

# 2024 Oregon Zoo Brew sponsorship guide.

An exclusive, two-night, sell-out event, **Zoo Brew** on **May 31 and June 1**, is a brew festival experience just for the 21-and-over crowd.

**Attendees:** 5,000

**Benefits include:**

- Logo/name mention, where applicable
  - Zoo Brew webpage (~260,000 impressions)
  - Announcements in zoo marketing emails (~2,000 opens)
  - Digital banners throughout campus (~50,000 impressions)
  - Facebook event and ads (~635,000 impressions)
  - Press release(s)
  - Paid media (print, radio, digital, TV and/or outdoor)
- On-grounds activation on Zoo Brew days
- 20 Zoo Brew admission tickets

**Investment:** \$17,500 per year

**Term:** One-year

**Contact:**

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The logo for Oregon Zoo Brew features the word "OREGON" in a simple, uppercase, sans-serif font at the top. Below it, the word "ZOO" is rendered in a large, bold, uppercase, sans-serif font. The letter "O" in "ZOO" is replaced by a white silhouette of the state of Oregon. A thick horizontal line separates "ZOO" from the word "BREW" below it. "BREW" is written in a bold, uppercase, sans-serif font with a slightly distressed or hand-drawn appearance.

Presented by The Alaska Airlines logo, featuring the word "Alaska" in a blue, cursive script font with a registered trademark symbol, and the word "AIRLINES" in a smaller, blue, uppercase, sans-serif font below it.