



BOOO AT THE ZOO

SPONSOR
OPPORTUNITY

BOOO AT THE ZOO



SPONSORSHIP OPPORTUNITIES

WEEKENDS OCTOBER

ANTICIPATED ATTENDANCE 20,000+

TREAT STREET \$10,000 SPONSORSHIP

Over 20,000 little ghouls and ghosts love Elmwood Park Zoo's annual Halloween haunt, the most spooktacular time of the year where the entire zoo is transformed into a kooky, spooky Halloween celebration. Treat Street is the must-go-to area of Boo at the Zoo and is where our thousands of trick-or-treaters get their spooky sweets!

Onsite Guest Engagement

- EPZ will set up a table at the entrance of Treat Street as your company's treat destination. Bring candy, SWAG & marketing materials to give out. Bubble machines, temporary tattoos, coloring sheets, etc. are encouraged!
- Boo at the Zoo spans over 8 dates, with the option to set up with your treats at each event
- Option to brand crafts with your logo to make your Treat Street table a craft area — giving your team more time to chat with parents and to talk about your products.

THE REGION'S WILDEST HALLOWEEN CELEBRATION!

Signage

- Logo featured on "Treat Street" entrance sign
Add a QR code to your signs & direct guests to the landing page of your choosing!

Social Media (115k FB | 37k IG | 20k TT followers)

- Tagged in at least four Boo at the Zoo pre, during, and/or post event posts

Email Marketing (45,000 subscribers)

- Recognition in all Boo at the Zoo promotional mass email communications (*minimum of four*)

Website

- Logo featured as the sponsor of Treat Street

COMPANY BENEFITS

- 30 Elmwood Park Zoo Admission Passes
Passes can be used for employee appreciation, customer giveaways, social media promotions (e.g. "Like and share to win a family four-pack to EPZ!"), or as incentives to collect emails at other events.

RAINFOREST-SAFE CANDY GUIDE

Palm oil has taken over as a cheap substitute that is found in 50% of the goods we use everyday — including Halloween candy. It's production contributes to the widespread loss of the world's rainforests. Support companies that make sustainable, palm-oil-free candies this Halloween.

COMPANY	CANDY
	Baby Ruth, Butter Finger, Crunch Bar, Kit Kat, Smarties
	Sweetarts, Bottle Caps, Laffy Taffy, Nerds
	Twizzlers, Jolly Ranchers, Reese's Cups, Almond Joy, Whoppers, Mr. Goodbar, Milk Duds, Heath Bar
	Snickers, Twix, M&M's, 3 Musketeers, Milky Way, Dove Chocolates, Skittles, Life Savers, Starburst
	Peanut Butter Cups, Nut Butter
	Caramels



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SPOOKY SHOW

\$5,000 SPONSORSHIP

Hosted in the Zoo Bowl Theater, guests will enjoy live animal presentations throughout the day with some of the Zoo's creepy friends, like vultures, snakes, and owls!

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- Boo at the Zoo spans over 8 dates, with the option to set up with your treats at each event

Signage

- Logo featured on "Wild Encounters Animal Show" sign at the Zoo Bowl Theater entrance
Add a QR code to your signs & direct guests to the landing page of your choosing!

Email Marketing (45,000 subscribers)

- Recognition in all Boo at the Zoo promotional mass email communications (*minimum of four*)

Website

- Logo featured as a sponsor on the Boo at the Zoo webpage

COMPANY BENEFITS

- 15 Elmwood Park Zoo Admission Passes
Passes can be used for employee appreciation, customer giveaways, social media promotions (e.g. "Like and share to win a family four-pack to EPZ!"), or as incentives to collect emails at other events.

ENTERTAINMENT

\$2,500 SPONSORSHIP

Be recognized as a sponsor of the event's daily entertainment, hosted at the Bison Stage. From DJs to live performances, guests love to jump and jive to the spooky sounds of the season.

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Signage

- Logo featured at the Bison Stage

Website

- Logo featured as a sponsor on the Boo at the Zoo webpage

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MARKETING BOOTH

\$300 / DAY

Businesses are invited to hand out palm-oil-free candy & non-food items (like fun, company-branded toys and SWAG). For your Marketing Booth, please bring a table, chairs, and tent. Estimated 1,500-2,000 guests/day.

SOCIAL MEDIA



ZMail: 46,104 subscribers



Instagram: 45,500 followers



Website: 1,050,144 visitors/year



Facebook: 127,000 followers



TikTok: 27,500 followers

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Sweetarts, Bottle Caps, Laffy Taffy, Nerds



Twizzlers, Jolly Ranchers, Reese's Cups, Almond Joy, Whoppers, Mr. Goodbar, Milk Duds, Heath Bar



Snickers, Twix, M&M's, 3 Musketeers, Milky Way, Dove Chocolates, Skittles, Life Savers, Starburst



Peanut Butter Cups, Nut Butter



Caramels

BUSINESS

CONTACT

PHONE

EMAIL

SPONSORSHIP AMOUNT

I have enclosed a check payable to "Elmwood Park Zoo"

I would like to pay by credit card

VISA

MASTER CARD

AMEX

NAME ON CARD

CARD NUMBER

EXP.

CVC

ZIP

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