



## ***Nashville Zoo's 'Ice Day' 2009 Partnership Prospectus***

### **Why do sponsors love Ice Day?**

One of the main reasons so many business want to be a part of Ice Day is simply that it gives them a tremendous amount of exposure and value for their dollar. Ice Day provides a fun and friendly environment for sponsors to engage Zoo visitors.

### **Who should I contact to discuss a sponsorship?**

If you would like more information about being a sponsor or setting up a promotional booth at Ice Day or any other Zoo event – contact J.D Frattini @ (615) 833-1534, Ext. 175 or send an email to [corporatesponsor@nashvillezoo.org](mailto:corporatesponsor@nashvillezoo.org)

Target Audience: Families with children ages 2 – 12

Event Attendance: 8,000 adults and children are expected for this event

Event Marketing: - **Print:**  
½ page color ad in Nashville, Williamson, Rutherford, Wilson and Sumner Parent Magazine in July

- **Radio:**  
Commercials, announcements and live mentions on Mix 92.9 (WJXA FM) in a 2-week period leading up to the event  
Live remote from WJXA during the event

-**TV:**  
Weather banners on Channel 4 (WSMV/NBC)  
Zoo Staff appearance on “More at Midday” (Channel 4) in July

-**Web:**  
Posted on Zoo’s website home page and under special events  
Posted on websites of our media partners (TV, Radio & Print)  
Posted on Now Playing Nashville and Music City Moms

-**Other:**  
Press release of event distributed to all local & regional media  
Special event posters hung throughout the park  
Map inserts given to Zoo guests entering the park in July  
Onsite event signage recognizing sponsors at the event

**Title Sponsorship – (Exclusive)**

**\$5,000.00**

- Business category **exclusivity** for Event
- Logo recognition as **title sponsor** on Ice Day map insert given to all guest entering the park and on Ice Day posters hung throughout the Zoo
- Logo and name recognition as **title sponsor** on all event marketing materials including, TV, radio, print advertisements and website promos
- Promoted as **title sponsor** in public relations activities including public service announcements, press releases to 200+ media contacts, and during radio and television interviews, when possible
- **New** – *Complimentary sponsorship at Ghouls at Grassmere* the Zoo's 9 night Halloween Festival with an expected attendance of 30,000 adults and children
- Corporate banner displayed on Zoo Road near park entrance beginning 2 weeks prior to the event and on Ice Day
- Company name and logo included on Zoo's website for 12 months with hotlink
- Company name and logo on special Ice Day webpage and banner advertisement on the Now-Playing-Nashville website
- Right to use Nashville Zoo logo and Ice Day logo in event related marketing
- Company listed in Zoo View Digital, Nashville Zoo's full color member online publication (26,000 recipients)
- Premiere Booth/Tent set-up on the day of the event on Festival Field and/or Entry Village (includes 8 worker or guest passes)
- Distribution of promotional materials at the event
- Cross promotional opportunities with coupon redemption and discount offers
- 50 single day passes to the Nashville Zoo (good for 1 year)

**Presenting Sponsors**

**\$2,500.00**

- Logo and name recognition as **presenting sponsor** on Ice Day map insert given to all guest entering the park
- Logo and name recognition as **presenting sponsor** on event marketing materials includes radio and print advertisements
- Promoted as **presenting sponsor** in public relations activities including public service announcements, press releases to 200+ media contacts
- **New** – *Complimentary Promotional Booth/Display Area* at Harvest Days Festival in September. The Zoo expects 12,000 visitors during the weekend.
- Corporate banner displayed on festival field on the day of the event
- Company logo/name on special Ice Day webpage
- Booth/Tent set-up on the day of the event on Festival Field (includes 6 worker or guest passes)
- Distribution of promotional materials at the event
- Cross promotional opportunities with coupon redemption
- 25 single day passes to the Nashville Zoo (good for 1 year)

**-NEW- Wet & Wild Jungle Slide Sponsorship**

**\$1,500.00**

This is an area for kids of all ages to play, get wet and have fun! New in 2009 the Zoo's very own Jungle themed moon bouncer and wet slide. This sponsorship will put you in front of kids of all ages all day long.

- Logo/name recognition as **Wet & Wild Jungle Slide Sponsor** on Ice Day map insert given to all guest entering the park
- Promoted as event sponsor in public relations activities including public service announcements, press releases to 200+ media contacts
- Corporate banner displayed on festival field at the Jungle Slide Area
- Company logo/name listed on Ice Day webpage
- One 10x10' tent set-up at the event (includes 4 worker or guest passes)
- Distribution of promotional materials throughout the event
- 10 single day passes to the Nashville Zoo (good for 1 year)

**Cool Zone Sponsorship**

**\$1,500.00**

Be the company that everyone identifies as the 'Cool' company. The Cool Zone is an area on festival field with multiple cool misting fans, ice sculptures and snow making machines! Kids of all ages will spend a lot of time in this tented area taking pictures and playing with the snow.

- Logo/name recognition as the **Cool Zone Sponsor** on Ice Day Map Insert given to all guest entering the park
- Promoted as **Cool Zone Sponsor** in public relations activities including public service announcements, press releases to 200 + media contacts
- Corporate banner displayed on festival field in the Cool Zone Area
- Company logo/name listed on Ice Day webpage
- One 10x10' tent set-up at the event (includes 4 worker or guest passes)
- Distribution of promotional materials throughout the event
- 10 single day passes to the Nashville Zoo (good for 1 year)

**Product/Service Promotional/Display Areas**

**\$500.00**

In addition to the sponsorship opportunities the Zoo has a limited number of promotional booth/tent areas that will be set-up throughout the park. Set-up will include table/chair and electrical hook-up (if needed). The areas available include, Unseen New World Plaza, Critter Encounter (Petting Zoo) Misting Zone, Bamboo Garden on Bamboo Trail and Elephant Savannah – Safari Tent.

- Promotional Partners will be listed on the Ice Day Map Insert
- Promotional Partners will receive 2 worker passes