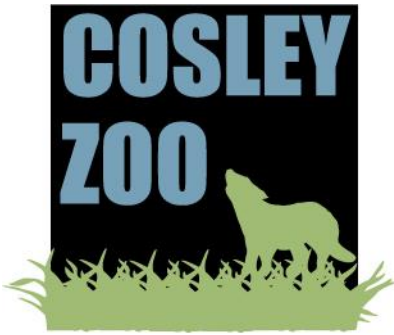




SPONSORSHIP OPPORTUNITIES

Pumpkin Patch | Carnival Ride | Straw Mountain | Corn Stalk Tunnel | Fall Marketplace | Spooktacular



Cosley Zoo gives visitors up-close interactions with nature right in the heart of the suburbs. Nestled on 5 acres, Cosley Zoo is home to farm animals and native Illinois wildlife. Visitors will discover exhibits that immerse them in natural habitats for White-tailed Deer, Red Fox, Blanding's Turtles, bobcats, coyote, Black-crowned Night Heron, and more. Cosley Zoo is also a haven for animal education and conservation, offering a wide variety of programs that teach young and old how to care for the world around them and give back to the communities in which they live, work, and play.

WHAT IS COSLEY ZOO PUMPKIN FEST?

Taking in the beautiful fall colors at Cosley is a cherished tradition for thousands of area families. Each October, visitors flock to the Zoo to see the animals in the crisp fall air, bask in the excitement of conquering the straw pyramid, find their way through the corn stalk tunnel, enjoy children's carnival rides, and take in the thousands of pumpkins scattered on the zoo's lawns. Apples, gourds, pumpkins, cider, cornstalks and various sizes of straw bales are available to purchase, and the Wild Side Gift Shop is stocked with new fall merchandise.

UNIQUE ASPECTS OF THE MONTH-LONG EVENT

Large, Engaged Visitor Base

- **In October 2015, nearly 20,000 people visited the Zoo during the annual Pumpkin Fest.** These families come from throughout DuPage County and beyond, marking their calendar each year for the event due to their appreciation of the Zoo's friendly and welcoming environment that has been designed specifically to help spark inspiration in our youngest visitors.

Spooktacular, Friday, October 28 | 5:30-7P and 7-8:30P

- **A fall festival event full of Halloween fun that attracts 500 visitors!** Attendees are encouraged to dress in costume to enjoy loads of activities. Guests can take a stroll through the "not so scary" corn stalk tunnel, check out the spooky pond path, meet live animals, carve or decorate a pumpkin, play games, visit stations along the Trick or Treat Trek, enjoy refreshments, and make seasonal crafts.

Children's Carnival Rides

- Cosley Zoo's front lawn transforms into a mini carnival with several children's rides that bring smiles and thrills to young visitors throughout the month.





SPONSORSHIP OPPORTUNITIES

Pumpkin Fest sponsorship provides our partners a strong marketing and promotional value to a specific target audience. As a supporter of *Pumpkin Fest*, an event that supports the Cosley Zoo and the nonprofit Cosley Foundation, your sponsorship will be seen by nearly 20,000 attendees and thousands more through promotions and advertisements.

2016 Pumpkin Fest Presenting Partner - \$5,000 (1 exclusive opportunity)

- Logo and listing as Presenting Sponsor on all Pumpkin Fest publicity and collateral material (advertisements, programs, e-blasts, signage, etc.)
- Presenting Partner logo recognition on custom outside event signage/banners throughout Zoo
- 3 featured posts on Cosley Zoo Facebook feed (10,400 page likes, monthly reach of 80,000+)
- Link from Cosley Zoo website to your business site
- Booth space during all open hours (as agreed upon) throughout the month of October, and at Spooktacular (optional)
- 5 Cosley Zoo Wild Bunch (Family) memberships
- Behind the scenes Zoo tour and Bobcats Backstage Experience for 6
- 10 complimentary admissions to Spooktacular on Friday, October 28

Pumpkin Fest Area Sponsor - \$1,000 (5 exclusive opportunities)

~~Spooktacular~~ Patch | Carnival Ride | Straw Mountain | Corn Stalk Tunnel | Fall Marketplace

- Logo and listing as sponsor on all Pumpkin Fest publicity and collateral material (advertisements, programs, e-blasts, signage, etc.)
- Logo recognition on custom signage/banners at sponsorship location in Zoo
- 1 featured post on Cosley Zoo Facebook feed (10,400 page likes, monthly reach of 80,000+)
- Link from Cosley Zoo website to your business site
- Booth space during 3 full days during October and at Spooktacular (optional)
- 1 Cosley Zoo Wild Bunch (Family) membership
- 2 complimentary admissions to Spooktacular on Friday, October 28

Spooktacular Presenting Sponsor - \$1,000 (1 exclusive opportunity)

