

Event Sponsorships



Are you ready for Brew at the Zoo?

Brew at the Zoo is the Zoo's annual beverage-tasting fundraising event for adults 21 and over. Explore the Zoo, listen to music, purchase delicious food, and enjoy unlimited free samples of beer, hard ciders, seltzers, wine and non-alcoholic beverages from some of our favorite local regional breweries and wineries.

September 25, 2026



Contact our Development Director, Margie Anella, at development@potawatomizoo.org to make an impact!



Sip, stroll, and promote your business at this annual event.

BENEFITS INCLUDE:

- Recognition signage at the Zoo during the event
- Recognition on our website, viewed by **2.3M** viewers annually
- Recognition in our member magazine, UPROAR, with **10,000+** circulation
- Recognition on our social media platforms; visible to our **216K** Facebook, **5K** X, and **59.7K** Instagram followers
- Announcement via press release
- For sponsorships of \$5,000+, **Alpha Pack** recognition includes a sponsor appreciation sign in the Zoo plaza, logo in the Zoo map, and logo in the annual Zoo calendar.

**See reverse side for levels of participation →
with ADDITIONAL benefits**

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We're extending the fun with an **After Party** in the Picnic Grove starting at **7 p.m.**, featuring music by **DJ Visionaries**. Food and beverages will be available for purchase. Admission to the After Party is free with any **Brew at the Zoo ticket**.

Come for the brews—stay for the party!

Sponsorship Level	Benefits
<p>Title Sponsor = \$10,000 "Brew at the Zoo, presented by Your Company."</p>	<ul style="list-style-type: none">• Recognition as Title Sponsor on promotional/media materials.• Recognition on event website, and at the Zoo.• Recognition in UPROAR magazine, and social media.• 16 VIP Tickets to Brew at the Zoo.
<p>Guardian Sponsor = \$7,500 Sponsor the VIP experience</p>	<ul style="list-style-type: none">• Recognition as VIP Sponsor on promotional /media materials.• Recognition on event website, and on VIP signs at the VIP area.• Acknowledgement in UPROAR magazine, and social media.• 12 VIP Tickets to Brew at the Zoo.
<p>Advocate Sponsor = \$5,000 Bring a great musical act to Brew at the Zoo</p>	<ul style="list-style-type: none">• Recognition as Advocate Sponsor on promotional /media materials.• Recognition on event website and event sponsor banner.• Acknowledgement in UPROAR magazine, and social media.• 10 VIP Tickets to Brew at the Zoo.
<p>Curator Sponsor = \$3,000 Help us to provide the best beers at this event.</p>	<ul style="list-style-type: none">• Acknowledgement on event website and event sponsor banner.• Acknowledgement on social media.• 10 General Admission Tickets to Brew at the Zoo.
<p>Benfactor Sponsor = \$1,000 Be part of making this the premier event of the season!</p>	<ul style="list-style-type: none">• Acknowledgement on event website and event sponsor banner.• 10 General Admission Tickets to Brew at the Zoo.