



September 10, 2026 - October 31, 2026

Anticipated Attendance: 40K+

"Boo & Beware includes our beloved daytime trick-or-treating event, Boo at the Zoo and our brand new after dark experience, Beware the Night."

Sponsorship Opportunities

Title Sponsor.....\$20,000

- **"Boo & Beware - Brought to you by _____"**
- **Onsite Recognition:** Sponsor logo included with recognition as Title Sponsor on digital readerboard and vinyl banners at Wickham and Murrell intersection, all digital monitors and printed materials distributed inside the park for **60 days**.
- **Event Advertising:** Recognized as Title Sponsor in all paid, organic and earned event-advertising and public relations which could include social media, radio/streaming, broadcast/streaming, billboards, digital ads, Brevard Zoo website, **4M impressions expected from Brevard, Volusia, Orange, Osceola and Indian River counties**
- **Email Communications:** Minimum 10 event emails. **225K impressions expected**
- **Social Channels:** Minimum 10 event posts on each channel (FB, Instagram, TikTok). **1.27M impressions expected**
- **Website:** Recognized as Title Sponsor on event landing page. **55K page views expected**
- **Enrichment:** All Volunteer-made enrichment for animals to include your logo for duration of Boo at the Zoo.
- **Presence on Site:** Opportunity to have a presence on site during the daytime (Boo at the Zoo) and nighttime (Beware the Night) events - including the trick-or-treat stations, 8 wristbands per day for event assistance, volunteers available to work your table with prior coordination and a premium location. Boo at the Zoo is Saturdays and Sundays in October, 10 a.m. - 3 p.m. Beware the Night is Thursdays - Sundays, 6 - 10 p.m.
- **Exclusive Sponsor Preview Night on September 8 or 9, 2026!** 20 Event Tickets to be used for **Boo & Beware**, 25 VIZ Zoo Admission Tickets - Good between September 10, 2026 - September 10, 2027. Subject to blackout dates. See ticket for details.
- **Custom opportunities available for discussion.**

Presenting Sponsor.....\$10,000

- **"Boo & Beware - Presented by _____"**
- **Onsite Recognition:** Sponsor logo included with recognition as Presenting Sponsor on digital readerboard at Wickham and Murrell intersection, all digital monitors and printed materials distributed inside the park for **60 days**.
- **Event Advertising:** Recognized as Presenting Sponsor in all advertising and public relations. **4M impressions expected from Brevard, Volusia, Orange, Osceola and Indian River counties.**
- **Email Communications:** Minimum 5 event emails . **112K impressions expected**
- **Social Channels:** Minimum 5 event posts on each channel (FB, Instagram, TikTok). **635K impressions expected**
- **Website:** Recognized as Presenting Sponsor on event landing page. **55K page views expected**
- **Presence on Site:** Opportunity to have a presence on site during the daytime (Boo at the Zoo) and nighttime (Beware the Night) events - including the trick-or-treat stations, 8 wristbands per day for event assistance, volunteers available to work your table with prior coordination and a premium location. Boo at the Zoo is Saturdays and Sundays in October, 10 a.m. - 3 p.m. Beware the Night is Thursdays - Sundays, 6 - 10 p.m.
- **Exclusive Sponsor Preview Night on September 8 or 9, 2026!** 10 Event Tickets to be used for **Boo & Beware**, 15 VIZ Zoo Admission Tickets - Good between September 10, 2026 - September 10, 2027. Subject to blackout dates. See ticket for details.
- **Custom opportunities available for discussion.**



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Sponsorship Opportunities

Park Sponsor.....\$5,000

- Sponsor a specific area of the Park or aspect of the event and theme to your brand during the duration of the event for **30 Days**
- **Onsite Recognition:** All in-park promotions in digital and print including in park signage, digital boards by name
- **Presence on Site:** opportunity to have a presence on site during up to 9 event days, including trick or treat stations, 4 wristbands per day for event assistants. Saturdays and Sundays in October - 10 a.m. - 3 p.m.
- **Website:** Recognized as Park Sponsor on event landing page. **55K page views expected**
- **Exclusive Sponsor Preview Night on September 8 or 9, 2026!** 6 Event Tickets to be used for **Boo & Beware**, 6 VIZ Zoo Admission Tickets - Good between September 10, 2026 - September 10, 2027. Subject to blackout dates. See ticket for details.

Loop Sponsor.....\$2,500

- **Onsite Recognition:** All in-park promotions in digital and print including in park signage, digital boards.
- **Presence on Site:** opportunity to have a presence on site during up to 9 event days, including trick or treat stations, 4 wristbands per day for event assistants. Saturdays and Sundays in October - 10 a.m. - 3 p.m.
- **Website:** Recognized as Loop Sponsor on event landing page. **55K page views expected**
- **Exclusive Sponsor Preview Night on September 8 or 9, 2026!** 4 Event Tickets to be used for **Boo & Beware**, 4 VIZ Zoo Admission Tickets - Good between September 10, 2026 - September 10, 2027. Subject to blackout dates. See ticket for details.



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YES! I want to support Brevard Zoo's mission of
"We Share Our Joy of Nature to Help Wildlife and People Thrive"
by sponsoring Boo & Beware.

To receive full promotional and added benefits of participation, please e-mail this form to Tara Beers at tbeers@brevardzoo.org or mail to Brevard Zoo at 8225 North Wickham Rd., Melbourne, FL 32940. Please send a vector file company logo (.eps or .tif) by August 3, 2026 to be included in the promotion of Boo & Beware.

Name: _____

Company Name (as it should appear for promotion): _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Participation Level

☐ Title Sponsor\$20,000

☐ Presenting Sponsor\$10,000

☐ Park Sponsor\$5,000

☐ Loop Sponsor\$2,500

Payment Method

☐☐☐

To pay for your participation with a credit card, please contact us directly at 321.254.9453, x206 or bring information and credit card directly to the Zoo's main administration desk no later than September 2, 2026.

Please bill us beginning _____ and thereafter on a _____ schedule
date frequency

By signing, you agree to fulfill payment by September 2, 2026.

Signature: _____ Title: _____ Date: _____