

# FRESNO CHAFFEE ZOO SPECIAL EVENTS

## PARTY FOR THE PLANET Saturday, April 18, 2009

**TITLE SPONSOR - \$2,500 / year**  
**PRESENTING SPONSOR - \$1,000 / year**  
**1 year minimum commitment**

The Association of Zoos and Aquariums (AZA) throws a party each April at more than 100 zoos and aquariums across North America, including Fresno Chaffee Zoo. Party for the Planet celebrates Earth Day and includes fun, family events that encourage discovery at the Zoo and beyond. These engaging activities include hands-on fun at the Exploration Station, conservation carts, education booths, keeper talks, and interactive displays from area environmental organizations. All Party for the Planet activities are free with Zoo admission.

### **Title Sponsor Benefits include:**

- ◆ Logo recognition in Zoo's membership magazine article promoting the event (mailed to more than 10,000 households)
- ◆ Logo recognition on Zoo's web page promoting the event
- ◆ Recognition on Zoo's Visitor Guide insert given to all Zoo visitors
- ◆ Recognition in event news release
- ◆ 30 Zoo general admission tickets
- ◆ Invitation to annual donor luncheon

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- ◆ Recognition in Zoo's membership magazine article promoting the event (mailed to more than 10,000 households)
- ◆ Recognition on Zoo's web page promoting the event
- ◆ Recognition on Zoo's Visitor Guide insert given to all Zoo visitors
- ◆ Recognition in event news release
- ◆ 15 Zoo general admission tickets
- ◆ Invitation to annual donor luncheon

# DREAMNIGHT AT THE ZOO

## Friday, June 5, 2009

**TITLE SPONSOR - \$2,500 / year**  
**PRESENTING SPONSOR - \$1,000 / year**  
**1 year minimum commitment**

On the first Friday in June Fresno Chaffee Zoo staff, volunteers and sponsors open the Zoo and their hearts to local children with special health care needs or disabilities during Dreamnight at the Zoo. These children and their families enjoy a fun and free evening that includes Stingray Bay, giraffe feeding, behind-the-scene tours, the Winged Wonders Bird Show, animal enrichment activities, keeper chats, music and magic. Dreamnight at the Zoo is celebrated worldwide and was initiated at the Rotterdam Zoo in 1996. In 2008 174 zoos in 34 countries will provide this experience to very special guests.

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- ◆ Logo recognition on Zoo's web page promoting the event
- ◆ Recognition on Zoo's Visitor Guide insert given to all Zoo visitors
- ◆ Recognition in event news release
- ◆ 30 Zoo general admission tickets
- ◆ Invitation to annual donor luncheon

### **Presenting Sponsor Benefits include:**

- ◆ Recognition in Zoo's membership magazine article promoting the event (mailed to more than 10,000 households)
- ◆ Recognition on Zoo's web page promoting the event
- ◆ Recognition on Zoo's Visitor Guide insert given to all Zoo visitors
- ◆ Recognition in event news release
- ◆ 15 Zoo general admission tickets
- ◆ Invitation to annual donor luncheon



# ZOOBOO

**Friday, Oct. 16, Saturday, Oct. 17, and Sunday, Oct. 18, 2009**

**TITLE SPONSOR - \$7,500 / year**

**PRESENTING SPONSOR - \$5,000 / year**

**ENTERTAINMENT SPONSOR - \$2,500 / year**

**TREAT STATION SPONSOR - \$50 / booth and 3,000 treats for one night**

**\$50 / booth and 6,000 treats for two nights**

**\$50 / booth and 9,000 treats for three nights**

**1 year minimum commitment**

ZooBoo offers a merry, not too scary alternative to traditional trick or treating amongst the Zoo's creepy, crawly creatures. Ghouls and goblins, super heroes and princesses wander through the Zoo visiting sponsored treat stations. Additional Halloween themed activities include carnival style games, Dracula's Disco, entertainers such as magicians and jugglers, and more. This Zoo fundraiser sells out each year so it has been expanded to three nights. It's so easy to be a sponsor of this event – it's frightening!

## **Title Sponsor Benefits include:**

- ◆ Logo recognition in event program
- ◆ Logo recognition on event invitation
- ◆ Logo recognition in Zoo's membership magazine article promoting the event – mailed to more than 10,000 households
- ◆ Logo recognition on Zoo's web page promoting the event
- ◆ Logo recognition on banner promoting the event
- ◆ Recognition on Zoo's Visitor Guide insert given to all Zoo visitors
- ◆ Recognition in event news release
- ◆ 20 ZooBoo tickets
- ◆ 40 Zoo general admission tickets
- ◆ 20% discount on Zoo facility rentals
- ◆ Invitation to annual donor luncheon

## **Presenting Sponsor Benefits include:**

- ◆ Logo recognition in event program
- ◆ Recognition on event invitation
- ◆ Logo recognition in Zoo's membership magazine article promoting the event – mailed to more than 10,000 households
- ◆ Logo recognition on Zoo's web page promoting the event
- ◆ Recognition on Zoo's Visitor Guide insert given to all Zoo visitors
- ◆ Recognition in event news release
- ◆ 15 ZooBoo tickets
- ◆ 30 Zoo general admission tickets
- ◆ Invitation to annual donor luncheon

**Entertainment Sponsor Benefits include:**

- ◆ Recognition in event program
- ◆ Recognition in Zoo's membership magazine article promoting the event – mailed to more than 10,000 households
- ◆ Logo recognition on Zoo's web page promoting the event
- ◆ Recognition in event news release
- ◆ 10 ZooBoo tickets
- ◆ 20 Zoo general admission tickets
- ◆ Invitation to annual donor luncheon

**Treat Station Sponsorship requires sponsor to provide a minimum of 3,000 individually wrapped treats for each night and provide the volunteers (up to four adults) for distribution. Benefits include:**

- ◆ Recognition in event program
- ◆ Opportunity to distribute flyers and/or coupons to ZooBoo guests

