



Zoo move & groove 5K

Saturday, January 21, 2023
Sponsorship Opportunities



phoenixzoo
ARIZONA CENTER *for* NATURE CONSERVATION

Phoenix Zoo
455 North Galvin Parkway
Phoenix, Arizona 85008

Contact: Valerie Burgad
vburgad@phoenixzoo.org
602.286.3851



Zoo Move & Groove 5K
Saturday, January 21, 2023

4 – 10 p.m.

Separate Ticketed Event

Estimated attendance: **2,000+**

Kick off the new year with Zoo Move & Groove, the Phoenix Zoo's signature 5K fundraiser with a dino-mite twist! Zoo Move & Groove will take runners on a scenic route through the Zoo, where they will be amazed by ZooLights' dazzling light displays. After the race, participants and their guests are welcome to stay and enjoy ZooLights, post-race festivities and Dinosaurs in the Desert!

Sponsorship and underwriting opportunities start at \$2,500 and include logo recognition throughout Zoo media, onsite activation at the event, logo on commemorative t-shirts, and more! Additionally, we are happy to work with you to customize your sponsorship package to best meet your organization's needs. Support the non-profit Phoenix Zoo and join the fun with Zoo Move & Groove!

To become a sponsor, contact Valerie Burgad at vburgad@phoenixzoo.org or 602.286.3851



Zoo Move & Groove Presenting Sponsorship



Join us as Presenting Sponsor of the 2023 Zoo Move & Groove 5K and help make this fitness fundraiser a fun and exciting evening for all! This support level provides top billing on all Zoo Move & Groove media and promotional materials, multiple opportunities to directly engage with guests, category exclusivity for this event, and so much more--all while supporting the non-profit Phoenix Zoo!

Presenting Sponsorship Benefits	\$15,000
Company logo integrated into event logo	✓
Logo inclusion on commemorative t-shirt* and race bib	✓
Inclusion in media alert	✓
Audio recognition by emcee at start and finish lines	10x
Recognition within/on Zoo channels: <ul style="list-style-type: none"> Event page at phoenixzoo.org (10,000+ pageviews) zNews email newsletters (15+ emails to 220,000+ subscribers) Wild Times digital magazine (3 issues) On-grounds pre-event promotional signage (print & digital) On-grounds signage on event day Tagging in social media posts promoting event 	✓
Interact with guests pre-race at registration area	✓
Interact with guests from 10'x10' area inside the Zoo (post-race)	✓
Category exclusivity for Zoo Move & Groove	✓
Zoo daytime general admission tickets	50
Complimentary race registrations	5
Right to use Phoenix Zoo and Zoo Move & Groove logos in your marketing and community relations	✓
First right of refusal, 2024 Zoo Move & Groove	✓

*Deadline to be included on t-shirts: December 15

Additional Sponsorship Levels & Benefits	Premier \$7,500	Supporting \$5,000	Contributing \$2,500
Logo inclusion on commemorative t-shirt*	✓	✓	✓
Audio recognition by emcee at start / finish lines	7x	5x	2x
Recognition within/on Zoo channels: <ul style="list-style-type: none"> • Event page at phoenixzoo.org (10,000+ pageviews) • zNews email newsletters (15+ emails to 220,000+ subscribers) • Wild Times digital magazine (3 issues) • On-grounds pre-event promotional signage (print & digital) • On-grounds signage on event day • Tagging in social media posts promoting event 	✓	✓	✓
	All	10+	5+
	✓	✓	
	✓	✓	
	✓	✓	✓
	✓		
Interact with guests pre-race at registration area	✓		
Interact with guests from 10'x10' area inside the Zoo (post-race)	✓	✓	✓
Category exclusivity for Zoo Move & Groove	✓		
Zoo daytime general admission tickets	30	20	10
Right to use Phoenix Zoo and Zoo Move & Groove logos in your marketing / community relations	✓	✓	
First right of refusal, 2024 Zoo Move & Groove	✓		



*Deadline to be included on t-shirts: December 15

Underwriting Opportunities

Show your support by underwriting a portion of the event's expenses. Your underwriting contribution is 100% tax deductible. Underwriters will receive recognition based on area of event and level of support. All underwriters will receive logo and/or name recognition on the Zoo Move & Groove page on phoenixzoo.org with link, inclusion on commemorative t-shirts, and inclusion on event-day signage.

Underwriting Levels	Availability
\$5,000	
Portable Restroom Rentals Recognition on signage at each location throughout event	2
\$3,000	
Glow Sticks Recognition on signage at pickup location	2
Kettle Corn Recognition on signage at pickup location and logo on kettle corn bags	1
Hot Cocoa Recognition on signage at pickup location with potential for logo inclusion on commemorative mug (additional fee applies for logo on mugs)	1
Entertainment Recognition on signage at multiple locations throughout event	2
\$2,000	
Water Stations Recognition at station with opportunity for your employees/volunteers to staff the location	2
Raffle Recognition at raffle location within Zoo	2



For more information or to sign on as a sponsor or underwriter, please contact Valerie Burgad:

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