

2024 MARKETING & SPONSORSHIP PROPOSAL





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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!



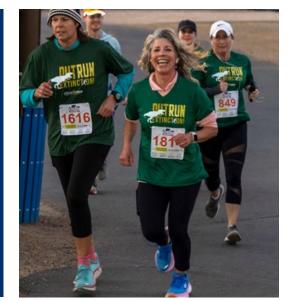
Zoo Move & Groove Audience & Promotion

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)	\checkmark	\checkmark	\checkmark
Audio recognition by emcee at start/finish lines	7x	5x	2x
Logo and/or name recognition within/on Zoo channels:			
Event page at phoenixzoo.org	\checkmark	\checkmark	\checkmark
 zNews email newsletters (15+ promoting Zoo Move & Groove) 	All	10+	5+
 Wild Times digital magazine (Sept/Oct and Nov/Dec issues) 	\checkmark	\checkmark	
On-grounds pre-event promo signage	\checkmark	\checkmark	
On-grounds signage on event day	\checkmark	\checkmark	\checkmark
Tagging in Zoo Move & Groove social media posts	\checkmark		
Interact pre-race with guests at registration/start area	\checkmark		
Interact with guests from 10'x10' area inside the Zoo (post-race)	\checkmark	\checkmark	\checkmark
Opportunity to promote special offer in Phoenix Zoo Member email (40,000+ emails)	\checkmark		
Category exclusivity for Zoo Move & Groove	\checkmark		
Phoenix Zoo daytime general admission tickets	20	10	5
Right to use Phoenix Zoo and Zoo Move & Groove logos in your marketing / community relations	\checkmark	\checkmark	

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** 2 Recognition on signage at pickup location **Kettle Corn** Recognition on signage at pickup location and logo on kettle corn 1 bags Hot Cocoa Recognition on signage at pickup location with potential for logo inclusion on commemorative mug (additional fee for logo on mugs) Raffle 2 Recognition at raffle location within Zoo \$1,000 Water Stations Recognition at station with opportunity for your employees/volunteers 3 to staff the location

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 602.286.3833 | cboisen@phoenixzoo.org