



May 14, 2018

Dear Friend,

I am so excited to invite you and/or your business to participate at Boo at the Zoo this October!

Transporting guests to worlds of fantasy and awe punctuated with endless trick-or-treating, thrilling live entertainment, costumed characters, a tween-friendly haunted house and more, Boo at the Zoo has been a "must-do" Halloween activity for families in Brevard County for over twenty years.

Attendance for this beloved event has grown steadily, attracting over 16,000 guests last year, and we expect that trend to continue in 2018.

This exceptional collaborative opportunity enables our community to come together and deliver the best Halloween experience for our children and families while funding groundbreaking health and wellness initiatives for our animals.

Every Sponsor and Treat Station Vendor participating in the delightful revelry of Boo, is supporting Brevard Zoo's ability to be a transformational force dedicated to conservation, education and animal wellness.

In appreciation for your support, we want our community to get to know you, so we invite you to bring along any information on your business or services you would want to share. We are excited to recognize your generosity for all to see and for you to connect your brand with the Zoo's beloved brand of family friendly education, conservation and fun!

Please contact Christopher Stagman on my staff, 254-9453 ext 485, if you have any questions or to register for the event. Please don't delay, we anticipate treat stations to fill up quickly.

Sincerely,

*Karen Davis*

Karen Davis  
Director of Development  
Brevard Zoo



## 2018 REGISTRATION FORM

### Business Information

Organization/Business Name: \_\_\_\_\_

Address: \_\_\_\_\_  
(Street Address) (City/State) (Zip)

Contact Representative: \_\_\_\_\_  
(Name) (Title)

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

### Sponsorship Level

#### \_\_\_\_\_ **I want to be a PLATINUM PUMPKIN SPONSOR for \$2,000 (limited availability)**

\*As a Platinum Pumpkin sponsor you will be listed in all print materials including sponsor boards and nightly program as well as the Zoo's website special events page and in our membership newsletter reaching more than 13,000 households. This sponsorship entitles you to a treat station in a prime location all three weekends (nine nights) and **we provide you with plenty of candy to distribute** and a place to store your supplies for the duration of the event. You will receive 18 Boo at the Zoo tickets to distribute to employees, clients and friends as well as 4 wristbands each night for employees working your station.

#### \_\_\_\_\_ **I want to be a TREAT STATION VENDOR**

\*As a Treat Station Vendor, you will receive a treat station, 4 wristbands per night and a place to store your supplies during the day/weekend. **Pricing is \$300 for one weekend, \$500 for two weekends and \$600 for three weekends. YOU will need to provide your own candy.**

I would like to attend (check all that apply):

- First weekend (Oct. 12-14)
- Second weekend (Oct. 19-21)
- Third weekend (Oct. 26-28)

## Treat Station Supplies

**Brevard Zoo will supply one six-foot table and has limited access to electrical outlets.**

\_\_\_\_\_ My organization needs access to an electrical outlet.

## Payment Information

**Payment is due by September 15. Please indicate your payment plan.**

\_\_\_\_\_ Payment is enclosed

\_\_\_\_\_ Please invoice me for this payment

**Please indicate your method of payment:**

\_\_\_\_\_ Check

\_\_\_\_\_ Credit Card\*

\*To pay by credit card, please call Christopher Stagman at 254-9453 ext. 485. We accept Visa, MasterCard, Discover and American Express.

**Return form and payment to Attention - Christopher Stagman  
Brevard Zoo, 8225 N. Wickham Rd., Melbourne, FL 32940 or scan and email it to  
[cstagman@brevardzoo.org](mailto:cstagman@brevardzoo.org) or fax 259-5966.**

## Sponsor Agreement

Please read and initial each item and sign the bottom line. Please return the completed forms to Brevard Zoo by September 15.

\_\_\_\_\_ Staffing my treat station is up to me. If I run into trouble staffing my station, I will let the Zoo know well in advance in case they may be able to assist me. I will be provided with one six-foot table and seating for two. I may begin setting up each day at 3:30 p.m. The event begins at 5:30 p.m. and I need to be ready to go by 5:15 p.m. Wheeled carts are available for use (first come first serve) in moving supplies but I can also bring my own cart. Coolers are not permitted.

\_\_\_\_\_ I understand that the Zoo will provide me with 4 wristbands each night to staff my treat station. At least one of my staff person each night should be 18 and older. If I would like more staff, I can purchase tickets at a discounted rate of \$8, for a maximum purchase of 12 tickets per weekend. I also understand that the Zoo will NOT issue any refunds if I choose not to participate after I have paid for my sponsorship.

\_\_\_\_\_ I understand that the Zoo will be providing candy only to Platinum Pumpkin Sponsors and that I must provide my own candy if not at this level. We recommend your organization bring at least 2,000 pieces of candy each night. Candy such as gum, candy on a string or stick (including lollipops) are prohibited. Additionally, I am encouraged to give away business-related promotional items, coupons or literature; However, glow-in-the-dark items, balloons and small plastic/glass products are not permitted.

\_\_\_\_\_ I am strongly encouraged to decorate my treat station. I understand that balloons, spider web spray, confetti and other decorations that could blow away are not permitted as this could compromise animal or visitor safety. Additionally, only Platinum Pumpkin Sponsors are allowed prize wheels, games, photography and other activities in their area so that the flow of guest traffic during the event remains steady.

\_\_\_\_\_ I will operate my treat station from 5:15 until 9 p.m. on Fridays and Saturdays and 5:15 until 8 p.m. on Sundays. I understand that closing my treat station and leaving early will be a reason to cancel this agreement with no refund. I must remove any decorations nightly but I can store my stuff in the Nyami Nyami River Lodge for the weekend. I may pick up my items beginning at 3:30 p.m. the next day to set up my treat station.

\_\_\_\_\_ I may pull my vehicle to the Zoo's front loop for loading and unloading purposes only. After I unload, I understand that the treat station sponsor parking is located along the service road and not in the north or south parking lots. Carpooling is recommended if possible.

\_\_\_\_\_ I understand that Boo at the Zoo takes place rain or shine. The event will not be canceled or close early unless a tropical storm or hurricane warning is in effect. I also understand that the Zoo does not issue refunds if I choose not to participate after I have paid for my sponsorship.

\_\_\_\_\_  
(Print Name)

\_\_\_\_\_  
(Date)

\_\_\_\_\_  
(Signature)