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November 2021

Dear Friend of the Zoo,

We are thrilled to announce a huge snowfall will be touching down at the Santa Barbara Zoo for the **Snow Leopard Festival** on **Sunday, January 23, 2022!**

This **frosty fun family festival** is a one-day event at the Santa Barbara Zoo where both humans and animals get to play in the snow! This rare blizzard will deposit 80 tons of snow for sledding and snow play on the ~~hilltop~~ mini-Himalayas! The snow play area will feature fun winter activities, and during the festival you will have the opportunity to learn about the **conservation efforts for the endangered snow leopard**.

We would be honored to have you **join us as a sponsor** for Snow Leopard Festival. As a sponsor you will receive early admission for a private Sponsor Reception. The exclusive Reception includes morning frost(bites), hot drinks, and mimosas; not to mention fresh powder and sledding on the slopes before it opens to the public! Sponsors will also get to enjoy a flurry of benefits including community recognition, astounding incentives, and more.

In addition to the exclusive benefits that come from sponsorship, you can take pride in the fact that your generous contribution helps fund the exceptional care of the **animals** who reside at the Zoo, supports award-winning **education** programs, and enables field research for **conservation** efforts to save endangered and threatened animals in the wild such as the festival's namesake animal, the snow leopard.

Thank you for considering sponsorship of Snow Leopard Festival at the Santa Barbara Zoo! We look forward to raising funds and awareness for your Zoo and your planet, while having a snowy celebration at the beautiful Santa Barbara Zoo.

Sincerely,

Rich Block
 President/CEO

The Santa Barbara Zoo is a 501(c)(3) non-profit organization (Tax ID # 95-2268554) dedicated to the preservation, conservation, and enhancement of the natural world and its living treasures through education, research, and recreation.



SLEDDING AT THE ZOO, SNOW FOR THE ANIMALS TOO!



ACCREDITED BY THE
ASSOCIATION OF ZOOS & AQUARIUMS



SNOW LEOPARD FESTIVAL

SPONSORSHIP OPPORTUNITIES

Snow Leopard Festival Title Sponsor: \$20,000

One Title Sponsorship Opportunity Available

- * Recognition as the exclusive Snow Leopard Festival Title Sponsor such that “Snow Leopard Festival presented by xxx” wording would appear on all promotional materials including ads, Zoo website, on-site posters, and bi-weekly emails to more than 15,000 constituents.
- * Recognition such that the “Snow Leopard Festival presented by xxx” text would appear on all event festival wristbands (past festivals numbered 4,000-6,000 attendees).
- * Invitation to the private Sponsor Reception for 24 people (adults and children) that includes early admission, morning frost(bites), hot drinks, and mimosas; not to mention fresh powder and sledding on the slopes before the Zoo opens to the public!
- * Pre-event and post-event recognition on the Zoo’s social media platforms.

Snow Mountain Sponsor: \$10,000

One Snow Mountain Sponsorship Opportunity Available

- * Recognition as the Snow Mountain Sponsor of the festival such that the “mini-Himalayas presented by xxx” text would appear on promotional materials including the Zoo website, on-site posters, and bi-weekly emails to more than 15,000 constituents.
- * Recognition as the exclusive Snow Mountain Sponsor such that the “mini-Himalayas presented by xxx” text would appear above the snow mountain and bunny hill area.
- * Invitation to the private Sponsor Reception for 16 people (adults and children) that includes early admission, morning frost(bites), hot drinks, and mimosas; not to mention fresh powder and sledding on the slopes before the Zoo opens to the public!
- * Day of recognition on the Zoo’s social media platforms as the Snow Mountain Sponsor.

Himalayan Hut Sponsor: \$5,000

One Himalayan Hut Sponsorship Opportunity Available

- * Recognition as the exclusive Himalayan Hut Sponsor would appear on promotional materials including the Zoo website, on-site posters, and bi-weekly emails to more than 15,000 constituents.
- * Recognition as the exclusive Himalayan Hut Sponsor such that the “Himalayan Hut presented by xxx” text would appear above the private pre-festival reception area.

- * Invitation to the private Sponsor Reception for 12 people (adults and children) that includes early admission, morning frost(bites), hot drinks, and mimosas; not to mention fresh powder and sledding on the slopes before the Zoo opens to the public!

Snow Sponsor: \$2,500

Unlimited Snow Sponsorship Opportunities Available

- * Recognition as a Snow Sponsor on all promotional materials including the Zoo website, on-site posters, and bi-weekly emails to more than 15,000 constituents.
- * Invitation to the private Sponsor Reception for 8 people (adults and children) that includes early admission, morning frost(bites), hot drinks, and mimosas; not to mention fresh powder and sledding on the slopes before the Zoo opens to the public!

Snow Leopard Festival sponsorships generously support the Santa Barbara Zoo's general operations fund. Contributions help pay for the exceptional care of the 500+ **animals** who reside at the Zoo, support award-winning **education** programs, and enable field research for **conservation** efforts to save endangered and threatened animals in the wild such as the festival's namesake animal, the snow leopard.

Thank you for supporting your Zoo and your planet! If you have any questions, please reach out to Sam Franz, Sponsorships & Corporate Giving Officer at sfranz@sbzoo.org.

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SPONSORSHIP AGREEMENT FORM

2022 Snow Leopard Festival

Snow Leopard Festival sponsorships generously support the Santa Barbara Zoo's general operations fund. Contributions help pay for the exceptional care of the 500+ **animals** who reside at the Zoo, support award-winning **education** programs, and enable field work for **conservation** efforts to save endangered and threatened animals in the wild such as the festival's namesake animal, the snow leopard.

SNOW LEOPARD FESTIVAL TITLE SPONSOR – \$20,000+

SNOW MOUNTAIN SPONSOR – \$10,000+

HIMALAYAN HUT SPONSOR – \$5,000+

SNOW SPONSOR – \$2,500+

CONTACT NAME

EMAIL ADDRESS

NAME OF ORGANIZATION (IF APPLICABLE)

IN COLLATERAL MATERIALS, PLEASE RECOGNIZE AS

I WILL SEND A CHECK PAYABLE TO SANTA BARBARA ZOO TO SANTA BARBARA ZOO, ATTN: SAM FRANZ,
500 NIÑOS DRIVE, SANTA BARBARA, CA 93103

PLEASE CHARGE MY CREDIT CARD (fill out credit card section below)

PLEASE SEND ME AN INVOICE (fill out invoice section below)

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CREDIT CARD #

EXP. DATE

SIGNATURE

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SNOW LEOPARD FESTIVAL SPONSORSHIP TIMELINE

Sponsorship Agreement submission for full benefits due December 10, 2021

In order to receive full benefits offered in the 2022 Snow Leopard Festival Benefits, this Sponsorship Agreement is due to the Sponsorships & Corporate Giving Officer Sam Franz sfranz@sbzoo.org no later than December 10, 2021 by 5:00 PM.

Sponsorship payment due January 15, 2022

2022 Snow Leopard Festival on Sunday, January 23, 2022

Thank you for supporting your Zoo and your planet! If you have any questions, please reach out to Sam at sfranz@sbzoo.org.

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