Event Sponsorships

Roaring Forward

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 20, 2027

POTAWATOMI ZOO

Contact our Development Director, Margie Anella, at **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 before 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 **237K** Facebook, **5K** X, and **62K** 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

Event Sponsorships

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
Title Sponsor = $25,000 "Roaring Forward, presented by **Your Company.**"	• **Recognition** as Title Sponsor in print and digital media materials. • **Prominant Recognition** at event, social media and in UPROAR Magazine. • **Premier Table** at Roaring Forward (10 seats) with 2 bottles of wine. • **Guest Passes** (50) to the Zoo for you to share.
Guardian Sponsor = $15,000 Sponsor catering at Roaring Forward.	• **Recognition** as Catering Sponsor on catering tables. • **Recognition** at event, social media and in UPROAR Magazine. • **Premier Table** at Roaring Forward (8 seats) with 2 bottles of wine. • **Guest Passes** (40) to the Zoo for you to share.
Advocate Sponsor = $10,000 Sponsor the event program.	• **Recognition** as Program Sponsor during event. • **Acknowledgement** at event and in UPROAR Magazine. • **Reserved Table** at Roaring Forward (8 seats). • **Guest Passes** (30) to the Zoo for you to share.
Curator Sponsor = $5,000 Sponsor the Ambassador Animals that make this event truly unique.	• **Acknowledgement** at event and in UPROAR Magazine. • **Reserved Table** at Roaring Forward (8 seats). • **Guest Passes** (10) to the Zoo for you to share.
Table Sponsor = $3,500 Support the mission and vision of the Zoo.	• **Acknowledgement** at event. • **Reserved Table** at Roaring Forward (8 seats).