The New Mexico BioPark Society is the 501(c)(3) nonprofit support organization for the ABQ BioPark Zoo, Aquarium, Botanic Garden, and Tingley Beach.

Our mission is “Making the exceptional possible at the ABQ BioPark.” We are dedicated to the development of, procurement for, and capital improvements to the BioPark, and to providing a quality facility through the support of related conservation, education, and recreation programs.

Donations are tax-deductible in whole or in part.
SPONSORSHIP LEVELS

Saturday, October 29, 2022 | 9 a.m. – 5 p.m.
$25,000 PRESENTING SPONSOR
(1 AVAILABLE)

A presenting sponsorship is a fang-tastic opportunity that allows companies to be part of Boo at the Zoo, an exciting fall tradition of over 30 years! The Presenting Sponsor is hex-tra special because you will be the headlining sponsor in all Boo at the Zoo promotions, including the benefits listed below:

- Recognition as Presenting Sponsor: Company name listed in premier status for the event. Boo at the Zoo presented by Company Name
- Media Recognition: Company name listed on all earned media (broadcast, radio sponsor, iHeartMedia, and TV sponsor, KRQE Media Group, as well as paid digital and print media
- Logo recognition in all the following:
  - Event advertising (TV, billboards, ads, posters) *as recruited
  - Event banner on Botanic Garden/Aquarium and Zoo entrances
  - Event TV slide on Zoo entrance screens
  - Online ticketing website: HoldMyTicket.com
  - E-blast: Presenting logo on (2) New Mexico BioPark Society e-blasts released to over 20,000 membership households
  - Event website: Company logo and link listed on abqbooatthezoo.org
  - Day-of-event signage
  - Social Media Recognition: (2) dedicated posts highlighting event sponsorship on New Mexico BioPark Society social media pages (14,200+ Facebook followers and 3,700+ Instagram followers)
  - Social Media Event Page Recognition: Logo listed in cover photo and Company Name listed in description of dedicated Boo at the Zoo Facebook event page, managed by New Mexico BioPark Society
  - Business name or logo listed on Boo at the Zoo welcome sign as Supporting Sponsor
  - Acknowledgement of support post on Boo at the Zoo Facebook event page
  - (2) Quarter-page ads in BioScape member magazine released to 20,000+ member households
  - Supporter spotlight in BioScape member magazine event recap
  - Logo included in “Thank You, Sponsors” event ad in BioScape magazine
  - Booth Space on Event Day
  - (10) tickets to a private Behind-the-Scenes tour of choice – subject to time of year
  - Opportunity to receive discount on Zoo Memberships for company employees
  - 100 complimentary Boo at the Zoo tickets
  - Tax Deduction: Sponsorship dollars are tax-deductible to the full extent of the law
  - Provide essential support to the New Mexico BioPark Society’s mission of “Making the exceptional possible at the ABQ BioPark.”

SOLD OUT THROUGH 2025
$10,000 TRICK-OR-TREAT BAG SPONSOR

(1 AVAILABLE)

Trick-or-treating is the reason for the season during Boo at the Zoo; what better way to get your business name or logo out there than sponsoring the trick-or-treat bags that will be in the hands of thousands of kids that day?

Being a Trick-or-Treat Bag Sponsor helps us provide trick-or-treat bags to all attendees of Boo at the Zoo. Give your organization a unique opportunity to get recognition with your business name or logo on the commemorative trick-or-treat bag as they open them up and ask for candy, getting lots of ghoul-ish eyes seeing your brand!

