

DETROIT ZOO



2024 SPONSORSHIP OPPORTUNITIES

— ALL PROCEEDS BENEFIT —

DETROIT ZOOLOGICAL SOCIETY®



DETROIT ZOO • BELLE ISLE NATURE CENTER

EVENT OVERVIEW

The Detroit Zoological Society (DZS) — along with event chairs Kelly and Clifford Houseman — is pleased to invite you to partner with us for our annual celebratory fundraising event, *Sunset at the Zoo*. From 7 to 11 p.m. Friday, June 21, 2024, *Sunset* will gather an affluent audience of southeast Michigan's business leaders, community decision makers and distinguished DZS supporters.

Themed *Where Life Connects*, this year's event highlights the many ways the Detroit Zoological Society creates meaningful, lasting connections between people, animals and the natural world. Funds raised at *Sunset* will support the daily work that propels this mission – providing unique, up-close opportunities to connect with animals, creating programs that build empathy and understanding, and working with partners on every continent to protect wildlife and wild places.

We invite you to learn more about how your support will make this a reality.



EVENT DETAILS

Date and Time: 7-11 p.m. Friday, June 21

Location: The Detroit Zoo's sprawling 125 acres

Event Chairs: Kelly and Clifford Houseman

Expected Attendance: More than 2,000 guests

EVENT FEATURES

- **Exclusive access** to the Detroit Zoo's naturalistic habitats at twilight.
- **Live music and entertainment:** Dance the night away to some of Metro Detroit's local artists.
- **One-of-a-kind prizes:** Experience a live and silent auction featuring unique prizes.
- **The best food in town:** Savor delicious cuisine and delectable drinks from local restaurants and food trucks.
- **VIP reception:** Enjoy a one-of-a-kind food and beverage pairing experience featuring locally renowned chefs. VIP guests will also have exclusive access to a live auction opportunity and "zoonique" experiences.

SPONSORSHIP BENEFITS AT-A-GLANCE

SPONSORSHIP LEVELS	BENEFITS	EVENT TICKETS		PLUS		MEDIA RECOGNITION			EVENT RECOGNITION		INVESTMENT
		VIP ¹	Main Event ²	Hospitality		Sunset Invite	Habitat	Website	Sunset Program	Sponsor Signs	Total
Presenting Sponsor		30	100	Private Tent	Private Bar and Server	Logo	Logo	Logo and Hyperlink	Full Page Ad and Recognition	X	\$100,000
VIP Reception	S O L D - Thank you, DTE Foundation										
Auction, Carousel, Welcome Toast, Entertainment, Late Night Bites, Main Stage, Restaurant Row, Sparkling Sips OR Transportation		8	16	Private Tent	Private Bar and Server	Logo	Logo	Logo and Hyperlink	1/2-Page Ad and Recognition	X	\$16,500 (each)
Platinum 1		8	12	Reserved Table and Server	Access to VIP Bar	Logo	Logo	Logo and Hyperlink	1/4-Page Ad and Recognition	X	\$10,000
Platinum 2		6	20		Access to VIP Bar	Logo	Logo	Logo and Hyperlink	1/4-Page Ad and Recognition	X	\$10,000
Gold 1		6	10	Reserved Table and Server	Access to VIP Bar	Logo	Logo	Logo and Hyperlink	Recognition	X	\$8,000
Gold 2		4	16		Access to VIP Bar	Logo	Logo	Logo and Hyperlink	Recognition	X	\$8,000
Silver		4	8		Access to VIP Bar		Recognition	Recognition	Recognition	X	\$5,000
Bronze			10		Access to VIP Bar		Recognition	Recognition	Recognition		\$3,000

Sponsorship packages offer a variety of opportunities and exposure for your organization. To maximize benefits, submit commitments by April 1, 2024. ¹priced individually at \$550; ²priced individually at \$225



EXPLANATION OF BENEFITS

EVENT TICKETS:

VIP:

- Complimentary valet parking
- *Sunset* VIP reception from 5-7 p.m.
- Early access to *Sunset*
- Exclusive access to live auction
- Food, drinks, entertainment and silent auction

