



## SPONSORSHIP INFO

OCTOBER 6, 2017  
6 p.m. - 9 p.m.



## SPONSORSHIPS AT THE ZOO

Become involved in a highly visible partnership with BREC's Baton Rouge Zoo, which welcomes an average of 250,000 guests each year, and take advantage of the opportunity to support a cherished community attraction.

Friends of the Baton Rouge Zoo, which helps make special events possible at the Zoo, offers sponsorship opportunities for a variety of exciting special events held throughout the year as well as opportunities for annual programs. Corporate sponsorships are created to assist partners in achieving their marketing goals including increased traffic, sales and brand awareness.

Packages may also be customized to best meet a company's need for community involvement, branding and lead generation, client entertainment, marketing, public relations and employee benefits such as Zoo membership discounts, volunteer opportunities and free event passes.

### BREC's Baton Rouge Zoo's reach into our community:



**WILD TIMES QUARTERLY MEMBER MAGAZINE:**  
3,000+ households, government offices and key leaders



**MONTHLY E-NEWSLETTER, Z-MAIL:**  
3,700+ subscribers



**FACEBOOK, TWITTER AND INSTAGRAM:**  
42,000+ social followers



**WEBSITE:**  
700,000 page views,  
204,000 visitors annually

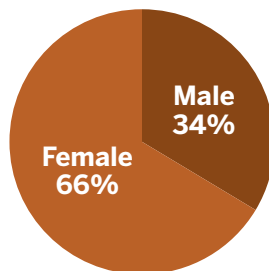
## BREW AT THE ZOO

Friends of the Baton Rouge Zoo is hosting its fourth annual Brew at the Zoo on Friday, October 6! As summer temperatures wane and the leaves begin to change colors, guests (21 and older only) are invited to the Zoo for an evening of food tasting, beer tasting, live music, animal encounters and more. This sell-out, 2,000 person event is one of the hottest in Baton Rouge, so don't miss out!

### Who Comes to Brew at the Zoo?

#### AVERAGE AGE: 35

- 30% 20-somethings
- 40% 30-somethings
- 13% 40-somethings
- 17% 50 and up



























#### What people are saying about Brew at the Zoo:

**92%** agreed or strongly agreed that they enjoyed Brew at the Zoo

*"I attended in 2014, 2015 and 2016 and each event was terrific. Overall, exceptional output. Thank you!"*

*"I love this event and will continue to go! We had a great time each year and look forward to the next one!"*

*"We attended all three years and plan to attend more. Please keep us on your mailing list to insure our ticket availability!"*

<b>BENEFITS</b>	<b>TITLE SPONSOR*</b> \$10,000	<b>EVENT SPONSOR</b> \$5,000	<b>CONTRIBUTING SPONSOR</b> \$2,500	<b>SUPPORTING SPONSOR</b> \$1,000
Category Exclusivity				
Your Company presents Brew at the Zoo				
Top executive appearance on stage				
Capital One Pavilion rental fee waived				
Complimentary FOZ Household memberships	20	10		
Complimentary tickets	15	10	5	2
Employee discount %	15%	15%	10%	5%
Logo on event website, etc.				
Link on the Zoo's website to yours				
Complimentary Honorary Keeper membership				
Company name in Wild Times				
VIP Tour				

\*Available for monetary sponsors only

## IN-KIND SPONSORSHIPS

Brew at the Zoo would not be possible without the valuable support of our in-kind sponsors! Needs for this event include beer, non-alcoholic beverages, food, bands, photography, and much more. Benefits for all in-kind sponsorships will commensurate with the total estimated value of your donation, so for more information, please call Randy Haddad, **225-205-3313** or email [rhaddad@brzoo.org](mailto:rhaddad@brzoo.org).



# YES!

I'D LIKE TO SPONSOR  
**BREW AT THE ZOO!**

(Check boxes)

- Title Sponsor** (\$10,000)
- Event Sponsor** (\$5,000)
- Contributing Sponsor** (\$2,500)
- Supporting Sponsor** (\$1,000)
- In-Kind Sponsor** (valued at \$\_\_\_\_\_)

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**COMPANY NAME** (as you would like it to appear in event promotions)

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**ADDRESS**

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**CITY/STATES/ZIP**

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**CONTACT NAME**

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**PHONE NUMBER**



**PLEASE RETURN WITH PAYMENT TO:**

Friends of the Baton Rouge Zoo  
c/o Randy Haddad  
3601 Thomas Road  
Baton Rouge, LA 70807  
rhaddad@brzoo.org

