

MAY THE FOURTH BE WITH ZOO 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**

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MAY THE FOURTH BE WITH ZOO

**MAY 2, 2020
10:00 A.M. - 4:00 P.M.**

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.





TITLE SPONSOR

1 AVAILABLE
\$4,000

- 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
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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












MAY THE
FOURTH
BE WITH
ZOO

TITLE
 \$4,000

ENRICHMENT
 \$2,000

ACTIVITY
 \$1,500

Presenting Sponsor			
Logo on Promo Materials			
Commercial at Wildlife Amphitheater			
Social Media Mentions	6	4	2
Location	PRIME	PRIME	
On-site Advertisement			
Logo on May the Fourth Be With Zoo Event Page			
May the Fourth Be with Zoo tickets	12	8	4