



# BUGFEST SPONSORSHIP OPPORTUNITIES



# ABOUT THE EL PASO ZOO



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.

**ASSOCIATION  
OF ZOOS &  
AQUARIUMS**

**FOR ZOO SPONSORSHIPS:** SARAH BORREGO | EVENT COORDINATOR  
(915) 212-2818 | BORREGOSC@ELPASOTEXAS.GOV



# BUGFEST

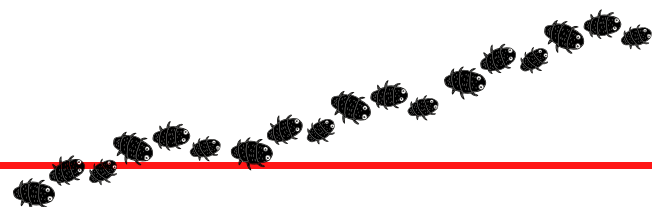
**JUNE 6 & 7, 2020**

**10:00 A.M. - 4:00 P.M.**



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!





INSIGHTS

32.7K  
People Reached  
+0 last 7 days

2.5K  
Responses  
+0 last 7 days

Track ticket sales on your next event by adding a ticket link

Audience  
Women 25+: 35% of total responses

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

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AUG 11 Bug Fest  
Public · Hosted by El Paso Zoo

Interested

Daily, Aug 10, 2019 - Aug 11, 2019  
Event ended about 6 months ago

El Paso Zoo  
4001 E Paisano Dr, El Paso, Texas 79905



# TITLE 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 work in the Wildlife Amphitheater in between educational days.
- Brand that you developed in event-related social media content beginning May 1 with live 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



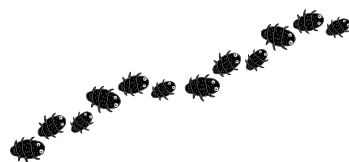


# PREMIERE SPONSORSHIP

**1 AVAILABLE**  
**\$4,000**



- 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





**SOLD**  
\$6,000

**PREMIERE**  
\$4,000

**ENRICHMENT**  
\$2,500

**ACTIVITY**  
\$1,500

Presenting Sponsor				
Logo on Promo Materials				
Commercial at Wildlife Amphitheater				
Social Media Mentions	10	6	2	
Location	PRIME	PRIME		
On-site Advertisement				
Logo on Bug Fest Event Page				
Bug Fest Tickets	20	10	4	2