- Logo and listing as Presenting Sponsor on all Spooktacular publicity and collateral material (advertisements, programs, e-blasts, signage, etc.)
- Spooktacular Presenting Sponsor logo recognition on event signage/banners throughout Zoo at event
- 2 featured posts on Cosley Zoo Facebook feed (10,400 page likes, monthly reach of 80,000+)
- Link from Cosley Zoo website to your business site
- Dedicated booth area all day Friday, October 28 (optional)
- 1 Cosley Zoo Wild Bunch (Family) memberships
- 10 complimentary admissions to Spooktacular on Friday, October 28

Vendor Booth – Any Day(s) October 1-31, 2016*

9A-5P, 10X10 space, table & 2 chairs

- Four Days - \$500
- Two Days - \$300
- One Day - \$200

*Add \$50 for participation in Spooktacular

Spooktacular Trick or Treat Sponsor - \$100

5P-9P, 10X10 space, table & 2 chairs

- Listed on Cosley Zoo website
- Logo on event signage
- Sponsor provides candy or giveaway

2016 COSLEY ZOO PUMPKIN FEST SPONSORSHIP COMMITMENT

For full sponsorship benefits, please return completed form with payment by September, 15, 2016.

PUMPKIN FEST SPONSOR LEVELS

- \$5,000 Presenting Partner \$1,000 Corn Maze Sponsor \$200 One Day Vendor
 \$1,000 Pumpkin Patch Sponsor \$1,000 Fall Marketplace Sponsor
 \$1,000 Carnival Ride Sponsor \$500 Four Day Vendor
 \$1,000 Straw Mountain Sponsor \$300 Two Day Vendor

SPOOKTACULAR SPONSOR LEVELS

- \$1,000 Spooktacular Presenting Sponsor \$100 Trick or Treat Sponsor

SPONSOR CONTACT INFORMATION

Company Name: _____

Contact Person: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

PAYMENT INFORMATION

- Discover Visa MasterCard Check (made payable to Cosley Zoo)

Name on Credit Card: _____

Card Number: _____

Expiration Date: _____

Amount to Charge: _____

Signature: _____

Mail completed form and payment to:

Cosley Zoo, Attn. T.J. Hicks, 855 W. Prairie Avenue, Wheaton, IL 60187

Questions: Contact T.J. Hicks at (630) 510-4961 or at tjhicks@wheatonparks.org

All proceeds benefit the Cosley Foundation or Cosley Zoo general operating and are tax-deductible to the extent allowable by law.

Terms and Conditions of Sponsorship with Cosley Zoo Foundation

1. **Statement of Purpose:** Sponsorship with the Cosley Zoo Foundation (CZF) for an event/program/activity/publication is to positively promote and financially support the mission and good works of the CZF.
2. **Control of Content and Selection:** CZF is ultimately responsible for control of content and selection of presenters, moderators, entertainers, products, event/program/activity logistics/layout, and/or publication logistics/layout.
3. **Involvement in Content:** CZF staff will work accordingly with the Sponsoring Company's Contact to ensure appropriate involvement for the decisions regarding event/program/activity/publication content/layout.
4. **Disclosures of Financial Relationships:** CZF will ensure disclosure to the audience of (a) company funding and (b) any significant relationship between the CZF and the Company.
5. **Independence in the Use of Contributed Funds:** Sponsorships made to the CZF may be setup as restricted or unrestricted. This information will be included in the Commitment Form.
6. **Auxiliary Support:** Any other support by the CZF for the Company in regards to the event/program/activity/publication (e.g., distributing brochures, preparing slides) must be given with the full knowledge and approval of the sponsor and CZF. This information is to be included in the Commitment Form.
7. **Logos:** All logos are to be sent to CZF in one of the following formats: jpg, png, tif, bmp. All artwork must be camera ready and high-resolution.
8. **Cancellation:** CZF holds the right to cancel or postpone an event at their discretion. This includes event/program/activity/publication cancellation due to inclement weather or unsafe conditions.
9. **Cancellation of Sponsorship:** Cancellation of Sponsorship must be done in writing at least 14 days prior to event/program/activity/publication.
10. **Indemnification:** The Company shall indemnify and hold CZF harmless from and against any and all loss, expense, or damage to CZF arising out of the negligence, willful misconduct, or breach of this Agreement by the Company, its agents, or employees.
11. **Certificate of Insurance:** At times, the CZF may require a Certificate of Insurance from the Company in accordance to the activities the Company may be participating in during an event/program/activity. Further information regarding a requirement for Certificate of Insurance will be included in the Commitment Form as necessary.
12. **Sponsorship Payment:** All sponsorship payments must be received at least 30 business days in advance of event/program/activity/publication, unless otherwise agreed to in writing by CZF and the Company.