MAIN EVENT:

- Admission to *Sunset* at 7 p.m.
- Food, drinks, entertainment and silent auction



HOSPITALITY: Exclusive opportunities to entertain in style (based on sponsorship level):

- Reserved table for 10 in VIP sponsor tent OR an elite private hospitality tent with reserved cocktail tables and a bar, creating an intimate atmosphere for up to 30 guests



MEDIA RECOGNITION: Acknowledgment as a *Sunset* sponsor in all promotional materials (varies based on sponsorship level):

- *Sunset at the Zoo* printed invitations (**Print Deadline: April 3, 2024**)
- Press releases
- *Habitat*, the DZS digital magazine distributed quarterly to 49,000 households
- *Sunset at the Zoo* event website

EVENT RECOGNITION: Prominent sponsor exposure among more than 2,000 distinguished guests:

- Sponsor recognition on the partner sign displayed the evening of the event
- Sponsor recognition/advertisement in the program (**Print Deadline: May 12, 2024**)

PREMIUM BENEFITS: (exclusive to packages \$16,500 and above)

- Brand recognition on the Save the Date (distributed to a minimum of 40,000 unique email addresses)
- Brand recognition in *Zmail*, the official DZS email newsletter (distributed to a minimum of 70,000 unique email addresses)
- Brand logo featured on a minimum of two event email promotions (distributed to a minimum of 70,000 unique email addresses)
- Additional sponsor recognition displayed at the sponsorship location(s) the evening of the event
- Free enrollment in the Detroit Zoo *Tickets & More* Online Employee Discount Program



SPONSORSHIP OPPORTUNITIES



• **Presenting Sponsor:** From enhancing brand reputation, entertaining key customers and demonstrating community involvement, *Sunset at the Zoo* is the ideal way to connect with an affluent southeast Michigan audience. Presenting Sponsor recognition will be prominent in all event promotional materials.



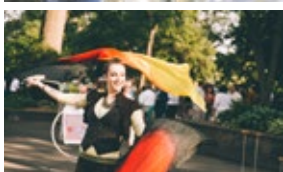
• **VIP Reception:** A unique opportunity to host southeast Michigan's high-profile DZS supporters at a private cocktail party at the Zoo. The fun and festive gathering will precede the main event and will be held from 5 to 7 p.m. Friday, June 21. This event is exclusive to VIP ticket holders as well as top sponsors (approximately 400 attendees).



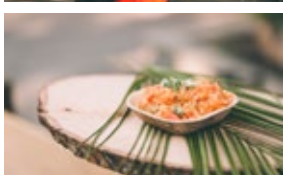
• **Auction:** Promote your organization to a captive audience and provide a lasting impact. Your company's logo will be prominently displayed on mobile bidding, auction bid sheets and auction signage.



• **Carousel:** The Detroit Zoo Carousel is one of the most celebrated features of *Sunset*. Guests will have the opportunity to take a complimentary ride and experience firsthand the thrill of reliving childhood memories. Your company's logo will be prominently displayed.



• **Welcome Toast:** Make a grand first impression on all *Sunset* guests by sponsoring the Welcome Toast. Guests will enjoy a sparkling sip as they enter the sophisticated, stylish celebration compliments of the DZS and your company.



• **Entertainment:** *Sunset at the Zoo* features a variety of entertainment, including multiple bands throughout the event footprint as well as strolling performers. As the Entertainment Sponsor, you will receive prominent recognition near each performance location.



• **Late Night Bites:** Make a lasting impression on *Sunset* guests as the sponsor of Late Night Bites. As the evening winds down, a late night snack will be featured as guests depart. Your company's logo will be prominently displayed.



• **Main Stage:** The stage is the main entertainment area for more than 2,000 guests as it hosts live entertainment that inspires guests to "move and groove."



• **Restaurant Row:** Guests will stroll and dine on a variety of delectable dishes throughout the entire *Sunset* event. Make your business the center of attention by sponsoring Restaurant Row.



