

Central Coast Zoo Society

Presents



We invite you to become a Sponsor for the
7th Annual Ice Cream Zoofari
As Part of the
Great American Holiday in Atascadero

Central Coast Zoo Society



Summary

Great American Holiday:

The Central Coast Zoo Society, Main Street Atascadero, and Green Acres Lavender Farms are presenting events for the whole family — with shuttle buses running between venues.

Ice Cream Zoofari

The Venue:

The Best Little Zoo in the West — the Charles Paddock Zoo — again hosts the 7th Annual Ice Cream Zoofari. With easy access from Highway 101 and 41, the Charles Paddock Zoo will once again bring smiles to children's faces (and adult's faces even if they do not admit it) with all the ice cream you can eat, root-beer floats, sundaes, and lots of fun and games. This family event features music, face painting, games, and lots of entertainment included in the price of admission. Food items will be available for purchase.

The Audience:

Over 1,200 guests attend the 7th Annual Ice Cream Zoofari — members of the Central Coast Zoo Society and General Public. This event appeals to a cross-section of the population, especially families from the local area as well as the outreaches of San Luis Obispo County.

Ice Cream Stations:

Multiple ice cream stations are placed strategically throughout the Charles Paddock Zoo. This allows our guests to enjoy the various ice cream venues as well as visiting with the resident animals of the zoo.

Entertainment:

Entertainment will include, but not be limited to, music, dancing, face painting, and various children's games placed throughout the Charles Paddock Zoo.

Promotions:

Pre-event publicity will include newspaper articles, radio talk show interviews, television reports, community calendar announcements, internet exposure, banners placed at the Atascadero Lake Park/Zoo and other locations, flyers, and posters.

Signage:

Signage displayed before and during the event will feature corporate sponsor logos prominently. Logos will also be displayed on printed materials and special advertising.

Sponsorship Benefits

- Direct access to over a thousand local community members
- Regional and local media promotion of event
- Radio and Television coverage
- Advertising in daily and weekly publications
- Local press coverage
- Over 5,000 flyers distributed to the community and Zoo Society members
- Over 200 promotional posters distributed
- Electronic outreach to members who are loyal to the zoo
- Presence on the Zoo's website

Central Coast Zoo Society



Event Partner

\$2,000

2 available

- Recognition in all media outreach, including but not limited to regional and local weekly and daily publications, radio programs, and television ads
- Prominent logo placement on all promotional flyers and posters
- Dual prominent banner placement at event—banners provided by Partner
- Banner ad and logo on Charles Paddock Zoo website*
- Banner ad and logo on Ice Cream Zoofari web page*
- Logo and hotlink to your company's website on Ice Cream Zoofari web page
- Logo on all electronic outreach
- Logo in Zoo Society's newsletter
- Logo and hotlink on all Ice Cream Zoofari web blasts
- 10 tickets to Ice Cream Zoofari

Presenting Partner

\$1,000

5 available

- Prominent logo placement on all promotional posters
- Single prominent banner placement at event—banners provided by Partner
- Logo and hotlink to your company's website on Ice Cream Zoofari web page
- Logo on all electronic trade outreach
- Logo in Zoo Society's newsletter
- Logo and hotlink on all Ice Cream Zoofari web blasts
- 8 tickets to Ice Cream Zoofari

Ice Cream Station

Partner

\$500

10 available

- Single prominent banner placement at event—banners provided by Partner
- Link to your company's website on Ice Cream Zoofari web page
- Sponsor recognition on all electronic trade outreach
- Sponsor recognition in Zoo Society's newsletter
- Sponsor recognition on all Ice Cream Zoofari web blasts
- 6 tickets to Ice Cream Zoofari

Supporter

\$200

Unlimited

- Link to your company's website on Ice Cream Zoofari web page
- Sponsor recognition in Zoo Society's newsletter
- Sponsor recognition on all Ice Cream Zoofari web blasts
- 4 tickets to Ice Cream Zoofari

In-Kind

Unlimited

- There are unlimited opportunities to become an in-kind Partner for ice cream, ice cream cones, dispensing utensils, guest bags, reserved table product placement, music, games, and other event services.

* Please note that advertising does not include design



Sponsor Commitment Form

Step 1: Choose Your Sponsorship Level (s)

_____ Event Partner \$2,000
_____ Presenting Partner \$1,000
_____ Ice Cream Station Partner \$500 or In-kind

_____ Supporter \$200
_____ In-Kind

Step 2: Provide Sponsor Information

Name: _____ Email: _____
Company: _____ Website: _____

Street Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____

Step 3: Payment Information

Payment: Check _____ Credit Card _____ or In-Kind Product/Service _____

Enclosed, please find a check for \$ _____ (**Made payable to the Central Coast Zoo Society**)
OR

Please charge my payment to (check one) Visa _____ MasterCard _____ Discover _____ AmEx _____
Credit Card Number: _____ Exp. Date: _____ Vcode _____
Signature: _____

Please mail to: Central Coast Zoo Society, 9305 Pismo Ave. Atascadero, CA 93422