



Sparkle & Shine

ZOO FARI BALL • AUGUST 26, 2023

ZOO AUDIENCE

San Luis Obispo County to Bakersfield to the
edges of Los Angeles County, including Malibu



480,000+ ANNUAL VISITORS*

Zoo attendance is made up of roughly 50%
tourists and 50% locals, according to Visit
Santa Barbara.



f **154,000**
FOLLOWERS

ig **82,200**
FOLLOWERS

jd **72,800**
FOLLOWERS

envelope **45,000**
ZOO NEWS EMAIL RECIPIENTS



BEST OF SANTA BARBARA 2022:

Family Fun Spot
Kids' Summer Camp



Certified Santa Barbara County
Green Business since 2012

ZOOFARI BALL 2022 HIGHLIGHTS

August 27, 2022

36
YEARS RUNNING

710
GUESTS

7,500
EVENT WEBPAGE VISITS





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SPONSORSHIP LEVELS AND BENEFITS	Title \$100,000+	Featured \$50,000+	Diamond \$25,000+	Platinum \$10,000+	Gold \$5,000+	Silver \$2,500+	Jewel* \$2,500+
Number of seats	40 (4 tables)	30 (3 tables)	24 (2 tables)	10 (1 table)	6	4	
Speaking opportunity during event program	◆						
Event space rental at the Zoo (valid through 7/1/2024; based on availability)	1						
Reserved parking spaces	4	3	2	1			
Recognition on digital invitation (if secured by May 5, 2023)	◆	◆	◆	◆	◆	◆	◆
Name recognition on Zoo grounds for 3+ months	◆	◆	◆	◆	◆	◆	◆
Recognition on Zoo website	Logo	Logo	Logo	Logo	Name	Name	Name
Recognition in digital magazine Zoo News (45k reach)	◆	◆	◆	◆	◆	◆	◆
Recognition on Zoo social media	◆	◆	◆				
Seating at the event	Premium	Premium	Premium	Preferred	Preferred	Preferred	
Written recognition at the event	◆	◆	◆	◆	◆	◆	◆
Personal concierge service leading up to the event	◆	◆	◆	◆	◆	◆	◆

For additional information or to become a sponsor, contact Megan Nuss at (805) 962-5339, ext. 112 or mnuss@sbzoo.org

* Zoofari sponsorships generously support the Santa Barbara Zoo's general operations fund. If you are unable to attend Zoofari Ball: Sparkle & Shine in person on August 26, 2023 but still wish to support the Zoo as a Zoofari Ball sponsor, the Jewel Sponsor option might be for you.



ZOOFARI BALL: SPARKLE & SHINE

Sponsorship Agreement

May 5, 2023: Guarantee your seats at Zoofari Ball this year! Sponsor by May 5 for full benefits.

July 31, 2023: Sponsorship payment due.

- Title Sponsor \$100,000+
- Featured Sponsor \$50,000+
- Diamond Sponsor \$25,000+
- Platinum Sponsor \$10,000+
- Gold Sponsor \$5,000+
- Silver Sponsor \$2,500+
- Jewel Sponsor \$2,500+

Please reserve _____ additional seats @ \$425: _____

I would like to include an additional donation of \$_____

I would like to be a _____ sponsor but I will NOT be attending the event. Please contact me about how to receive my benefits.

Total Amount \$_____

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, ATTN: Zoofari Ball, 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)

Credit Card

Credit Card #

Exp. Date

Signature

Security Code/CSC

Billing Address

City/State/Zip Code

Email

Phone

Invoice

Name/Organization

Address

Attention

City/State/Zip Code

Email

Phone