BUGFEST SPONSORSHIP OPPORTUNITIES
The El Paso Zoo has a passion for wildlife, education, and families. Becoming an El Paso Zoo sponsor positions your brand within the community and creates an environment that encourages meaningful opportunities for cause marketing, cross-promotion, and partnerships. Your company will benefit from being affiliated with the zoo’s conservation and environmental efforts.

The El Paso Zoo celebrates the value of animals and natural resources and creates opportunities for people to rediscover their connection to nature.

The El Paso Zoo has been a member of the Association of Zoos and Aquariums (AZA) for 29 years. AZA envisions a world where all people respect, value, and conserve animals and nature. Look for the AZA logo whenever you visit a zoo or aquarium as your assurance that you are supporting a facility dedicated to providing excellent care for animals, a great experience for yourself, and a better future for all living things. With more than 200 accredited members, AZA is a leader in global wildlife conservation.

For Zoo Sponsorships: Sarah Borrego | Event Coordinator
(915) 212-2818 | Borregosc@elpasotexas.gov
The El Paso Zoo is once again hosting Bug Fest! Bug Fest will take place June 6 & 7, 2020 from 10:00 a.m. to 4:00 p.m. Bug Fest celebrates all insects that are creepy, crawly, and crunchy! Guests will have the opportunity to interact with different bugs from all over the world and to even try some bug delicacies prepared by the Zoo’s executive chef! Guests can enjoy live entertainment, arts and crafts, games, inflatables, educational lectures from El Paso community partners, and much more!

With more than 8,000 visitors expected over the two-day event, Bug Fest is a wonderful opportunity for you to promote your business to El Paso area residents while supporting wildlife and helping to make this memorable event possible!
TITe SPONSOR

1 AVAILABLE
$6,000

- Event name to be listed as: Bug Fest presented by Truly Nolen
- Additional recognition as sponsor with your Truly Nolen logo:
  - in all marketing and advertising materials including TV & radio
  - on event banner (to be displayed at Zoo’s front gate beginning late April)
  - on press releases and during media interviews
- Truly Nolen commercial will run in the Wildlife Amphitheater in between educational shows.
- Brand strategically developed in event-related social media content beginning May 1 with five social media event coverage. Based on the average individual event post reach, your ten (10) posts will reach approximately 160,000 people.
- Customized promotional booth at two prime locations in the Zoo to distribute marketing collateral and information (to be distributed by your company). One inside the event pavilion where the bug collection will be.
- Space inside El Paso Zoo to park Truly Nolen vehicles
- El Paso Zoo will provide candy for distribution to children at one display space (candy to be distributed by your company).
- Distribution of promotional goodies to be handed out at display locations.
- Truly Nolen logo with a link to website on the El Paso Zoo’s Bug Fest Facebook and Zoo website calendar event page.
- 20 admission tickets to Bug Fest.
Recognition as sponsor with logo placement:
- in marketing and advertising materials including TV
- on event banner (to be displayed at Zoo’s front gate beginning late April)
- Brand strategically developed in event-related social media content. Based on the average individual event post reach, your six (6) posts will reach approximately 80,000 people.
- Promotional booth at one prime location in the Zoo to distribute marketing collateral and information (to be distributed by your company).
- Your company’s logo with a link to your website on the El Paso Zoo’s Bug Fest Facebook event page and the Zoo’s website calendar event page.
- 10 admission tickets to Bug Fest
ENRICHMENT SPONSORSHIP
1 AVAILABLE - $2,500
• Recognition as sponsor with logo placement:
  - on incorporated animal enrichment activity such as a piñata or decorated box
  - on press releases
• Brand strategically developed in event-related social media content. Based on the average individual event post reach, your two (2) posts will reach approximately 40,000 people.
• Promotional booth at one location in the Zoo to distribute marketing collateral and information (to be distributed by your company).
• 4 admission tickets to Bug Fest

ACTIVITY SPONSORSHIP
1 AVAILABLE - $1,500
• Recognition as sponsor with your logo:
  - on marketing kiosks around zoo
• El Paso Zoo will provide one giant inflatable activity and staff to supervise it.
• Recognition sign at children’s activity area
• Promotional booth at one location in the Zoo to distribute marketing collateral and information (to be distributed by your company).
• 2 admission tickets to Bug Fest
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