

Sunset at the



Green is the New Black

June 16, 2017

Presented by  Strategic Staffing Solutions



2017

SPONSORSHIP PACKAGES



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Dear *Sunset at the Zoo* Supporters,

On behalf of the Detroit Zoological Society, I invite you to support the most spectacular event of the summer: *Sunset at the Zoo* "Green is the New Black" on Friday, June 16, 2017.

The event will highlight the Detroit Zoological Society's Greenprint initiatives in a fun, chic way. The DZS's Greenprint initiative is an award-winning roadmap for sustainable business practices. Recent efforts of the Greenprint include discontinuing the sale of bottled water on Zoo grounds – keeping 60,000 plastic bottles out of the waste stream annually – and building an anaerobic digester which will convert 400 tons of animal manure into methane-rich gas to power the Zoo's animal hospital. In recognition of our environmental leadership, the DZS received the top Green Award from the Association of Zoos & Aquariums, and was named Best-Managed Nonprofit by Crain's Detroit Business.

As I'm sure you will agree, the Detroit Zoo is a community treasure – a place where children and adults create magical memories that last a lifetime. Being a part of *Sunset* is one way to preserve these moments for families and for future generations.

If you've contributed to *Sunset* in the past, I can't thank you enough. If you have not been involved, it's certainly an exciting time to get involved and show your support! *Sunset* is more than just a great party – it raises critical funds to support the Detroit Zoological Society's mission of *Celebrating and Saving Wildlife*. Please help support *Sunset* by becoming a sponsor of this fabulous event and fantastic cause!

Treat yourself to a Detroit Zoo visit for a healthy dose of Vitamin Z and *Sunset at the Zoo* on Friday, June 16, 2017. Thank you for supporting the Detroit Zoological Society and for helping to make our community a better place!

Sincerely,



Ron Kagan, Executive Director/CEO



OVERVIEW

The Detroit Zoological Society is pleased to invite you to partner with us for our annual celebratory fundraising event, *Sunset at the Zoo*, presented by Strategic Staffing Solutions. This spectacular, high-profile 21-and-older gala will be held the evening of Friday, June 16, 2017.

Sunset will provide a sensational evening complete with exquisite cuisine, delectable drinks, magnificent live entertainment and “zoonique” prizes. With more than 45 of metro Detroit’s best restaurants, 2,500 Detroit Zoo supporters and exclusive access to many of our award-winning habitats, you and your guests will experience a fun-filled evening unlike any other!

Known as one of Detroit’s largest and most prestigious galas, *Sunset* is more than just a great party – it raises critical funds to support the Detroit Zoological Society and our mission of *Celebrating and Saving Wildlife*.

Plan to create amazing memories, share wild stories and experience the Zoo while showing your support of *Sunset at the Zoo*!



INFORMATION

- DATE:** Friday, June 16, 2017
- TIME:** 7 to 11:30 p.m.
- CO-CHAIRS:** Joseph Campanelli and Karen Cullen
- ATTENDANCE:** Approximately 2,500 guests
- TICKETS:**
- Benefactor (includes Benefactor Party and VIP Reception)
 - Patron (includes VIP Reception)
 - Supporter

KEY FEATURES

- Strolling supper and dessert reception offering tastes of signature dishes from more than 45 of metro Detroit’s best restaurants
- Champagne welcome and hosted bar featuring zoo-themed specialty drinks
- Dancing under the stars to live music and entertainment
- *Sunset Keys*, a Silent Auction and a magnificent Live Auction featuring exquisite merchandise and “zoonique” experiences
- Exclusive access to the Detroit Zoo’s award-winning habitats at twilight
- Mixing with 2,500 distinguished Zoo supporters
- VIP Reception featuring live music, cocktails and hors d’oeuvres from 5:30 to 7 p.m. for Benefactor and Patron ticket holders
- For more sponsorship information, call (248) 336-5722 or visit www.detroitzoo.org/sunset.

