



Louisville Metro Councilman
Patrick Mulvihill & District 10
Residents

Sponsorship of a Astro Disco Halloween attraction and treat booth at the World’s Largest Halloween Party presented by Meijer

October 5-8, 12-15, 19-22, 26-29, 2017

– Themed props, candy, booth, music and costume characters to interact with kids.

Zoo to provide these sponsor benefits:

- Logo on themed sign at attractions and booth 100,000 attendance impressions
- Logo on light gobo at attraction on wall 100,000 attendance impressions
- Logo on two “Thank You” sponsors sign on entrance plaza 200,000 attendance impressions
- Logo banner at attraction “Sponsored by Louisville Metro Councilman Patrick Mulvihill & District 10 Residents” 100,000 attendance impressions
- Logo on marquee entrance banner to the Zoo 200,000 attendance impressions
- Logo on Zoo web site- Sept.-Oct. minimum 250,000 unique users per month
- Mentions in Zoo e-blast website link to members starting in September - 42,000 per month.
- Mention as sponsor in all Public Relations materials: “sponsored by Louisville Metro Councilman Pat Mulvihill & District 10 Residents” or similar mentions.
- Logo in *Trunkline* membership magazine- fall and winter issues- 2 X 38,000 member households/100,000 copies.
- Logo on print media buy and media partners (Today’s Family and Lexington Parent, 50% of presenting sponsor.) 300,000 impressions
- 20 Halloween admission tickets and 5 parking passes to use for constituent hospitality or nonprofit donation.
- Sponsorship recap/summary of execution report at conclusion of event.
- **\$4,000 sponsor contribution pays for candy to fill the booth for 16 nights.**

If agreed and accepted, please sign and return a copy to the Louisville Zoo, 1100 Trevilian Way, Louisville, KY 40213. Or Fax 502-459-2196.

For the Louisville Zoo,

Terri Lenahan-Downs

Terri Lenahan-Downs, Corporate Partnership Director 8.7.17

Patrick Mulvihill

Patrick Mulvihill, Louisville Metro Council, District 10

08/18/2017
Date