- Solo corporate logo on 10,000 reusable trick-or-treat bags given out to event attendees
- Booth for your organization to pass out trick-or-treat bags (we provide the bags, the sponsor hands them out)
- Logo recognition on event posters
- Listing on official Boo at the Zoo map
- Business name or logo listed on Boo at the Zoo welcome sign as Supporting Sponsor
- Company logo and link listed on abqbooatthezoo.org
- Listing as “Trick-or-Treat bags brought to you by Company Name” on website
- Social Media Recognition: (1) dedicated posts highlighting event sponsorship on New Mexico BioPark Society social media pages (14,200+ Facebook followers and 3,700+ Instagram followers)
- Acknowledgement of support post on Boo at the Zoo Facebook event page, managed by New Mexico BioPark Society
- (1) Quarter-page ads in BioScape member magazine released to 20,000+ member households
- Supporter spotlight in BioScape member magazine event recap
- Logo included in “Thank You, Sponsors” event ad in BioScape magazine
- Booth space on Event Day
- (4) Tickets to Behind-the-Scenes tour of choice, subject to time of year
- Opportunity to receive discount on Zoo Memberships for company employees
- 50 complimentary Boo at the Zoo tickets
- Tax Deduction: Sponsorship dollars are tax-deductible to the full extent of the law
- Provide essential support to the New Mexico BioPark Society’s mission of “Making the exceptional possible at the ABQ BioPark.”
What is a fall festival without pumpkins? This is especially true at the ABQ BioPark, where pumpkins are more than decoration and jack-o-lanterns. We use them to spice things up for the animals! Animal care is of the utmost importance each and every day at the BioPark, and this is no different during Boo at the Zoo. Not only are these ghoulish-gourds part of the daily diet of some of the animals at the BioPark they are also used for enrichment, giving our animal ambassadors a creative outlet for physical activity and mental exercise.

Being a Pumpkin Sponsor helps us provide enough of these gourds for all aspects of Boo at the Zoo. Elephant stomping, check! Hippo chomping, check! Stuffed with treats for the chimps, check! Kids decorating station, check! Give your organization a fun opportunity to get recognition for all things punkins during Boo at the Zoo.

- Business or logo recognition at the pumpkin decorating station
- Listing on official Boo at the Zoo map
- Business name or logo listed on Boo at the Zoo welcome sign as Supporting Sponsor
- Company logo and link listed on abqboatothezoo.org
- Social Media Recognition: (1) dedicated posts highlighting event sponsorship on New Mexico BioPark Society social media pages (14,200+ Facebook followers and 3,700+ Instagram followers)
- Acknowledgement of support post on Boo at the Zoo Facebook event page, managed by New Mexico BioPark Society
- (1) Quarter-page ads in BioScape member magazine released to 20,000+ member households
- Supporter spotlight in BioScape member magazine event recap
- Logo included in “Thank You, Sponsors” event ad in BioScape magazine
- Booth space on Event Day
- Opportunity to receive discount on Zoo Memberships for company employees
- 40 complimentary Boo at the Zoo tickets
- Tax Deduction: Sponsorship dollars are tax-deductible to the full extent of the law
- Provide essential support to the New Mexico BioPark Society’s mission of “Making the exceptional possible at the ABQ BioPark.”
$6,000 VOLUNTEER SPONSOR

(1 AVAILABLE)

We were going to make a skeleton joke about our volunteers being “lazy bones,” but there is no truth to that, and it wouldn’t have been very humerus anyways! Plus, our volunteers are bad to the bone! Our events and activities would not be possible without the help and dedication of an army of volunteers. Be a part of our efforts to ensure they have an amazing and rewarding experience at this year’s Boo at the Zoo.

- Sole name or logo recognition on Volunteer shirts
- Listing on official Boo at the Zoo map
- Business name or logo listed on Boo at the Zoo welcome sign as Supporting Sponsor
- Company logo and link listed on abqbooatthezoo.org
- Acknowledgement of support post on Boo at the Zoo Facebook event page, managed by New Mexico BioPark Society
- Listed as “Volunteers supported by Company Name” on website and social media event description
- (1) quarter-page ad in BioScape member magazine released to 20,000+ membership households
- Logo included in “Thank You, Sponsors” event ad in BioScape magazine
- Booth space on Event Day
- 15 complimentary Boo at the Zoo tickets
- Tax Deduction: Sponsorship dollars are tax-deductible to the full extent of the law
- Provide essential support to the New Mexico BioPark Society’s mission of “Making the exceptional possible at the ABQ BioPark.”
$5,000 ENTERTAINMENT SPONSOR (1 AVAILABLE)

Boo at the Zoo guests have a spooktacular time because we are giving ‘em pumpkin to talk about! Music, themed characters, magicians, movie-star cars, and stilt-walkers - it takes a village! Entertainment is provided in many ways and is an integral part of creating the magic that is Boo at the Zoo.