• **Sparkling Sips:** Have your organization recognized in *Sunset's* newest and most luxurious lounge, Sparkling Sips. *Sunset* guests will enjoy champagne and other sparkling spirits surrounded by whimsical décor and entertainment.

• **Transportation:** Show off your support by transporting guests throughout the Zoo on guided tram tours. Your company's logo will be prominently displayed on all trams and at all *Sunset* valet stations and tram boarding locations.

Sponsorships as of February 2024

SPONSORSHIP FORM

SPONSOR COMMITMENT LEVEL*

- | | |
|--|--|
| <input type="checkbox"/> Presenting Sponsor – \$100,000 | <input type="checkbox"/> Restaurant Row Sponsor – \$16,500 |
| <input type="checkbox"/> VIP Reception Sponsor – \$25,000 | <input type="checkbox"/> Sparkling Sips Sponsor – \$16,500 |
| <input type="checkbox"/> Auction Sponsor – \$16,500 | <input type="checkbox"/> Transportation Sponsor – \$16,500 |
| <input type="checkbox"/> Carousel Sponsor – \$16,500 | <input type="checkbox"/> Platinum 1 Level Sponsor – \$10,000 |
| <input type="checkbox"/> Welcome Toast Sponsor – \$16,500 | <input type="checkbox"/> Platinum 2 Level Sponsor – \$10,000 |
| <input type="checkbox"/> Entertainment Sponsor – \$16,500 | <input type="checkbox"/> Gold 1 Level Sponsor – \$8,000 |
| <input type="checkbox"/> Late Night Bites Sponsor – \$16,500 | <input type="checkbox"/> Gold 2 Level Sponsor – \$8,000 |
| <input type="checkbox"/> Main Stage Sponsor – \$16,500 | <input type="checkbox"/> Silver Level Sponsor – \$5,000 |
| | <input type="checkbox"/> Bronze Level Sponsor – \$3,000 |

*Entitlements as described in proposal

ADDITIONAL SUPPORT

- We would like to make a contribution to *Sunset at the Zoo*. Please accept this tax-deductible donation to the Detroit Zoological Society of \$_____.
- Please contact us for a donation to the *Sunset at the Zoo* auction.
- Please contact us for a *Sunset at the Zoo* ticket purchase.

Company or Individual (please print) _____

Contact Name _____ Title _____

Address _____

City/State/Zip _____ E-mail _____

Phone _____ Fax _____

Name as it should appear in all promotional materials _____

Signature _____ Date _____

MISCELLANEOUS:

This agreement constitutes the entire understanding between the parties with respect to the subject matter of this agreement and supersedes any prior discussions, negotiations, agreements and understandings. This letter agreement will be governed and controlled in all respects by the laws of the State of Michigan, including interpretation, enforceability, validity, and construction, without regard to any conflict of law provisions. The parties submit to the exclusive jurisdiction and venue of the state or federal courts having jurisdiction over Oakland County, Michigan of any claims or actions arising, directly or indirectly, out of or related to this Agreement. The terms of this letter agreement may not be varied or modified in any manner, except in a subsequent writing executed by an authorized representative of both parties. This letter agreement may be executed in one or more counterparts, each of which will be deemed an original agreement, but all of which will be considered one instrument and will become a binding agreement when one or more counterparts have been signed by each of the parties and delivered to the other. A facsimile of this document bearing a party's signature or a printed copy of the original, signed document scanned in electronic format shall have the same legal force and effect as an original of such signature and shall be treated as an original document for evidentiary purposes. DZS will not be deemed to be in default or otherwise responsible for delays or failures in performance resulting from acts of God, acts of war or civil disturbance, epidemics, governmental action or inaction, fires, earthquakes, unavailability of labor, materials, power or communication, or other causes beyond DZS's reasonable control. This letter agreement will not confer any rights or remedies upon any third-party, other than the parties to this Agreement and their respective successors and permitted assigns.

Please send reply to:

Sunset at the Zoo
Detroit Zoological Society
8450 W. 10 Mile Road, Royal Oak, MI 48067

Phone: (248) 336-5723 Fax: (248) 398-0504
Email: mopperman@dzs.org



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