



2024

**MARKETING & SPONSORSHIP
PROPOSAL**



Get Movin' & Groovin' at the Phoenix Zoo!

Zoo Move & Groove 5K

Saturday, January 20, 2024

4 p.m. | Registration

5:30 – 9 p.m. | 5K Race and after party

Separate Ticketed Event

Estimated attendance: **2,500+**

Kick off the new year with Zoo Move & Groove, the Phoenix Zoo's signature 5K fundraiser! Zoo Move & Groove takes runners of all ages on a scenic route through the Zoo to experience the dazzling displays of ZooLights. After the race, participants and their guests are welcome to the ZMG after-party where they can enjoy the lights, animal shows, a raffle, and more great festivities!

This year's conservation species is LION...

...so bring your Big Cat Energy!



Zoo Move & Groove Audience & Promotion

Who You'll Reach

Families with Kids
Runners/Healthy
Lifestyle
Phoenix Zoo Members



91% of Americans say that their New Year's resolution includes some form of fitness and/or weight loss!



Event promotion includes:
Custom t-shirts
Website (10,000+ pageviews)
Email (275,000+ subscribers)
Social Media (300,000+ followers)
On-grounds signage
And more!



Sponsorship Levels & Benefits	Premier \$7,500	Supporting \$5,000	Contributing \$2,500
Logo inclusion on commemorative t-shirt (Deadline for inclusion: Nov. 15)	✓	✓	✓
Audio recognition by emcee at start/finish lines	7x	5x	2x
Logo and/or name recognition within/on Zoo channels:			
<ul style="list-style-type: none"> Event page at phoenixzoo.org 	✓	✓	✓
<ul style="list-style-type: none"> zNews email newsletters (15+ promoting Zoo Move & Groove) 	All	10+	5+
<ul style="list-style-type: none"> Wild Times digital magazine (Sept/Oct and Nov/Dec issues) 	✓	✓	
<ul style="list-style-type: none"> On-grounds pre-event promo signage 	✓	✓	
<ul style="list-style-type: none"> On-grounds signage on event day 	✓	✓	✓
<ul style="list-style-type: none"> Tagging in Zoo Move & Groove social media posts 	✓		
Interact pre-race with guests at registration/start area	✓		
Interact with guests from 10'x10' area inside the Zoo (post-race)	✓	✓	✓
Opportunity to promote special offer in Phoenix Zoo Member email (40,000+ emails)	✓		
Category exclusivity for Zoo Move & Groove	✓		
Phoenix Zoo daytime general admission tickets	20	10	5
Right to use Phoenix Zoo and Zoo Move & Groove logos in your marketing / community relations	✓	✓	

Show your support by underwriting a portion of the event's expenses. Your underwriting contribution is 100% tax deductible. 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
\$2,000	
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 for logo on mugs)	1
Raffle Recognition at raffle location within Zoo	2
\$1,000	
Water Stations Recognition at station with opportunity for your employees/volunteers to staff the location	3

Zoo Move & Groove Volunteer Opportunities



Our event-day registration tables could use your company's support! We are looking for an organization that can dedicate 18-20 volunteers to staff Zoo Move & Groove day-of registration and packet pickup. Your organization will receive logo recognition on the event web page, and your volunteers will receive admission to the event.

Thank you for considering a Zoo Move & Groove sponsorship! This fundraising event directly supports the Phoenix Zoo's daily care of our animals and our mission of conservation and education.



For more information and/ or to support, please contact:

Sponsorship Manager - Christine Boisen

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