SUNSET AT THE ZOO 2017 SPONSORSHIP BENEFITS AT A GLANCE

SPONSORSHIP LEVELS	EVENT TICKETS			PLUS		MEDIA RECOGNITION			EVENT RECOGNITION		COST
	Benefactor ¹	Patron ²	Supporter ³	Hospitality		Sunset Invite	Habitat	Digital	Sunset Program	Sponsor Signs	
Presenting Sponsor	S O L D										
VIP Reception	4	10	16	Private Tent	Private Bar and Server	Logo	Logo	Logo and Hyperlink	1/2-Page Ad and Recognition	X	\$25,000
Auction, Carousel, Champagne Welcome, Entertainment, Late Night Bites, Main Stage, Restaurant Row, Sunset Terrace <u>OR</u> Transportation	2	8	10	Private Tent	Private Bar and Server	Logo	Logo	Logo and Hyperlink	1/2-Page Ad and Recognition	X	\$16,500 (each)
Evergreen	2	6	10	Reserved Table	Access Semi-Private Bar	Logo	Logo	Logo and Hyperlink	1/4-Page Ad and Recognition	X	\$10,000
Forest Green		6	10	Reserved Table	Access Semi-Private Bar	Logo	Logo	Recognition	Recognition	X	\$7,500
Moss Green		4	8		Access Semi-Private Bar		Recognition	Recognition	Recognition	X	\$4,500
Organic Green			10				Recognition	Recognition	Recognition		\$2,750

Sponsorship packages offer a variety of opportunities and exposure for your organization. To maximize benefits, commitments must be received by March 1, 2017. ¹\$750 Value Each; ²\$300 Value Each; ³\$175 Value Each

HOSPITALITY AND TICKETS

Exclusive opportunities to entertain in style:

- Tickets to the Benefactor Party at the home of a prominent Detroit Zoo supporter and community leader
- Reserved table for 10 OR an elite private hospitality tent with reserved cocktail tables and a bar, creating an intimate atmosphere for up to 30 guests
- Multiple levels of tickets to gain access to various portions of *Sunset* events including:
 - **Benefactor tickets**
 - Invitation to a private celebration at the home of a prominent Detroit Zoo supporter
 - *Sunset* VIP Reception from 5:30 to 7 p.m.
 - Admission to *Sunset* at 7 p.m. (valet parking included)
 - Access to a VIP private tent during *Sunset*
 - **Patron tickets**
 - *Sunset* VIP Reception from 5:30 to 7 p.m.
 - Admission to *Sunset* at 7 p.m. (valet parking included)
 - Access to a VIP private tent during *Sunset*
 - **Supporter tickets**
 - Admission to *Sunset* at 7 p.m.
- Opportunity to purchase additional tickets at a special sponsor discount

MEDIA RECOGNITION

Acknowledgement as a *Sunset* sponsor in all promotional materials varies based on sponsorship level. Some benefits may include:

- *Sunset at the Zoo* invitations
- Press releases
- DZS member magazine, *Habitat*, distributed quarterly to 60,000 households
- Detroit Zoo website recognition





EVENT RECOGNITION

Prominent sponsor exposure among more than 2,500 distinguished guests of *Sunset at the Zoo*:

- Sponsor recognition on the partner sign displayed the evening of the event
- Sponsor recognition/advertisement in the sponsorship level

ADDITIONAL BENEFITS

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

- Save the Date postcard recognition (circulation 7,500)
- Additional sponsor recognition displayed at the sponsorship location(s) the evening of the event
- Inclusion of sample or promotional item for guest gift bags (subject to DZS approval)
- DZS e-newsletters distributed monthly to 82,000 households
- Free enrollment in the Detroit Zoo *Tickets & More* Online Employee Discount Program
- Invitations to annual donor recognition events
- One-year subscription to the DZS quarterly member magazine, *Habitat*, and the electronic monthly newsletter, *Zmail*
- Recognition in the DZS annual community report

• **VIP Reception:** A unique opportunity to host southeast Michigan's high-profile Zoo supporters at a private cocktail party within the Zoo. The fun and festive gathering, held at *Sunset* on Friday, June 16, from 5:30 to 7 p.m., welcomes Benefactor and Patron ticket holders as well as top sponsors (approximately 450 attendees).

