POTTER PARK

Zoo

Boo at the Zoo

October 12, 13, 19, 20, 26 & 27

Prepare for an enchanting event bursting with colors, costumes, and candy! Gather the ghouls and join us for a stroll through Potter Park Zoo. Venture through a wonderland of fall hues as the creatures of the zoo become part of your Halloween adventure. It’s a spellbinding experience that combines the magic of the animal kingdom with the thrill of the season.

By the Numbers

8,000 to 10,000 attendees
14,600 website visits
250,000+ social media reach
350,000+ social media impressions

SPONSORSHIP

Goblin Level - $2,500
- 250 attraction tickets for Boo activities
- Recognition signage at the attraction of choice and on the zoo’s website and social media platforms

Monster Level - $5,000
This is an exclusive one-day sponsorship
- Sponsor Booth in Entrance Plaza
- 250 attraction tickets for Boo activities
- Recognition signage at the zoo entrance and on the zoo’s website and social media platforms

Presenting Sponsor - $10,000
This is an exclusive weekend sponsorship
- Special event day for up to 100 guests
- Sponsor Booth in Entrance Plaza
- Signage at zoo entrance
- Mentions in all advertising and on the zoo’s website and social media platforms

Inquiries
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