

# 2012

SPONSORSHIP OPPORTUNITY



**RUN**  
for the  
**ZOO**

**Together** we can do  
great things for our Zoo!

## Who we are and what we do



**The purpose of the New Mexico BioPark Society** is to promote the development of the ABQ BioPark; your Zoo, Aquarium, Botanic Garden and Tingley Beach. We strive to further community interest in the ABQ BioPark to help raise funds for education programs and capital improvements.

It is our goal to maintain positive community involvement with special events fundraisers such as, Run for the Zoo, Summer Concerts and River of Lights. These events have boasted crowds of thousands and have been very lucrative in raising funds for the ABQ BioPark.

NMBPS raises funds from donations received from private foundations, individuals, businesses, fundraising events, state lobbying efforts, grants, and special fundraising campaigns. Through the support of donors, the Society has paid for the procurement and transportation of many animals, animal enrichment items, BioPark staff education and training (imperative to staying on top of all fields), propagation of species, equipment and renovation of the veterinary clinic and many exhibits, art to enhance the BioPark, education programs like the BioVan (a free school outreach program), conservation projects and much more.

NMBPS is governed by a volunteer Board of Directors, whose members are elected annually by our membership, and is managed by an Executive Director and a staff of dedicated personnel. Current membership in the Society represents over 70,000 individuals.

## More about the Run for the Zoo

**Run for the Zoo has grown phenomenally over the years**, due to the community's love and appreciation of their Zoo. The Run also has an excellent reputation among both local and national running organizations. In its inaugural year, the Run had approximately 800 participants, raising over \$3,000. Last year, the 26th Annual Run for the Zoo raised \$187,000 and, with nearly 13,000 participants, was the largest road race in New Mexico.

The 27th Annual Run for the Zoo will be held May 6, 2012. The New Mexico BioPark Society and the all-volunteer Run for the Zoo committee are looking forward to another successful event. As always, the first goal of Run for the Zoo is to support the fundraising mission of the New Mexico BioPark Society. Run for the Zoo promotes a positive, competitive environment for its participants while raising funds for our valuable cultural resource.

## Corporate Sponsorship

**Corporate sponsorships are critical to our events' continued success.** Sponsorship levels and benefits are described in detail on the following pages. Any sponsorship can be tailored to meet your company's philanthropic and marketing needs. Please contact Judi Civerolo, NMBPS Special Events Director, at 764-6227 or [nmbpsevents@comcast.net](mailto:nmbpsevents@comcast.net) if you have questions or require additional information.



## **PRESENTING SPONSOR**

**\$30,000 Cash**

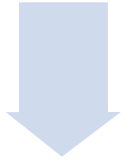
### **Benefits Include:**



- Logo on the front of event Tshirts (approximately 12,000)
- Exclusive logo on the front of 50,000 brochures
- Title logo placement on 750 posters



- Identification as the presenting sponsor: i.e., “Company X presents the New Mexico BioPark Society Run for the Zoo”
- Logo on the back of 60,000 bookmarks
- Message from Company President and/or CEO in the brochure



- Logo on the Run for the Zoo banner displayed at the Zoo’s entrance for 3 months
- Recognition in all event media including; print ads, television campaign, bus panels and radio promotions



- 2 ¼ page ads in our BioScape magazine, distributed to over 17,000 member’s households
- Logo on all School Program pieces



- Corporate recognition in the BioScape magazine, and on race day.
- Permanent recognition on a Run for the Zoo tile displayed outside Cottonwood Café at the ABQ BioPark Zoo



- Opportunity to place encouragement signs along the race course
- Banner displayed at Finish line
- Logo on the RunForTheZoo.org web banner and logo/link on the sponsorship page



- Space to set up a booth at the race day expo
- Opportunity to place a discount coupon, sample, or promotional item in runners’ goody bags (sponsor to produce)



- Personalized, framed Run for the Zoo poster
- 10 complimentary entries for individual or team registration
- Cash sponsorship is tax deductible



## ELITE SPONSOR

**\$10,000 Cash**

**\$15,000 Cash / In-kind combo**

**\$20,000 In-kind**

### Benefits Include:



- Logo prominently placed on Tshirt back (approximately 12,000)
- Recognition as the title sponsor of one event (Half Marathon, 10K Run, 5K Run)
- Logo identification as Race sponsor in TV Spot campaign



- Recognition as an official Race sponsor on 50,000 brochures & Run for the Zoo website



- Logo on the runners' bibs for the sponsored event
- Banner displayed across Finish line



