

Sponsorship Guide.

Howloween 2024

Estimated attendance: 42,000

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 throughout the zoo.



Oregon Zoo
Foundation



Presenting sponsor.

Benefits include:

- Category exclusivity
- Logo placement on Howloween webpages with over 20,000 views
- Logo/name mention, where applicable
 - On-site promotions (signage, digital displays, map)
 - Web/owned media (social media, Zoo Tracks)
 - Paid media (print, radio, digital, TV and/or outdoor)
 - Press release
- Opportunity for activation any or all event days
- 40 GA tickets (can be used on Howloween event days)
- \$10 online discount on zoo memberships for company employees

Investment: \$20,000



Candy station sponsor.

Showcase your brand and engage with zoo guests at Howloween. Oregon Zoo will provide the candy, tent, and tablecloth.

Benefits include:

- Display your banner on candy station tent and/or tablecloth
- Distribute candy and engage with zoo guests
- Logo placement on Howloween webpages
- 10 GA tickets (can be used on Howloween event days)

Investment: \$5,000

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