsor)
  - Logo recognition in the Zoo's *Safari Magazine* (distribution: 52,000 member households).
  - Logo recognition on event sponsorship proposal.
  - Logo recognition on Zoo's website leading up to the event.
  - Logo prominently placed on signage evening of event.
  - Verbal recognition on the main stage during event.
  - Logo included on Globo projected on historic building the night of event.
  - Prominent logo recognition in event program.
  - VIP parking for four vehicles.
  - Sponsor will have a VIP hospitality area with private cash bar to entertain clients.
  - Tickets provided along with 500 complimentary drink tickets.
  - Free one-time use of Zoo facility for a corporate event during 2020 up to \$750 in value (catering not included and based on availability).
- Opportunity to purchase up to 20 additional tickets at \$100 each.***

## PRESENTING SPONSOR

- Logo included on billboard ads one month prior to the event.
  - Logo included in newspaper ads promoting the event.
  - Logo included on ZOOtoDO invitation and tickets.
  - Opportunity to have a corporate banner placed in the designated VIP area (banner provided by sponsor)
  - Logo recognition in the Zoo's *Safari Magazine* (distribution: 52,000 member households).
  - Logo recognition on event sponsorship proposal.
  - Logo recognition on Zoo's website leading up to the event.
  - Logo prominently placed on signage evening of event.
  - Logo included on Globo projected on historic building the night of event.
  - Prominent logo recognition in event program.
  - VIP parking for three vehicles.
  - Sponsor will have a VIP hospitality area with private cash bar to entertain clients.
  - Forty tickets provided along with 400 complimentary drink tickets.
  - Free one-time use of Zoo facility for a corporate event during 2020, up to \$750 in value (catering not included and based on availability).
- Opportunity to purchase up to 15 additional tickets at \$100 each.***

## PHOTO OPPORTUNITY SPONSOR \$10,000

- Logo included in newspaper ads promoting the event.
- Logo recognition on Zoo's website leading up to the event.
- Logo prominently featured at photo station.
- Opportunity to place a corporate banner at photo station (banner provided by sponsor).
- Logo recognition in event program and on VIP signage.
- Two reserved tables with prominent seating for 20 guests.
- 200 complimentary drink tickets.
- Free one-time use of Zoo facility for a corporate event during 2020, up to \$750 value (catering not included and based on availability).

*Opportunity to purchase up to EIGHT additional tickets at \$100 each.*



## MAJOR SPONSOR \$10,000 (Multiple opportunities)

- Logo included in newspaper ads promoting the event.
- Logo recognition on Zoo's website leading up to the event.
- Logo prominently placed on VIP signage evening of the event.
- Logo recognition in event program.
- Opportunity to have a corporate banner placed in the VIP area (banner provided by sponsor).
- Sponsor will have a VIP hospitality area with private cash bar to entertain clients.
- Three reserved tables with prominent seating for 30 guests.
- 300 complimentary drink tickets.
- Free one-time use of Zoo facility for a corporate event during 2020, up to \$750 value (catering not included and based on availability).

*Opportunity to purchase up to 10 additional tickets at \$100 each.*





## ENTERTAINMENT SPONSORS \$7,500

- Name included in newspaper ads promoting the event.
- Logo recognition on Zoo's website leading up to the event.
- Logo prominently featured on stage signage of one of the two entertainment stages.
- Opportunity to place a corporate banner at the base of stage (banner provided by sponsor).
- Logo recognition in event program and on VIP signage.
- Two reserved tables with prominent seating for 20 guests.
- 200 complimentary drink tickets.

*Opportunity to purchase up to EIGHT additional tickets for \$100 each.*

## CONSERVATION SPONSOR \$5,000

- Name included in newspaper promotional ads.
- Logo recognition on Zoo's website leading up to the event.
- Logo recognition on VIP signage and event program.
- Two reserved tables with prominent seating for 20 guests in the VIP sponsor area.
- 200 complimentary drink tickets.

*Opportunity to purchase up to SIX additional tickets for \$100 each.*



### Party with a Purpose

#### Help ensure every child in our community can visit the Zoo!

The Zoo's Companies for Kids program provides complimentary Zoo admission tickets to organizations that service at-risk, disadvantaged and special needs youth. In 2019, this program distributed more than 4,300 tickets to children in northwest Ohio and southeast Michigan. By supporting this year's ZOOtoDO, you are ensuring every child in our community can experience the awe and wonder of more than 10,000 animals from around the globe!

### SILVER SPONSOR \$3,500

- Name recognition on VIP event signage and event program.
- One reserved sit-down table with prominent seating for 10 guests in the VIP sponsor area.
- 100 complimentary drink tickets.
- Option to retain 10 Companies for Kids admission tickets.

*Opportunity to purchase up to FOUR additional tickets for \$100 each.*

### SUPPORTING SPONSOR \$2,500

- Name recognition on VIP event signage and event program.
- One stand-up cocktail table and tickets for 10 guests in the VIP sponsor area.
- Option to retain 10 Companies for Kids admission tickets.

*Opportunity to purchase up to TWO additional tickets for \$100 each.*



*\*Current members of Companies for Kids and/or President's Circle receive \$250 off sponsorships of \$3,500 and \$2,500.*

# Toledo Zoo

## 2020 ZOOTO DO Sponsorship Commitment

### Sponsorship Levels

We would like to sponsor ZOOTO DO at the following level:

- |   |  |
|---|--|
| <b>SOLD</b> Title Sponsor                                   | <input type="checkbox"/> \$7,500 Entertainment Sponsor |
| <b>SOLD</b> Presenting Sponsor                              | <input type="checkbox"/> \$5,000 Conservation Sponsor  |
| <input type="checkbox"/> \$10,000 Photo Opportunity Sponsor | <input type="checkbox"/> \$3,500 Silver Sponsor        |
| <input type="checkbox"/> \$10,000 Major Sponsor             | <input type="checkbox"/> \$2,500 Supporting Sponsor    |

**Current members of Companies for Kids or the President's Circle receive \$250 off sponsorships of \$3,500 and \$2,500.**

- We are current members of Companies for Kids or President's Circle.
- We would like to purchase \_\_\_\_\_ additional tickets at \$100 per ticket.  
(Maximum number of tickets based on sponsorship level)
- Silver and Supporting sponsors:
  - We would like to donate all Companies for Kids tickets.
  - We would like to retain half the Companies for Kids tickets.

**Company Name** \_\_\_\_\_  
(As it should appear in print)

**Representative** \_\_\_\_\_

**E-mail** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Fax** \_\_\_\_\_

**Signature** \_\_\_\_\_

**Please make checks payable to Toledo Zoo and return agreement to:**

Nicole Overhulse, Toledo Zoo  
PO Box 140130, Toledo, OH 43614  
Fax: 419-389-8670

Toledo Zoo's Tax ID: 34-4440256

\$5,000+ sponsors, please e-mail a vector logo in .ai, .pdf or .eps format to [nicole.overhulse@toledozoo.org](mailto:nicole.overhulse@toledozoo.org)

*Thank you for your generous support of Toledo Zoo!*