

Nashville Zoo at Grassmere  
**BREW AT THE ZOO**  
 2017 Partnership Opportunities

**Friday, June 2, 2017**  
**6:30 p.m. – 11:00 p.m.**



Voted Best Beer Event in 2016, Brew at the Zoo continues to grow as the community’s favorite craft beer event of the season. Animals, games, live music, local food trucks, and over 100 craft beers are on tap at this unique after-hours, adults-only festival. The following sponsorship opportunities include Logo recognition on any included marketing materials unless otherwise noted.

**SOLD**

|  | Presenting Sponsor | Supporting Sponsor | Carousel Sponsor | Conservation Lounge** | Games Sponsor | Beer Garden Sponsor | Booth Sponsor |
|--|--------------------|--------------------|------------------|-----------------------|---------------|---------------------|---------------|
|  | \$15,000           | \$10,000           | \$5,000          | \$5,000               | \$2,500       | \$2,500             | \$1,000       |
| Presenting Logo & Print Media              | ✓                  |                    |                  |                       |               |                     |               |
| Social Media Posting                       | ✓                  |                    |                  |                       |               |                     |               |
| Souvenir Tasting Glasses*                  | ✓                  | ✓                  |                  |                       |               |                     |               |
| Radio/Online Promotions                    | ✓                  | ✓                  | ✓                |                       |               |                     |               |
| Event Staff Shirts*                        | ✓                  | ✓                  | ✓                | ✓                     | ✓             | ✓                   |               |
| Event Press Release*<br>(name recognition) | ✓                  | ✓                  | ✓                | ✓                     | ✓             | ✓                   |               |
| Event Website                              | ✓                  | ✓                  | ✓                | ✓                     | ✓             | ✓                   |               |
| Welcome Banners & Event Map*               | ✓                  | ✓                  | ✓                | ✓                     | ✓             | ✓                   |               |
| Announcements                              | ✓                  | ✓                  | ✓                | ✓                     | ✓             | ✓                   |               |
| On-site Activation Booth                   | ✓                  | ✓                  | ✓                | ✓                     | ✓             | ✓                   | ✓             |
| Recognition at Sponsored Area              |                    |                    | ✓                | ✓                     | ✓             | ✓                   |               |

\*printing deadlines apply (April 20<sup>th</sup>)

\*\* all donations to the Conservation Lounge go directly to a conservation initiative that will be highlighted at the event

More details about this event:

- After-hours, evening event for adults 21 years and older
- Audience – Primarily adults 25-45, split evenly between males and females
- Projected Attendance – 3,500 – 4,000
- Opportunity for Private Corporate Rental within the event including additional food and drink is available starting at \$2,500

The above marketing benefits are specific to **cash only partnerships** for the Brew at the Zoo event. Contributions to the Nashville Zoo are tax deductible and support the Zoo’s educational programming, animal care, park maintenance and conservation efforts. In addition to these marketing packages, standard sponsorship benefits begin at the \$2,500 level and can include ticket packages and discount opportunities. These are listed on the following page. Please contact Sarah Lingo at (615) 833-1534 ext. 127 or [slingo@nashvillezoo.org](mailto:slingo@nashvillezoo.org) for additional information regarding sponsorship or in-kind donations for this or other events.

**Brew at the Zoo 2017**  
**Ticket and Visit Partner packages included with sponsorship**

**\$1,000**

- 4 booth staff tickets\*
- Onsite activation booth

**\$2,500**

- 4 Brew at the Zoo event tickets
- Up to 4 booth staff tickets\*
- Onsite activation booth
- Your choice of **one (1)** of the following Visit Packages:
  - 2 Zoo Household memberships
  - 15 General Admission tickets to the Nashville Zoo (good through 12/31/2017)

**\$5,000**

- 8 Brew at the Zoo event tickets
- Up to 4 booth staff tickets\*
- Onsite activation booth
- 2 Brew at the Zoo VIP tickets
- 10% discount for all employees on any level Zoo membership (good for one year)
- Your choice of **two (2)** of the following Visit Packages:
  - 2 Zoo Household memberships
  - 15 General Admission tickets to the Nashville Zoo (good through 12/31/2017)

**\$10,000**

- 20 Brew at the Zoo event tickets
- Up to 4 booth staff tickets\*
- Onsite activation booth
- 4 Brew at the Zoo VIP tickets
- Corporate logo listed on Zoo webpage for one year
- 10% discount for all employees on any level Zoo membership (good for one year)
- 10% off rental facility fees for a company meeting, picnic, sales luncheon, or evening event for 1 year (365 days). Catering is not included and is exclusive through Taste of the Wild Catering. Blackout dates may apply.
- Your choice of **four (4)** of the following Visit Packages:
  - 2 Zoo Household memberships
  - 15 General Admission tickets to the Nashville Zoo (good through 12/31/2017)
  - 15 Boo at the Zoo admission tickets
  - 4 additional Brew at the Zoo general admission tickets
  - 2 Main Event tickets to Sunset Safari
  - 4 Red, White, and Zoo Wine Festival admission tickets
  - 5 Zoo Run Run 5k registrations

\*Entrance tickets for those staffing booths are “designated driver” tickets and are to be used for staff entry only. They are not considered tickets to the event and do not include tasting glasses.