



12th Annual EggstravaganZoo Easter Celebration

Sponsorship & Promotional Booth Information

Why do sponsors love EggZoo?

One of the main reasons so many business want to be a part of EggZoo is because it gives them a tremendous amount of exposure and value for their dollar. EggZoo provides a fun and friendly environment for sponsors to engage Zoo visitors.

Who should I contact to discuss a sponsorship?

If you would like more information about being a sponsor or setting up a promotional booth contact J.D Frattini @ (615) 833-1534, Ext. 175 or send an email to corporatesponsor@nashvillezoo.org

Marketing Outline:

- Print:

½ page color ad in Nashville Parent, Williamson Parent, Rutherford Parent, Wilson Parent, and Sumner Parent in April

- Radio:

500 commercials, announcements and live mentions on Mix 92.9 (WJXA FM) in a 2-week period leading up to the event
Live remote from WJXA during the event

-TV:

Weather banners on (TBD)
Zoo Staff appearance during local programming (TBD)

-Web:

Posted on Zoo's website home page and under special events
Posted on websites of media sponsors (TV, Radio & Print)
Posted on Now Playing Nashville and Music City Moms

-Other:

Press release of event distributed to local & regional media
Map inserts given to Zoo guests entering the park in March/April
Onsite event signage recognizing sponsors in March/April

Title Sponsor – (Exclusive)

\$10,000.00

- Your company logo and name incorporated into EggstravaganZoo logo
- Business category exclusivity for event
- **NEW** - Complimentary Entertainment/Activity level sponsorship at the Zoo's Biggest event Ghouls Halloween Festival in October 2010 (\$2,500 value)
- **NEW** – Complimentary Promo Booth at the Ice Day in July \$500 value)
- Logo recognition as **Title Sponsor** on EggstravaganZoo map insert given to all guest entering the park
- Multiple PA announcements throughout the event recognizing the sponsorship
- Logo and Name recognition as **Title Sponsor** on all event marketing materials, including print, radio, TV and web advertisements
- Promoted as **Title Sponsor** in public relations activities including public service announcements, press releases to 200 + outlets, and during radio and television interviews, when possible
- Corporate banner displayed on Zoo Road near park entrance the week leading up to the event and on the day of EggstravaganZoo
- Company name and logo included on Zoo's website for 12 months with hotlink
- **20%** discount for all employees and immediate family members for all levels of Zoo membership (good for 1 year)
- **30%** discount on Zoo facility rental, includes free admission for up to 50 guests
- Right to use Nashville Zoo logo and EggstravaganZoo logo in event related advertising/marketing
- Company featured in Zoo View Digital Magazine distributed to more than 75,000 Zoo members, friends and visitors
- Booth/tent set-up (4) at EggZoo for distribution of promotional materials
- 200 single day passes to the Nashville Zoo (good for 1 year)

Presenting Sponsor

\$5000.00

- Logo recognition as **Presenting Partner** on EggstravaganZoo map insert given to all guest entering the park
- Logo and Name recognition as **Presenting Sponsor** on all event marketing materials, including print, radio, TV and web advertisements
- **NEW** – Complimentary Treat Station Sponsorship at the Zoo's biggest event, 'Ghouls' (9-night) Halloween Festival in October 2010 (\$1,500 value)
- Multiple PA announcements throughout the event recognizing the sponsorship
- Promoted as **Presenting Partner** in public relations activities including public service announcements, press releases to 200 + outlets, and during radio and television interviews, when possible
- Company name and logo included on Zoo's website for 6 months with direct link to company website
- Corporate banner displayed on festival field on the day of the event
- Booth/tent set-up (2) at EggZoo for distribution of promotional materials
- 100 single day passes to the Nashville Zoo (good for 1 year)

