

Event Sponsorships

POTAWATOMI Zoo Boo

This ever-so-popular annual event is spooky fun for the whole family!

Zoo Boo is the Potawatomi Zoo's annual Halloween event complete with pumpkins, lights and decorations, candy, a haunted train ride, and enchanted carousel rides. This community favorite event brings thousands of guests to the Zoo. Come decked out in your Halloween costume, meet your favorite character view decorations, and collect candy on the Treat Trail.

October 16-18, 23-25, 2026

2 to 9 pm on Fridays and Saturdays, 10 am to 5 pm on Sundays.



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



Getting company name recognition at this event is a real treat.

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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For the first time ever, Zoo Boo will take place over **two exciting weekends**, doubling the fun and the opportunity for exposure! With more families attending than ever before, your sponsorship will have an even greater impact—helping us enhance this beloved Halloween event while ensuring your name is seen by thousands of guests throughout both weekends. Don't miss this chance to be part of something bigger and better than ever!

Sponsorship Level	Benefits
<p>Title Sponsor = \$10,000 “Zoo Boo, presented by Lippert.”</p>	<ul style="list-style-type: none"> • Recognition as Title Sponsor in promotional/media materials. • Recognition in promotional/media materials. • Recognition in UPROAR magazine and social media. • 100 Tickets to Zoo Boo.
<p>Guardian Sponsor = \$7,500 Help transform the Potawatomi Express Train into a Haunted Train experience.</p>	<ul style="list-style-type: none"> • Recognition as Haunted Train sponsor near Train Station. • Recognition on promotional/media materials. • Recognition in UPROAR magazine and social media. • 50 Tickets to Zoo Boo.
<p>Advocate Sponsor = \$5,000 Be part of bringing this beloved event to life at the Zoo.</p>	<ul style="list-style-type: none"> • Recognition as an Advocate Sponsor. • Recognition on promotional/media materials. • Recognition in UPROAR magazine and social media. • 30 Tickets to Zoo Boo.
<p>Curator Sponsor = \$3,000 Help provide lights and decorations to beautify the Zoo for Halloween.</p>	<ul style="list-style-type: none"> • Acknowledgement on promotional /media materials. • Acknowledgement in UPROAR Magazine and social media. • 20 Tickets to Zoo Boo.
<p>Treat Sponsor = \$1,000/1 week \$1,500/2 weeks Promote your business and hand out candy (provided by the Zoo) on the Treat Trail.</p>	<ul style="list-style-type: none"> • Booth Space for your business on the Zoo's Treat Trail. • Acknowledgement in UPROAR Magazine and social media. • 5 Tickets to Zoo Boo.