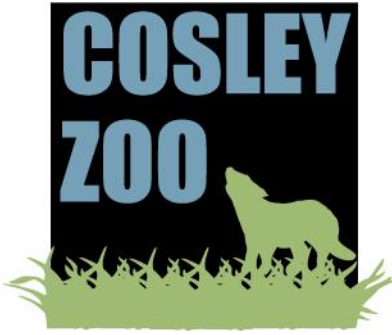




November 25 - December 30, 2016

SPONSORSHIP OPPORTUNITIES

Presenting Partner | Christmas Tree Sale | Christmas Tree Lane | Santa's Craft Corner | Animal Wish Tree | Light Display



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'S FESTIVAL OF LIGHTS?

A winter visit to Cosley Zoo has become a family tradition for thousands of families. Each November and December, the Zoo is transformed into a winter wonderland with 20,000 twinkling lights creating spectacular displays, along with hot chocolate, holiday gifts, and an amazing selection of Christmas trees available for purchase. The Festival of Lights and Christmas Tree Sale begins the day after Thanksgiving (November 25) and continues through December 30. The Zoo is open 9A-9P daily; lights come on at 3P.

UNIQUE ASPECTS OF THE FESTIVAL

Large, Loyal, and Engaged Visitor Base

- **In 2015, more than 20,000 people visited the Zoo during the annual Festival of Lights and Christmas Tree Sale.** 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.

Christmas Tree Lane

- Scout groups, friends, coworkers, and families gather together to help decorate Cosley Zoo for the holidays! We provide a lit five-foot tree, and participants provide wildlife-friendly ornaments and imagination. Trees are displayed through December (\$45 per tree, limited to 35 trees). Tree decorating takes place November 27-December 3.

Santa's Craft Corner: November 26, December 3, December 10 | 10A-2P

- Can't make it to the North Pole? We give our visitors the next best thing with an opportunity to see Santa and the animals! Families can make holiday crafts together while enjoying refreshments (\$5 per family, \$3 for printed photo with Santa).





SPONSORSHIP OPPORTUNITIES

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

2016 Festival of Lights Presenting Partner - \$5,000 (1 exclusive opportunity)

- Logo and listing as Presenting Sponsor on all Festival of Lights publicity and collateral material (flag pole banners in downtown Wheaton, advertisements, programs, e-blasts, signage, etc.) *Must commit by October 15*
- Presenting Partner logo recognition on *brightly lit* custom outside event signage/banners throughout Zoo
- 2 hour holiday party rental for employees and/or customers in the Kiebler Learning Center, with animal interactions.
- 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 festival (optional)
- 5 Cosley Zoo Wild Bunch (Family) memberships
- Behind the scene Zoo tour and Bobcats Backstage Experience for 6
- 20 complimentary admissions to Santa's Craft Corner to be used Nov. 26, Dec. 3, or Dec. 10

Christmas Tree Sale Sponsor - \$2,500 (1 exclusive opportunity)

- Logo and listing as sponsor on all Festival of Lights and Christmas Tree Sale publicity and collateral material (advertisements, programs, e-blasts, signage, etc.)
- Logo recognition on *brightly lit* custom signage/banners at sponsorship location in Zoo
- Logo on Christmas Tree Sale signage
- 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 open hours (as agreed upon) throughout the festival (optional)
- 3 Cosley Zoo Wild Bunch (Family) memberships
- 10 complimentary admissions to Santa's Craft Corner to be used Nov. 26, Dec. 3, or Dec. 10
- Option to provide Giveaway/Coupon with every tree purchase.

Santa's Craft Corner Sponsor - \$1,000 (1 exclusive opportunity)

- Logo and listing as sponsor on all Santa's Craft Corner publicity and collateral material (advertisements, programs, e-blasts, signage, etc.)
- Logo recognition on event signage/banners at sponsorship location in Zoo
- Logo on Santa's Craft Corner signage
- 1 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 during Santa's Craft Corner on Nov. 26, Dec. 3, and Dec. 10 (optional)
- 1 Cosley Zoo Wild Bunch (Family) membership



SPONSORSHIP OPPORTUNITIES CONTINUED

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

Christmas Tree Lane Sponsor - \$500 (2 exclusive opportunities)

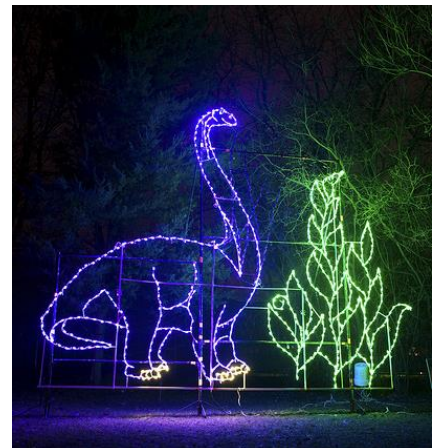
- Logo recognition on selected Festival of Lights and Christmas Tree Lane publicity and collateral material (advertisements, programs, e-blasts, signage, etc.)
- Logo recognition on *brightly lit* event signage/banners at sponsorship location in Zoo
- Logo on Christmas Tree Lane signage
- Logo on Cosley Zoo website
- 1 Cosley Zoo Wild Bunch (Family) membership
- 1 complimentary tree to decorate (optional)

Animal Wish Tree Sponsor - \$500 (1 exclusive opportunity)

- Logo recognition on selected Festival of Lights and Christmas Tree Sale publicity and collateral material (advertisements, programs, e-blasts, signage, etc.)
- Logo recognition on *brightly lit* event signage/banners at sponsorship location in Zoo
- Logo on Animal Wish Tree signage
- Logo on Cosley Zoo website
- 1 Cosley Zoo Wild Bunch (Family) membership

Light Display Sponsor - \$250 for one display | \$400 for two displays (15 opportunities)

- Name recognition on selected Festival of Lights and Christmas Tree Sale publicity and collateral material (advertisements, programs, e-blasts, signage, etc.)
- Logo recognition on *brightly lit* event signage at sponsored light display
- Name on Cosley Zoo website



2016 COSLEY ZOO FESTIVAL OF LIGHTS SPONSORSHIP COMMITMENT

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

FESTIVAL OF LIGHTS SPONSOR LEVELS

- \$5,000 Presenting Partner
- \$1,000 Santa's Craft Corner Sponsor
- \$500 Animal Wish Tree Sponsor
- \$250 Single Light Display Sponsor
- \$2,500 Christmas Tree Sale Sponsor
- \$500 Christmas Tree Lane Sponsor
- \$400 Double Light Display Sponsor

LIGHT DISPLAY SPONSOR OPTIONS

Please circle light display preference(s):

Hawk, Snowman, Otter, Peacock, Coyote, Raccoon, Pig, Brontosaurus, Turtles, Butterfly, Horses, Heron, Cardinal, Rabbits, Deer, or Fox. Please provide us with a second preference _____

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) 510-5105 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 cancelation 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.