



POTTER PARK Zoo

SPONSORSHIP

Boo at the Zoo

October 11, 12, 18, 19, 25 & 26, 2025

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

- Over 15,000 attendees
- 17,600 website visits
- 124,000+ social media reach
- 133,000+ social media impressions

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 a 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 a 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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