



Dear Potential Sponsor-

We are excited to again host ***Believe in the Magic of the Season*** at the North Carolina Zoo. This family-friendly event will be held during the day so that guests can enjoy the Zoo animals snacking on festive ice treats and all the holiday festivities- all in one trip. We will celebrate in a safe and Covid-19 responsive environment.

Check out these unique activities and experiences available to “Believe” event attendees:

- ∞ A memorable photo with Santa and Mrs. C
- ∞ Unlimited holiday Carousel rides
- ∞ Plus enjoy the park decked out for the holidays
- ∞ Holiday Scavenger Hunt
- ∞ Zoo mascot animals dressed for the holidays and candy chutes at select locations
- ∞ A warm seasonal beverage and cookie
- ∞ Holiday music
- ∞ Special ice treats for Zoo animals

Sponsors for this event will enjoy exposure with onsite printed promotions as well as promotional listings on social media outlets. We believe this opportunity will align with your business goals as our target audience is families and caregivers with children. We look forward to sharing more information with you.





The sponsor structures are as seen below and have a great deal of visibility. Please let us know how you would like to be involved as a sponsor for ***Believe in the Magic of the Season!***

TREE TOPPER SPONSOR- \$10,000

- ∞ **Top tier Billing on promo banners hanging in North America Admissions** (Banner is printed by the Zoo) from late November-December event
- ∞ **Option for Top Billing of Logo on all promo materials including posters, social media ads, electronic mailings and calendars**
- ∞ 30 event wristbands for event date(s) of choice
- ∞ Option to decorate a lit tree that will be in North America Plaza to market for your business.
- ∞ 12 \$12 gift cards for use at gift shops and restaurants

GINGERBREAD SPONSOR- \$5,000

- ∞ **Top tier Billing on promo banners hanging in North America Admissions** (Banner is printed by the NC Zoo) from late November - December event
- ∞ **Option for Top Billing of Logo on all promo materials including posters, social media ads, electronic mailings and calendars**
- ∞ 20 event wristbands for event date(s) of choice
- ∞ *Option to decorate a lit tree that will be in North America Plaza to market for your business.
- ∞ 10 \$12 gift cards for use at gift shops and restaurants

SNOWFLAKE SPONSOR - \$2,500

- ∞ **Second tier billing on promo banners hanging in North America Admissions** (Banner is printed by the NC Zoo) from late November-December event.
- ∞ **Option for Logo on all promo materials including posters, social media ads, electronic mailings and calendars**
- ∞ 10 event wristbands for event date(s) of choice
- ∞ *Option to decorate a lit tree that will be in North America Plaza to market for your business.
- ∞ 5 \$12 gift cards for use at gift shops and restaurants

SILVER BELL SPONSOR - \$1,000

- ∞ **Second tier billing on promo banners hanging in North America Admissions** (Banner is printed by the NC Zoo) from late October- December event
- ∞ **Option for Logo on all promo materials including posters, social media ads, electronic mailings and calendars**
- ∞ *Option to decorate a lit tree that will be in North America Plaza to market for your business.
- ∞ 40 event wristbands for event date(s) of choice

EVERGREEN SPONSOR - \$500

- ∞ **Second tier billing on promo banners hanging in North America Admissions** (Banner is printed by the NC Zoo) from mid-September- December event
- ∞ 2 event wristbands for the event date(s) of choice

*Lit trees will have sponsor signage provided by NC Zoo and will be available to setup and decorate as early as November 23rd so that you have visibility through the New Years.

For more information about becoming a sponsor, please email Kelly Nields (kniields@nczoo.com) or Susan Parker (sparker@nczoo.com).