Zoo Boise is looking for a presenting sponsor for Red, White and Zoo on Saturday, July 2, 2022!

Julia Davis Park and adjoining areas are home to many activities around the July 4th weekend. This year, Zoo Boise will be hosting a special event on July 2 to add to the fun!

Zoo Boise typically has 6,000-10,000 visitors on special event days. Red, White and Zoo will feature animal enrichments throughout the day and special activities for all our visitors.

What does the title sponsorship include?

- Event naming rights, Red, White and Zoo Presented by YOUR BUSINESS.
- Mention on all TV spots, radio spots and advertisements.
- Logo on all print advertisements, including flyers.
- Listed on event promotions (social media, e-newsletters)
  - Bi-weekly e-mail newsletter (15,500+ subscribers). Zoo Boise averages a 20% open rate for the e-newsletters, above the industry average of 19%.
  - Facebook (40,000+ followers), Twitter (2,800+ followers) and Instagram (14,000+ followers)
- Mention on all event social media posts (ads and regular posts).
- Logo on website event page.
  - Our website, www.zooboise.org, has a monthly average of 36,000+ visits per month and 25,000+ users per month
- Up to 4 company banners placed inside zoo for event day.
- Booth space on event day.
- Mentioned in PA announcements every half-hour on event day.
- 25 complimentary event tickets.
- Lots of publicity and goodwill.
- Supporting wildlife conservation and your community’s zoo.

What does the non-title sponsorship include?

- Booth at event
- Logo on event website
- Listed on event promotions (social media, e-newsletters)
- In zoo announcements throughout the day

**What does the sponsorship cost?**

Event title sponsorship costs $4,000 and non-title sponsorship is $1,500. Category exclusivity available for title sponsorships only.

**Interested? Have questions?**

Contact Rachel Winer, Director of Development, at rwiner@cityofboise.org or 208-608-7764.