EGGSTRAVAGANZOO 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.

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

ASSOCIATION OF ZOOS & AQUARIUMS
Eggstravagananza will take place April 11 & 12, 2020 from 10:00 a.m. to 4:00 p.m. Guests can enjoy live entertainment, arts and crafts, games, candy stations, inflatables, photos with the Easter Bunny, educational lectures from El Paso community partners, and lots of information on sustaining our earth's resources! With more than 12,000 visitors expected over the two-day event, Eggstravagananza 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.
Title Sponsorship - $10,000

- Event name to be listed as: Eggstravaganza presented by: {Your Company Name}
- Additional recognition as sponsor with your logo:
  - in all marketing and advertising materials including TV & radio
  - on event banner (to be displayed upon signature of contract)
  - on candy passports (approximately 8,000)
  - on press releases and during media interviews
- Brand strategically developed in event-related social media content beginning April 1 with live social media event coverage. Based on the average individual Easter-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).
- Ability to run company's commercial in the Wildlife Amphitheater in between programming.
- 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. (Sponsor must provide item and must be approved by Zoo).
- Your company's logo with a link to your website on the El Paso Zoo's Eggstravaganza Facebook and Zoo website calendar event page
- 16 admission tickets to Eggstravaganza
Premiere Sponsorship- $5,000

- Recognition as sponsor with logo placement:
  - in marketing and advertising materials including TV
  - on event banner (to be displayed at Zoo's front gate upon signature of contract)
  - on candy passports (approximately 8,000)
  - on press releases and during media interviews
- Brand strategically developed in event-related social media content. Based on the average individual Easter-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).
- El Paso Zoo will provide candy for distribution to children at promotional booth (candy to be distributed by your company).
- Your company’s logo with a link to your website on the El Paso Zoo’s Eggstravagananzoo Facebook event page and the Zoo’s website calendar event page
- 10 admission tickets to Eggstravagananzoo

Candy Sponsorship- $5,000

- Recognition as sponsor with logo placement:
  - at seven candy stations and one prize station located throughout the Zoo on event days
  - on event banner (to be displayed at Zoo’s front gate upon signature of contract)
  - on candy passports (approximately 8,000)
  - on press releases and during media interviews
- Brand strategically developed in event-related social media content. Based on the average individual Easter-event post reach, your four (4) 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).
- El Paso Zoo will provide candy for distribution to children at promotional booth (candy to be distributed by your company).
- Your company’s logo with a link to your website on the El Paso Zoo’s Eggstravagananzoo Facebook event page and the Zoo’s website calendar event page
- 8 admission tickets to Eggstravagananzoo
**Enrichment Sponsorship - $2,500**

- Recognition as sponsor with logo placement:
  - on event banner (to be displayed at Zoo’s front gate upon signature of contract)
  - on incorporated animal enrichment activities such as a pinata, decorated box, or other items.
  - on press releases and during media interviews
- Brand strategically developed in event-related social media content. Based on the average individual Easter-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).
- 6 admission tickets to Eggstravaganza

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**Activity Sponsorship - $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).
- Brand strategically developed in event-related social media content. Based on the average individual event post reach, your 1 (1) post will reach approximately 15,000 people.
- 4 admission tickets to Eggstravaganza
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<th>CANDY SPONSOR 5,000</th>
<th>ENRICHMENT SPONSOR 2,500</th>
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