

# Event Sponsorships



## Ensure the legacy of one of the area's premier attractions.

Each year, the Potawatomi Zoo hosts a fundraising gala to celebrate, raise crucial funds for the upcoming year, and thank many of the top donors for their participation in making the Zoo a regional destination. This is a high-end marketing opportunity for your company with exquisite eats, unique animal encounters, and one-of-a-kind gift experiences not available anywhere else in town.

**February 21, 2026**

This year, we are moving to Palais Royale.



Contact our Development Director, Margie Anella, at [development@potawatomizoo.org](mailto:development@potawatomizoo.org) to make an impact!



## Join the elite by investing in the Zoo while being recognized at this exclusive 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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The Potawatomi Zoo's annual fundraising gala is a one-of-a-kind evening held at the elegant and historic **Palais Royale** in downtown South Bend. This unforgettable event features **fantastic cuisine, live and silent auctions** with exclusive items and experiences, and **up-close animal encounters** that bring the magic of the Zoo to the heart of the city. Guests will enjoy a night of celebration and philanthropy in a stunning setting, all in support of the Zoo's mission of education, conservation, and exceptional animal care. It's truly an event like no other in town.

Sponsorship Level	Benefits
<p><b>Title Sponsor = \$15,000</b>                      "Roaring Forward, presented by <b>Jordan Lexus of Mishawaka.</b>"</p>	<p><b>Sponsored</b></p> <ul style="list-style-type: none"> <li>• <b>Recognition</b> as Title Sponsor in print and digital media materials.</li> <li>• <b>Prominent Recognition</b> at event, social media and in UPROAR Magazine.</li> <li>• <b>Reserved Table</b> at Roaring Forward (10 seats) with 2 bottles of wine.</li> <li>• <b>Guest Passes</b> (40) to the Zoo for you to share.</li> </ul>
<p><b>Guardian Sponsor = \$10,000</b>                      Sponsor catering at Roaring Forward.</p>	<ul style="list-style-type: none"> <li>• <b>Recognition</b> as Catering Sponsor on catering tables.</li> <li>• <b>Recognition</b> at event, social media and in UPROAR Magazine.</li> <li>• <b>Premier Table</b> at Roaring Forward (8 seats) with 2 bottles of wine.</li> <li>• <b>Guest Passes</b> (30) to the Zoo for you to share.</li> </ul>
<p><b>Advocate Sponsor = \$7,500</b>                      Sponsor the event program.</p>	<ul style="list-style-type: none"> <li>• <b>Recognition</b> as Program Sponsor during event.</li> <li>• <b>Acknowledgement</b> at event and in UPROAR Magazine.</li> <li>• <b>Reserved Table</b> at Roaring Forward (8 seats).</li> <li>• <b>Guest Passes</b> (20) to the Zoo for you to share.</li> </ul>
<p><b>Curator Sponsor = \$5,000</b>                      Sponsor the Ambassador Animals that make this event truly unique.</p>	<ul style="list-style-type: none"> <li>• <b>Acknowledgement</b> at event and in UPROAR Magazine.</li> <li>• <b>Reserved Table</b> at Roaring Forward (8 seats).</li> <li>• <b>Guest Passes</b> (10) to the Zoo for you to share.</li> </ul>
<p><b>Table Sponsor = \$3,500</b>                      Support the mission and vision of the Zoo.</p>	<ul style="list-style-type: none"> <li>• <b>Acknowledgement</b> at event.</li> <li>• <b>Reserved Table</b> at Roaring Forward (8 seats).</li> </ul>