

Nashville Zoo's Ghouls at Grassmere Sponsorship Prospectus

- Event Dates: October 15th, 16th, 17th, 18th, 23rd, 24th, 25th, 29th & 30th
- Event Times: 5:00 – 9:00 p.m. each evening
- Target Audience: Families with children ages 2 – 13
- Ticket Prices: \$4.00 – Zoo Members \$8.00 – Non-Members
- Event Capacity: 5,000 tickets will be available each night for a projected 9 night attendance of 35,000 - 40,000 parents and children.

Ghouls Marketing Plan:

Print:

- 4 ROP (cir. 140,000) color ads running in the Tennessean in October
- 8-page insert in Tennessean in October (cir. 100,000) – includes Boo Bingo Map
- ½ page color ad running in Nashville, Williamson, Rutherford and Sumner Parent
- 20,000 ad cards (3.75x 8.5) distributed at the Zoo and area businesses

Radio:

- Commercials and announcements airing local radio in October (TBD)
- Live radio remotes from radio station partners stations all 9 nights of Ghouls

TV:

- Weather banners on WSMV TV (NBC 4) for two weeks leading up to event
- Channel 4 News anchors to mention event for two weeks leading up to event
- Zoo staff appearance on “More at Midday” (NBC 4) show in October
- Anticipated Live remotes by NBC, CBS, ABC & Fox affiliates for opening night

Web:

- Posted on Zoo’s website on home page and special Ghouls event page
- Posted on websites of media sponsors, including TV, radio and print

Other:

- Press releases of the event distributed to all local and regional media in October
- Ghouls at Grassmere posters & signage throughout the park during October
- Graffiti ads in more than 30 locations around Nashville
- Map insert to Zoo guests advertising event and sponsors in September & October

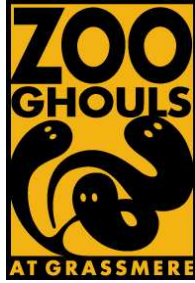
Event History:

Since the events inception in 1997, Ghouls at Grassmere has become the Zoo's flagship event and a 'must do' in Middle Tennessee. Ghouls was expanded to nine nights in 2009 to accommodate the increase in interest and demand for tickets. 'Ghouls' is a multi-night Halloween celebration that provides a safe activity for children three consecutive weekends in October. Ghouls offers trick-or-treat stations, a behind the scenes haunted hayride, interactive games, activities, costume parades, special animal presentations and much much more... Approximately 80% of Ghouls attendance is from Zoo members, which offers our sponsors a very desirable demographic audience.

Ghouls Activities:

Boo Bingo – Journey to the Zoo's 20 treat stations
Gypsy Mystery Maze – See if you can get out – New for 2009
Haunted Hayride – Take a ride to the dark corners of the Zoo
Winged MidEvil Dragon Presentation – *All New for 2009*
Ghouls Ghost Town Village – New for 2009
Monster Lab – Discover six rooms full of unexpected horrors
Scary-Go-Round – This journey is sure to surprise
Creature Feature Animal Show – Misunderstood animal show
Monster Mash – Shake your Ghoulish thing on the greatest dance floor this side of Transylvania – *All NEW*
Carn-Evil Games – *All New Games and Tented Experience*
Boo Bouncers for the kids – *New for 2009*
Spooky Trails – *New for 2009* Spooky scenes and light displays
Costume Parade – Kiddie costume parade
Pumpkin Decorating – For kids of all ages
Not-so-Haunted House Tours – *New for 2009*
Mad Science Show – Science is fun and a little weird!
Ghost Stories – Story tellers tingle your nerves
The Legend of the Pumpkin Tree – Haunted hackberry tree





Presenting Partner (business category exclusivity) **\$10,000.00**

- Logo recognition as **Presenting Partner** on Ghouls at Grassmere Boo Bingo Event Map given to all guest at the event
- Logo and Name Recognition (where applicable) as **Presenting Partner** on all event marketing materials, including TV, radio and print advertisements
- Promoted as **Presenting Partner** in public relations activities including public service announcements, press releases to 200 + outlets, and during TV and radio interviews, when possible
- Corporate banner displayed on Zoo road near park entry for duration of Ghouls
- Company name/logo included on Zoo's website for 12 months with hotlink
- Right to use Nashville Zoo logo and Ghouls Logo in your related advertising
- Company featured in Zoo View, Nashville Zoo's full color membership newsletter, distributed to more than 26,000 households & eNews sent to over 16,000 e-mail addresses
- Distribution of promotional materials (as approved by Nashville Zoo) during the event
- Cross promotional opportunities with coupon redemption offer
- 20% discount for all employees and immediate family members for all levels of Zoo membership (good for 1 year)
- 30% discount on Zoo facility rental, includes free admission for up to 100 guests (subject to availability of dates and does not include catering fees)
- 100 Invitations to the special sponsor night on Thursday, October 15th
- 200 tickets to Ghouls at Grassmere
- 150 single day passes to the Nashville Zoo (good for 1 year)
- Premier Entry Village Treat Station location for Ghouls



Media & Advertising Level Partners

\$5,000.00 Ea.

Treat Bag Partner – (Exclusive)

RESERVED

Trick-or-Treat bags will be distributed to visitors at the Zoo's main entrance. All bags will be pre-stuffed with sponsor material and will include the sponsors logo prominently displayed on this attractive take-home souvenir. The Treat Bag Partner will be set-up just inside the main entrance and will be the first 'Ghouls' station guest see!