Take advantage of an opportunity that will draw the attention of thousands by sponsoring the entertainment for the day. Your sponsorship not only helps to offset the cost of entertainment that is brought in for the event but is a great way to draw attention to your brand!

- Name or logo recognition on Zoo bandshell and other performance areas
- Listing on official Boo at the Zoo map
- Business name or logo listed on Boo at the Zoo welcome sign as Supporting Sponsor
- Company logo and link listed on abqbooatthezoo.org
- Acknowledgement of support post on Boo at the Zoo Facebook event page, managed by New Mexico BioPark Society
- Entertainment listed as “Brought to you by Company Name” on website and social media event description
- (1) quarter-page ad in BioScape member magazine released to 20,000+ membership households
- Logo included in “Thank You, Sponsors” event ad in BioScape magazine
- Booth space on Event Day
- 15 complimentary Boo at the Zoo tickets
- Tax Deduction: Sponsorship dollars are tax-deductible to the full extent of the law
- Provide essential support to the New Mexico BioPark Society’s mission of “Making the exceptional possible at the ABQ BioPark.”
**$4,000 Candy Sponsor**

(5 AVAILABLE)

When kids show up to Boo at the Zoo with their bags open, they expect handfuls of candy. With expected attendance to hit capacity, candy cannot be in short supply, and you know that means lots and lots AND LOTS of candy!

Help us make sure Boo at the Zoo isn’t a Milk-dud; be a Lifesaver so that we don’t get in a Crunch and be a Candy Sponsor!

- Listing on official Boo at the Zoo map
- Business name or logo listed on Boo at the Zoo welcome sign as Supporting Sponsor
- Company logo and link listed on abqbooatthezoo.org
- Acknowledgement of support post on Boo at the Zoo event page on Facebook, managed by New Mexico BioPark Society
- (1) quarter-page ad in BioScape member magazine released to 20,000+ membership households
- Logo included in “Thank You, Sponsors” event ad in BioScape magazine released to 20,000+ membership households
- Booth space on Event Day
- 10 complimentary Boo at the Zoo tickets
- Tax Deduction: Sponsorship dollars are tax-deductible to the full extent of the law
- Provide essential support to the New Mexico BioPark Society’s mission of “Making the exceptional possible at the ABQ BioPark.”
- Business name or logo listed on Boo at the Zoo welcome sign as Supporting Sponsor

When kids show up to Boo at the Zoo with their bags open, they expect handfuls of candy. With expected attendance to hit capacity, candy cannot be in short supply, and you know that means lots and lots AND LOTS of candy!

Help us make sure Boo at the Zoo isn’t a Milk-dud; be a Lifesaver so that we don’t get in a Crunch and be a Candy Sponsor!
$2,000 BEAUTY SHOP OF HORRORS SPONSOR (1 AVAILABLE)

Face painting and colored hairspray are all the rage around Halloween. Take this unique chance to sponsor the Beauty Shop of Horrors, where kids of all ages can get their faces painted or their hair sprayed with different colors for fun. Not everybody shows up in full-face makeup, and the Beauty Shop of Horrors is a fun way for an organization to interact with event guests.

