



2021 Sponsorship Opportunities

ERIKS JANELSINS - SPONSOR CONTACT
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WHEN

OCTOBER

8-10

15-17

22-24

29-31

EVENT OVERVIEW:

Boo at the Zoo is a can't-miss fall event hosted annually by the Oglebay Good Zoo. This highly anticipated event allows Ohio Valley children to celebrate the season with a safe, family-friendly Halloween event. New in 2020, Boo at the Zoo will feature nine scavenger hunt stations located throughout the Good Zoo. Plus, children can discover various zoo animals while learning about the wonders of the natural world as they traverse the zoo's walking paths in pursuit of treats. Plus, kids and parents alike can hop a ride on the Haunted Train Ride for scare-free fun the whole family will enjoy.

WHERE

Oglebay
Good Zoo



2020 TOTAL VISITORS: 15,099

TICKETS:

Adults (Ages 13+)	\$11.95
Children (Ages 3-12)	\$7.95
Children Ages 2 & Under	FREE

SPONSORSHIP:

\$10,000 Premier Event Sponsor:	90 Event Tickets
\$3,000 Station Sponsor:	30 Event Tickets
\$1,000 Supporting Sponsor:	16 Event Tickets

SPONSORSHIP BENEFIT HIGHLIGHTS:

Logo Recognition on Outdoor Zoo Map for 365 Days

Premier Event Sponsors will receive year-round exposure to nearly 125,000 guests annually with signage on the outdoor zoo map recognizing your support for 365 days.

Complimentary Behind the Scenes Tour & Animal Encounter

Premier Event Sponsors will receive a complimentary behind the scenes tour of the Good Zoo with animal encounter for 30 guests (\$1,200 value).

Station Sponsors will receive a complimentary behind the scenes tour of the Good Zoo for 10 guests (\$400 value).



NEW 2020 ENHANCEMENTS

NEW EXTENDED HOURS

Enjoy more spooktastic fun than ever before with extended hours from 11 a.m. – 7 p.m. New daytime hours allow guests to celebrate the season with their favorite Good Zoo animals who will remain in their habitats throughout the event.

NEW TIMED ENTRY TICKETING

Spend more time in at the zoo and less time in line with new timed entry ticketing!

With this new enhancement you'll enjoy closer parking, shorter lines, enhanced social distancing, and more fun!

NEW DIGITAL SCAVENGER HUNT

Experience our new, virtual scavenger hunt featuring nine stations located along the Good Zoo's outdoor walking path and train ride.

Unlock clues by scanning QR codes at each station for a chance to win weekly prizes including free admission tickets, family memberships, and animal encounters!

NEW DECORATIONS

Each festive pathway and scavenger hunt station will feature a unique theme, with decorations provided by our generous community partners including:

Panhandle Cleaning & Restoration

Wheeling Hospital Auxiliary

Wheeling Country Day School

Whisk Bakery & Avenue Eats

Bordas & Bordas Attorneys

Noah Mull and Laura Mull, State Farm Agents

Fort Henry Capital

NEW SATURDAY NIGHT FIREWORKS

October 3, 10, 17 & 24, 2020

Cap off your evening with a spooky fireworks display over Schenk Lake on Saturday, October 3; 10; 17 & 24 while our DJ plays all your favorite Halloween hits! Plus, compete in a fang-tastic costume contest for kids and adults alike. The spooky display will light up the evening sky over Schenk Lake on Saturdays at 7:30 p.m.



SPONSOR RECOGNITION

	PREMIER \$10,000	CONTRIBUTING \$3,000	SUPPORTING \$1,000
Event Tickets.....	90 guests	30 guests	16 guests
Behind Scenes Tour.....	30 guests	10 guests	
Logo Recognition on Grounds (over 125,000 annual impressions)	365 Days on Zoo Outdoor Map		
Recognition on Boo at the Zoo Event Collateral Material (approximately 14,000 impressions)	LOGO	LOGO	NAME
Recognition on Boo at the Zoo Sponsor Banner (approximately 14,000 impressions)	LOGO	LOGO	
Recognition on Good Zoo Web Site	LOGO	LOGO	NAME
Recognition in Boo at the Zoo Press Releases	NAME	NAME	NAME
Recognition on Oglebay and Good Zoo Facebook Posts (over 56,000 followers)	LOGO	NAME	NAME
Recognition in E-mail Blast to Good Zoo Members (over 1,800 households)	LOGO	LOGO	NAME
Recognition in Oglebay Foundation newsletter (over 10,000 households)	LOGO	LOGO	NAME
Recognition on Boo at the Zoo media buys (TV/Outdoor).....	LOGO		

OGLEBAY GOOD ZOO is the only Association of Zoos and Aquariums (AZA) accredited institution in the state of West Virginia. The Good Zoo serves more than 125,000 guests annually, while also providing educational programming to more than 13,000 local students ranging from pre-kindergarten through college. The Oglebay Good Zoo is nationally recognized for its exemplary conservation initiatives including breeding programs for endangered species such as the Grévy's zebra and golden lion tamarins. Additionally, the Good Zoo is one of only four federally-licensed facilities which rehabilitates injured eagles, hawks, and owls in West Virginia, while also partnering with regional wildlife agencies to promote the conservation of monarch butterflies, Eastern hellbender salamanders, and bobcats.



