

Howloween 2023 Sponsorship Guide.

October

**Estimated Attendance:
20,000**

The zoo provides a fun and safe setting for this Halloween tradition, where costumed trick-or-treaters learn about healthy habitats, wildlife and our natural world in a seek and find game throughout the zoo.



Howloween presenting sponsor.

Benefits include:

- Category exclusivity
- Logo placement on Howloween webpages
- Logo/name mention, where applicable
 - On-site promotions (signage, digital displays, map)
 - Web/owned media (social media, eTracks)
 - Paid media (print, radio, digital, TV and/or outdoor)
 - Press release
- Opportunity for one onsite display/activation during select event days
- 20 general admission tickets (valid for one-year, can be used on Howloween event days)
- \$10 online discount on zoo memberships for company employees

Investment: \$30,000

Term: One-year, three available

Contact:

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