Haunted Hayride Partner – (Exclusive)

RESERVED

A Halloween favorite has always been the Haunted Hayride that takes visitors **behind the scenes** to undeveloped areas of the Grassmere property. This year we are revamping the tour and adding the Ghouls ghost town village, and back by popular demand our very own Winged Mid-Evil Dragon that is 12 feet tall and soars 20 feet into the air! In 2008 more than 12,000 visitors took this family friendly 'haunted' voyage.

Boo Bingo Prize Partner – (Exclusive)

RESERVED

Be the company that all the kids adore as you will represent the **PRIZE** they receive for their completion of the Boo Bingo card! This is a popular activity that will result in your company receiving the attention of thousands of kids and their parents over the course of nine nights. The Boo Bingo redemption location is in an area that all guests must pass upon exiting the event... so your company will be the last impression and final memory of their evening of Halloween fun!

Ghouls Carnival Amusement Area Partner – (Exclusive)

Nashville Zoo's festival field is transformed into a carnival area complete with large circus like tent, inflatable jumping rooms (a favorite!), carnival games, face painting and prizes for all who dare to enter the Carn-Evil area! This popular interactive area is a high visibility, high traffic area that welcomes guest of all ages.

Benefits:

- Logo recognition on event Boo Bingo map given to all guests at the event
- Partner sign/banner in area sponsored during the 'Ghouls' event
- Logo recognition on all event marketing material, including radio, print and web advertisements
- Promoted as event sponsor in public relations activities including public service announcements, press releases to 200 + outlets
- Company name and logo included on Zoo's website for 12 months with Hotlink
- Company banner displayed on Zoo Road near the main entrance to the park
- Opportunity to distribute promotional materials at sponsored location
- Cross promotional opportunities with coupon redemption offer
- 50 Invitations to Pre-Boo sponsor night on Thursday, October 15th
- 75 tickets to Ghouls at Grassmere
- 25 single day passes to the Nashville Zoo (good for 1 year)

Entertainment & Activity Partner

\$2,500.00 Ea.

The Not-So Haunted House Partner: - (Exclusive)

This popular educational tour through the Historic Croft Home educates visitors on the death and funeral-related customs in the era of this historic residence. Interpreters are dressed in appropriate period clothing to play out the customs of a 19th century family in mourning. **Your company's logo will be prominently displayed on the tickets for this tour as well as on signage on the house lawn.**

Interactive Monster Lab Partner: - (Exclusive)

RESERVED

The Monster Lab debuted in 2005 and received SPOOKtacular reviews from guests. Visitors will experience the Museum of Oddities, Tomb of the Mummy, Mad Scientist Laboratory and the Ghouls Café! **Your company's logo will be prominently displayed as a 'take home' souvenir on the 'Certificate of Survival' that each guest receives upon exiting the Lab.**

Haunted Wild Carousel Partner: - (Exclusive)

The Haunted Wild Animal Carousel was new in 2006 and was a huge hit. Our current beautiful Wild Animal Carousel will again be put under a witch's spell and for the course of 6 nights will take riders on a reverse spin under an eerie purple glow. **Your company will have the benefit of being mentioned before each ride this carousel takes for the duration of the event.** Guaranteed to capture the attention of children of all ages!

NEW Gypsy Mystery Maze Partner: - (Exclusive)

This maze will intrigue all who dare to enter and escape. The Gypsy maze will offer children of all ages a chance to see if they can find their way out while encountering some fun and whimsical creatures.

Pumpkin Tree Photo Opportunity Area: - (Exclusive)

The Pumpkin Tree is the focal point of the Ghouls at Grassmere event. The large, spooky hackberry tree is transformed into a glowing orange Halloween delight. Popular among guests, this heavily themed area gives parents an opportunity to photograph their little ghouls and goblins in front of a variety of Halloween-themed back-drops.

Benefits:

- Logo recognition on the Boo Bingo Event map given to all guests at the event
- Partner sign/banner at entertainment & activity location "Sponsored by..."
- Company banner displayed on Zoo grounds for the duration of the event
- Opportunity to distribute promotional materials
- Cross promotional opportunities with coupon redemption offer
- 25 Invitations to the special sponsor night on Thursday, October 15th
- 50 tickets to Ghouls at Grassmere
- 20 single day passes to the Nashville Zoo (good for 1 year)

Treat Station Partner – (20 Available)

\$1,500.00

The best partnership opportunity in town & affordable! Each year at Ghouls at Grassmere, the highlight of the evening is the 20 themed treat stations scattered throughout the Zoo. Children receive a 'BOO BINGO' card that they take to each treat station to receive a treat and stamp for their card. Each child who fills up the BOO BINGO card receives a prize! **This is a cost effective way to showcase your company or organization and also show your philanthropic support for one of Nashville's most loved family Events... Ghouls at Grassmere!**

Benefits:

- Logo recognition on event Boo Bingo Event map given to all guests at the event
- Partner sign/banner at Treat Station location "Sponsored by..." and company logo
- Opportunity to distribute promotional materials (as approved by the Nashville Zoo) during the event
- Cross promotional opportunities with coupon redemption offer
- 5 Invitations to the special sponsor night on Thursday, October 15th
- 10 tickets to Ghouls at Grassmere

Nashville Zoo will provide the following for your treat station:

- Themed decorations & signage promoting your company's sponsorship of the treat station
- Treats to hand out for the full duration of the event
- Volunteers to man your station for the full duration of the event (company employees and their families are encouraged to volunteer for some or all of the event)
- Your donation to the Nashville Zoo to sponsor a treat station is a 100% tax deductible contribution

