

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. This event is held rain or shine.

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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Brew at the Zoo transforms the entire Zoo into one big party!

Guests can sample a wide range of beverages and delicious food from a mix of local and regional breweries, wineries, and food vendors while enjoying high-energy entertainment from **DJ Visionaries**, multiple **live music performances** throughout the grounds, and a **featured band in the picnic grove**.

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.• 20 VIP Tickets to Brew at the Zoo.• Access to an exclusive VIP den space for up to 20 guests, featuring comfortable seating and a private gathering area that includes private bar service and curated appetizer spread.
<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.• Access to an exclusive VIP den space for up to 12 guests, featuring comfortable seating and a private gathering area that includes private bar service and curated appetizer spread.
<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>Benefactor Sponsor = \$1,000 Help make this the premier event of the season!</p>	<ul style="list-style-type: none">• Acknowledgement on event website and event sponsor banner.• 6 General Admission Tickets to Brew at the Zoo.