GOOD ZOO MARKETING BY THE NUMBERS



THE OGLEBAY GOOD ZOO IS THE **ONLY** AZA ACCREDITED ZOO IN WEST VIRGINIA. IT IS HOME TO OVER 50 SPECIES, 20 OF WHICH ARE RARE OR ENDANGERED.

TOTAL VISITORS: 125,000

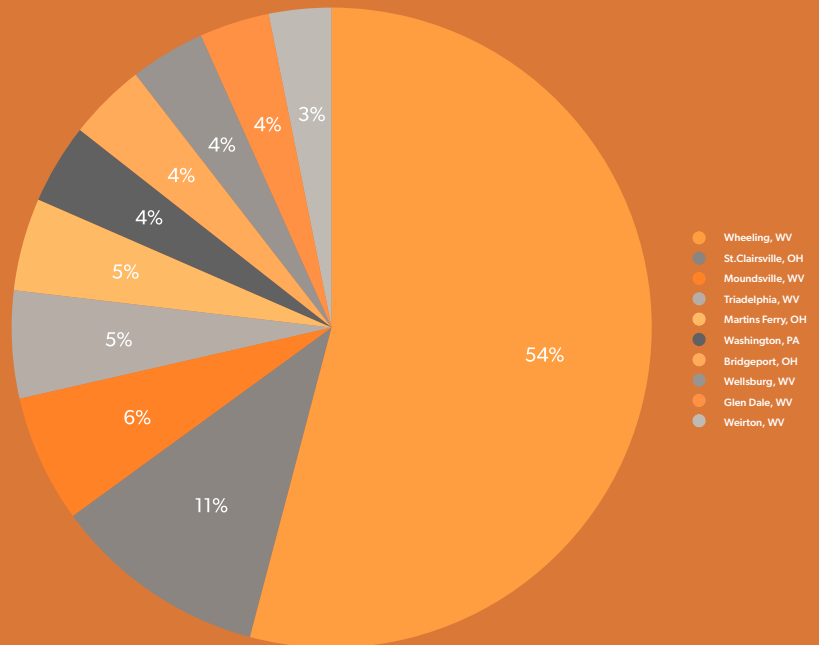


56%
FEMALE VISITORS



44%
MALE VISITORS

VISITOR ZIP CODE HOMETOWNS



OGLEBAY GOOD ZOO INDIVIDUAL MEMBERS
7,800

24.7%
OF MEMBERS ARE GRANDPARENTS



20
DIFFERENT STATES ARE REPRESENTED BY ZOO MEMBERS



53.4%
WEST VIRGINIA



31.5%
OHIO



12.7%
PENNSYLVANIA



4,130
OGLEBAY GOOD ZOO NEWSLETTER SUBSCRIBERS



21,000
PAGE VIEWS MONTHLY



63,945
FACEBOOK FOLLOWERS
COMBINED FOLLOWERS ACROSS OGLEBAY & GOOD ZOO FB PAGES



2019 BOO AT THE ZOO

ESTIMATED IMPRESSIONS

WHAT YOU'LL RECEIVE

AS A BOO AT THE ZOO SPONSOR, YOUR LOGO WILL BE PROMOTED ACROSS VARIOUS MEDIA FROM DIGITAL ADS TO BILLBOARDS.



1
PRESS
RELEASE



TELEVISION
303,200
IMPRESSIONS



3 DIGITAL DIRECT
MAIL EBLASTS



SOCIAL MEDIA
480,000
IMPRESSIONS

>>> 3 BILLBOARDS <<<
2,406,560
IMPRESSIONS





To reserve your sponsorship package, please complete this form and return to:

ERIKS JANELSINS

Oglebay Foundation

465 Lodge Dr, Wheeling, WV 26003

ejanelins@oglebay.com

_____ **Please reserve a \$10,000 Premier Sponsor Package**

_____ **Please reserve a \$3,000 Contributing Sponsor Package**

_____ **Please reserve a \$1,000 Supporting Sponsor Package**

Company Name: _____

(Company Name as it should appear in any print materials including exhibit plaque if applicable;

Company Listing limited to 30 characters including spaces)

Contact Name: _____

Signature/Date: _____

Address: _____

City/State/ Zip: _____

Phone Number: _____ **Email:** _____

Official Boo At The Zoo tickets will be issued upon payment; each guest must have a ticket to enter.

Please consider your contribution as a donation; there will be no refunds - Rain or Shine!