12th Annual Bunny Breakfast Sponsor

\$2,500.00

Be the company that gets the big day started with our very popular ‘Bunny Breakfast’. This annual event is very popular with families and provides a great opportunity for direct contact with Zoo guests. The event includes breakfast and pictures with the Easter Bunny and early entrance into the Zoo to watch our Animal enter their exhibits and a chance to meet exhibit keepers. (Park opens at 7:00 AM for Bunny Breakfast guest)

- Logo and name recognition as the **Bunny Breakfast sponsor** on event map insert given to all guest entering the park
- Logo and name recognition as the **Bunny Breakfast sponsor** on all event marketing materials, including radio advertisements and print advertisements
- Promoted as **Bunny Breakfast sponsor** in public relations activities including public service announcements, press releases to 200 + outlets, and during radio and television interviews, when possible
- **New** – *Complimentary Promo Booth/Display* Area at Harvest Days Festival in September. The Zoo expects 12,000 visitors during this weekend (\$500 value)
- Corporate banner displayed at breakfast and festival field on the day of the event
- Company logo/name on special EggZoo webpage with hotlink
- Booth/Tent set-up on the day of the event on Festival Field
- Distribution of promotional materials at the event
- Cross promotional opportunities with coupon redemption
- 50 single day passes to the Nashville Zoo (good for 1 year)

EggZoo Prize Hut Sponsor

\$1,500.00

Be the company that all the kids adore as you will represent the **prize bag** redemption area that everyone must stop at following each Easter egg hunt.

- Logo recognition on event map insert given to all guests entering the park
- Partner sign/banner at EggZoo Prize Hut “Sponsored by...” and company logo
- Company name and logo included on the EggZoo web page with hotlink
- Promoted as **Prize Hut Sponsor** in public relations activities including public service announcements, press releases to 200 + outlets, and during radio and television interviews, when possible
- Prominent placement of company banner on Zoo grounds on the day of the event
- Multiple PA announcements prior to and at the conclusion of each egg hunt recognizing your company as the prize hut sponsor
- Booth/tent set-up at EggZoo for distribution of promotional materials
- 25 single day passes to the Nashville Zoo (good for 1 year)

Bunny Games Sponsor

\$1,500.00

This is an area for kids of all ages to play and have fun! New in 2010 the Zoo's very own Jungle themed moon bouncer for kids to play in! This sponsorship will put you in front of kids of all ages all day long and provides volunteer opportunities for our sponsor's employees.

- Logo recognition on event map insert given to all guests entering the park
- Partner sign/banner at Bunny Games Area entrance "Sponsored by..."
- Company name and logo included on the EggZoo web page with hotlink
- Promoted as **Bunny Games Sponsor** in public relations activities including public service announcements, press releases to 200 + outlets, and during radio and television interviews, when possible
- Prominent placement of company banner on Zoo grounds on the day of the event
- Multiple PA announcements after each egg hunt recognizing your company as the Bunny Game Area sponsor
- Booth/tent set-up at EggZoo for distribution of promotional materials
- 25 single day passes to the Nashville Zoo (good for 1 year)

Egg Hunt Age Group Sponsor's – (5 available)

\$500.00

Children ages 2 to 10 will hunt for eggs and special prize eggs on the Zoo festival field. Your company can be one of five to bring this Nashville tradition to the kids and their parents. You may select the age group egg hunt you wish to sponsor. *Sponsor all 5 egg hunts for \$1,500 – receive enhanced benefits too!*

- Partner sign/banner on festival field and during the selected egg hunt sponsorship
- PA announcements prior to the sponsored egg hunt and recognizing your companies sponsorship
- Opportunity to distribute promotional materials (approved by the Nashville Zoo)
- Booth/tent set-up at EggZoo for distribution of promotional materials
- Cross promotional opportunities with coupon redemption offer
- 10 single day passes to the Nashville Zoo (good for 1 year)

In addition to the sponsorship opportunities outlined in this prospectus the Nashville Zoo is offering a limited number of product promotion/company information booths in the Unseen New World Plaza. Please contact the Sponsorship & Promotions Manager at (615) 833-1534, Ext. 175 for more information.