- Logo on 50,000 brochures



- Logo on 750 posters
- Logo/link on RunForTheZoo.org for 6 months
- ¼ page ad in our Spring BioScape magazine, distributed to over 17,000 member's households (to be produced by sponsor)



- Space to set up a booth at the event day expo
- Opportunity to place a discount coupon, sample, or promotional item in runners' goody bags



- Personalized, framed Run for the Zoo fine art poster
- 10 complimentary entries for individual or team registration
- Cash sponsorship is tax deductible



## **VOLUNTEER SPONSOR** **SOLD**

**\$5,000 Cash**

### **Benefits Include:**



- Logo exclusivity on the back of the volunteer T-shirt (600 distributed)
- Logo on 50,000 brochures
- Logo on 750 posters



- Logo/link on RunForTheZoo.org for 6 months
- Opportunity to place a discount coupon, sample, or promotional item in runners' goody bags



- ¼ page ad in our Spring BioScape magazine, distributed to over 17,000 member's households (to be produced by sponsor)
- Framed Run for the Zoo fine art poster
- 100% of your cash donation is tax deductible



## **BOOKMARK SPONSOR** **SOLD**

**\$3,500 Cash**

### **Benefits Include:**



- Logo on the front of 60,000 bookmarks distributed to APS and surrounding schools, book stores & the public library system.
- Logo on 50,000 brochures
- Logo on 750 posters



- Logo/link on RunForTheZoo.org for 6 months
- Opportunity to place a discount coupon, sample, or promotional item in runners' goody bags



- Business-card size ad in Spring BioScape magazine (Distributed to over 17,000 households)
- Framed Run for the Zoo poster
- 100% of your cash donation is tax deductible



## **GOLD SPONSOR**

**\$2,500 Cash / \$5,000 In-kind**

### **Benefits Include:**



- Logo on 50,000 brochures
- Logo on 750 posters
- Logo/link on RunForTheZoo.org for 6 months



- Company banner displayed along Start or Finish area
- ¼ page ad in our Spring BioScape, distributed to over 17,000 member's households (to be produced by sponsor)



- Space to set up a booth at the event day expo
- Opportunity to place a discount coupon, sample, or promotional item in runners' goody bags
- 100% of your cash donation is tax deductible



## **SILVER SPONSOR**

**\$1,000 Cash / \$2,000 In-kind**

### **Benefits Include:**



- Listed on 50,000 brochures
- Listed on 750 posters
- Logo/link on RunForTheZoo.org for 3 months



- Company banner displayed along Start or Finish area
- One business-card size ad in the Spring BioScape magazine distributed to over 17,000 households (to be produced by sponsor)



- Space to set up a booth at the event day expo
- Opportunity to place a discount coupon, sample, or promotional item in runners' goody bags
- 100% of your cash donation is tax deductible



## **BRONZE SPONSOR**

**\$700 Cash / \$1,400 In-kind**

### **Benefits Include:**



- Logo/link on RunForTheZoo.org for 3 months

- 10x10 booth space at the event day expo

- Opportunity to place a discount coupon, sample, or promotional item in runners' goody bags



- Company poster size sign placed along the course

- 100% of your cash donation is tax deductible



## **ENCOURAGEMENT SPONSOR**

**\$350 Cash**

### **Benefits Include:**



- Company poster size sign placed along the course

- Logo/link on RunForTheZoo.org for 3 months

- Opportunity to place a discount coupon, sample, or promotional item in runners' goody bags



- 100% of your cash donation is tax deductible



**New Mexico  
BioPark Society**

903 Tenth Street SW  
Albuquerque, NM 87102  
Phone: 505-764-6280  
Fax: 505-764-6226

## 2012 Donor Pledge Form

Company Name: \_\_\_\_\_

Please print your company's name as you wish it to appear in all promotional materials.

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### Sponsor Categories

• Presenting Sponsor	<b>SOLD</b>	\$30,000
• Elite Sponsor		\$10,000 Cash or \$20,000 In-kind
• Volunteer Sponsor	<b>SOLD</b>	\$5,000 Cash Donation
• Bookmark Sponsor	<b>SOLD</b>	\$3,500 Cash Donation
• Gold Sponsor		\$2,500 Cash or \$5,000 In-kind
• Silver Sponsor		\$1,000 Cash or \$2,000 In-kind
• Bronze Sponsor		\$700 Cash or \$1,400 In-kind
• Encouragement Sponsor		\$350 Cash Donation

Category: \_\_\_\_\_

Cash

In-kind

Check Enclosed

Please bill me

### For Office Use Only

Received By: \_\_\_\_\_

Date: \_\_\_\_\_

RFZ Contact: \_\_\_\_\_