



Why do sponsors love Zoo Run Run?

One of the main reasons so many business want to be a part of Zoo Run Run is simply that it gives them a tremendous amount of exposure and value for their dollar. Zoo Run Run provides a fun and friendly environment for partners 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 at Zoo Run Run or any other Zoo event – contact J.D Frattini @ (615) 833-1534, Ext. 175 or send an email to corporatesponsor@nashvillezoo.org

Event Date: January 23rd, 2010

Target Audience: Families with children and Runners of all ages

Event Attendance: More than 2,500 walkers, joggers and serious runners will register for the Zoo Run Run. Another 2,000 people will participate in pre and post race activities.

Marketing:

- Print:

Striders Running Club monthly publication
Nashville Zoo 'Zoo View' member magazine

- Radio:

PSA on Zoo partner radio stations

-Web:

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

-Other:

Press release of event distributed to all local & regional media
Special event posters throughout the park
5,000 Zoo Run Run rack cards at area business and running stores
Map inserts given to Zoo guests entering the park in December and January
Onsite event signage recognizing sponsors at the event

Event Information:

This brisk walk, run, jog through the Zoo’s trails gives participants an opportunity to get fit, spend time with friends & family and support their hometown zoo. The course is technical and challenging enough to attract serious runners and the appeal of the **behind-the-scenes** glimpse of the Zoo attracts families and walkers. Animal attire is encouraged and decorated strollers make this 5K run like no other in the Nashville area. The Zoo Run Run includes pre-race activities, including live musical entertainment and visits from the Zoo’s animal ambassadors. Post-race celebration includes food, beer (21 and over only area) and awards ceremony for fastest finishers, best costumes & top fundraisers.

Sponsorships:

There are a number of corporate sponsorship levels available for the 2010 Zoo Run Run. All sponsorships include a fully integrated package of benefits, which can be tailored to meet the marketing objectives of the each partner. Sponsors will be provided with a 10x10 tent in the Expo area, which is located in the Zoo’s main plaza.

Sponsor Levels:

- Title Sponsor (Exclusive) \$10,000
- Presenting Sponsor \$5,000 or In-kind equivalent
- Supporting Sponsor \$2,500 or In-kind equivalent
- Zoo Run Lounge (21 and over area) \$1,500
- Water Station Sponsor (3) \$500
- Special Promotions/Product Sampling Fee based on type/size of promotion



Sponsor benefits include:

- Company logo/name incorporated into Zoo Run Run signage (title sponsor level only)
 - Business category exclusivity for event (title sponsor level only)
 - Logo and name recognition on all event marketing materials, including TV, radio and print advertisements (title & presenting levels)
 - Promoted as Sponsor in public relations activities including public service announcements, press releases to 200 + outlets, and during radio and television interviews (title & presenting levels)
 - Company name and logo included on Zoo's website with direct link to company website (supporting and higher)
 - Comp race slots for sponsor – number of slots based on sponsorship level (supporting level and higher)
 - Prominent corporate banner and signage displayed in park during registration dates and on race day (supporting level and higher)
 - Company logo/name on Zoo Run Run event long sleeve shirt, which all participants will receive (water station & higher)
 - Booth/Tent set-up in Zoo Run Run Expo Area (water station and higher)
 - Distribution of promotional materials, product demonstrations and sales (as approved by Nashville Zoo) during pre-race activities and on race day
 - Volunteer opportunities for sponsor employees and families
 - Single day passes and family memberships for the Nashville Zoo
- ❖ *Benefits may be tailored to meet company marketing objectives or corporate requirements. Please contact J.D. Frattini at (615) 833-1534, Ext. 175 to discuss individual partnership packages.*

