MAY THE FOURTH BE WITH ZOO 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 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
Fans of the Star Wars movie series will enjoy a day of site and sounds located throughout Zoo Grounds. There will be photo opportunities with Darth Vader and his Storm Trooper. At-Ats, Jabba the Hut and more! Young Jedi's will train inside the inflatable obstacle course, play themed games and activities for prizes, and catch a viewing of a Star Wars film in the Wildlife Amphitheater. Even our zoo animals will get a chance to destroy the Death Star, in piñata form.
Event name to be listed as: May the Fourth Be With Zoo presented by Your Company Name
Additional recognition as sponsor with your logo:
- in all marketing and advertising materials
- on press releases and during media interviews
- Your company commercial will run in the Wildlife Amphitheater in between education shows.
- Brand strategically developed in event-related social media content beginning April 10 with live social media event coverage. Based on the average individual event post reach, your six (6) 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).
- 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.
- Your company's logo with a link to website on the El Paso Zoo's May the Fourth Be With Zoo Facebook and Zoo website calendar event page
- 12 admission tickets to May the Fourth Be With Zoo
ENRICHMENT SPONSORSHIP
1 AVAILABLE - $2,000

- 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 four (4) posts will reach approximately 80,000 people.
- Promotional booth at one location in the Zoo to distribute marketing collateral and information (to be distributed by your company).
- 8 admission tickets to May the Fourth Be With Zoo

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).
- 4 admission tickets to May the Fourth Be With Zoo
<table>
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<tr>
<th>Presenting Sponsor</th>
<th>TITLE $4,000</th>
<th>ENRICHMENT $2,000</th>
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<td>Commercial at Wildlife Amphitheater</td>
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<td>Logo on May the Fourth Be With Zoo Event Page</td>
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<td>May the Fourth Be with Zoo tickets</td>
<td>12</td>
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