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

• **Carousel:** The Detroit Zoo Carousel is one of the celebrated features of *Sunset*. Guests will have the opportunity to take a complimentary ride and experience firsthand the thrill of reliving childhood memories.

• **Champagne Welcome:** Make a grand first impression on all *Sunset* guests by sponsoring the Champagne Welcome. Guests will enjoy a glass of champagne 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 night winds down, a late night snack will be featured as guests depart. Your company's logo will be prominently displayed and leave a lasting impression on guests as they leave.

• **Main Stage:** The stage is the main entertainment area for all 2,500 guests as it hosts the emcees, live auction and live music. From here the auctioneer and amazing performers inspire 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.

• **Sunset Terrace:** Have your organization recognized near the Zoo's most famous attraction, Rackham Fountain. *Sunset* guests will enjoy entertainment and an outdoor lounge around the fountain during the event.

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





STATEMENT OF PURPOSE

Celebrating and Saving Wildlife

MISSION STATEMENT

- Demonstrating leadership in wildlife conservation and animal welfare
- Providing a broad audience with outstanding and unique educational opportunities that lead to the appreciation and stewardship of nature
- Inspiring our community with engaging, meaningful and memorable experiences
- Providing innovative zoological facilities that contribute to the region's economic vitality
- Demonstrating organizational excellence consistent with a commitment to outstanding service, progressive resource management and environmental leadership

ABOUT THE DETROIT ZOOLOGICAL SOCIETY

- The Detroit Zoological Society (DZS) is a 501(c)(3) non-profit organization that operates the Detroit Zoo and Belle Isle Nature Zoo.
- The Detroit Zoo's 125 acres of naturalistic habitats are home to more than 2,400 animals, representing over 255 species.
- Featuring imaginative education programs, significant conservation projects and innovative habitats, the Detroit Zoo hosts more than 1.5 million visitors annually and has nearly 60,000 member households.
- For more information visit www.detroitzoo.org.

Your support of *Sunset at the Zoo* provides access to these demographically desirable households via print and electronic promotional materials.



SPONSORSHIP FORM

SPONSOR COMMITMENT LEVEL*

- | | |
|---|--|
| <input type="checkbox"/> VIP Reception Sponsor – \$25,000 | <input type="checkbox"/> Restaurant Row Sponsor – \$16,500 |
| <input type="checkbox"/> Auction Sponsor – \$16,500 | <input type="checkbox"/> Sunset Terrace Sponsor – \$16,500 |
| <input type="checkbox"/> Carousel Sponsor – \$16,500 | <input type="checkbox"/> Transportation Sponsor – \$16,500 |
| <input type="checkbox"/> Champagne Welcome Sponsor – \$16,500 | <input type="checkbox"/> Evergreen Level Sponsor – \$10,000 |
| <input type="checkbox"/> Entertainment Sponsor – \$16,500 | <input type="checkbox"/> Forest Green Level Sponsor – \$7,500 |
| <input type="checkbox"/> Late Night Bites Sponsor – \$16,500 | <input type="checkbox"/> Moss Green Level Sponsor – \$4,500 |
| <input type="checkbox"/> Main Stage Sponsor – \$16,500 | <input type="checkbox"/> Organic Green Level Sponsor – \$2,750 |

*Entitlements as described in proposal

ADDITIONAL SUPPORT

- We would like to make a contribution to *Sunset at the Zoo*. Please accept this tax-deductible contribution 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 _____

Note: Invitation listing deadline: March 17, 2017. Event program listing deadline: May 19, 2017.

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**

Fax: (248) 398-0504
Email: sunsetatthezoo@dzs.org



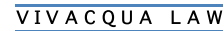
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DETROIT ZOOLOGICAL SOCIETY®



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