- Name recognition on Beauty Shop of Horrors signage
- Listing on official Boo at the Zoo map
- Business name or logo listed on Boo at the Zoo welcome sign as Supporting Sponsor
- Company logo and link listed on abqbooatthezoo.org
- Host the Beauty Shop of Horrors as you and your organization provide face painting and colored hairspray applications to guests
- Beauty Shop of Horrors activity listed as “Brought to you by...” on website and Boo at the Zoo Facebook event page managed by New Mexico BioPark Society
- Activity listed as post on Boo at the Zoo event page on Facebook, managed by New Mexico BioPark Society
- Logo included in “Thank You, Sponsors” event ad in BioScape magazine released to 20,000+ membership households
- Booth space on Event Day
- 6 complimentary Boo at the Zoo tickets
- Tax Deduction: Sponsorship dollars are tax-deductible to the full extent of the law
- Provide essential support to the New Mexico BioPark Society’s mission of “Making the exceptional possible at the ABQ BioPark.”
$1,000 HAUNTED HABITAT SPONSOR
(5 AVAILABLE)

When the ABQ BioPark prepares for Boo at the Zoo, various Zoo departments decorate their areas as “Haunted Habitats.” These festivities act as a scary-good competition for Zoo staff, and each team has the opportunity to win a cash prize to support their department.

Once they have a theme, staff decorates their area of the Zoo. As guests wander Boo at the Zoo, the public can vote on their favorite area on social media. Take advantage of having your business name or logo placed in the Haunted Habitats and help support this fun way to trick out the grounds for Boo at the Zoo.

- Business name or logo placed at official Haunted Habitat locations
- Company logo and link listed on abqbooatthezoo.org
- Business name or logo listed on Boo at the Zoo welcome sign as Supporting Sponsor
- Activity listed as post on Boo at the Zoo event page on Facebook, managed by New Mexico BioPark Society
- Logo included in “Thank You, Sponsors” event ad in BioScape magazine
- Booth space on Event Day
- 4 complimentary Boo at the Zoo tickets
- Tax Deduction: Sponsorship dollars are tax deductible to the full extent of the law
- Provide essential support to the New Mexico BioPark Society’s mission of “Making the exceptional possible at the ABQ BioPark.”
- Listing on official Boo at the Zoo map
BOOTH SPONSORSHIP
(40 AVAILABLE)

“Trick-or-treat! Smell my feet!” At Boo at the Zoo, treats are all the rage, and we hope for a full day of candy and fun—not a bunch of tricks! Booth sponsorship gives you the opportunity to interact with guests of Boo at the Zoo, pass out candy and promote your organization. Reserve your 10’x10’ space to hand out candy and other fun treats to the trick-or-treaters.

- Booth space at event
- Business name or logo listed on Boo at the Zoo welcome sign as Supporting Sponsor
- Listing on official Boo at the Zoo map
- Company logo and link listed on abqboosponsor.com
- Acknowledgement of support post on Boo at the Zoo event page on Facebook, managed by New Mexico BioPark Society
- Logo included in “Thank You Sponsors” event ad in BioScape magazine released to 20,000+ membership households
- Enough candy for about 2 pieces per trick-or-treater
- Tax Deduction: Sponsorship dollars are tax deductible to the full extent of the law
- Provide essential support to the New Mexico BioPark Society’s mission of “Making the exceptional possible at the ABQ BioPark.

- Penguin Chill Deck* $1000
- Central Parq $750
- Elephant Overlook $750
- Africa $500
- Raptor Roost $500
- Lobos $500
- Elephant Entrance $500
- Giraffes $500
- Siamang/ Australia $500
$250 SUPPORTING SPONSORSHIP

(UNLIMITED)

Support comes in all forms, including essential financial support of Boo at the Zoo. Help us keep providing a fun, family-friendly event each year with a donation towards the event.

- Business name or logo listed on Boo at the Zoo welcome sign as Supporting Sponsor
- Your name or company name listed on abqbooatthezoo.org
- Acknowledgement of support post on Boo at the Zoo event page on Facebook, managed by New Mexico BioPark Society
- Name listed in “Thank You, Sponsors” event ad in BioScape magazine released to 20,000+ membership households
- 4 complimentary tickets to Boo at the Zoo
- Tax Deduction: Sponsorship dollars are tax deductible to the full extent of the law
- Provide essential support to the New Mexico BioPark Society’s mission of “Making the exceptional possible at the ABQ BioPark.”
BOO AT THE ZOO SPONSORSHIP FORM

SPONSOR INFORMATION

Name: __________________________________________________________

Address: ________________________________________________________

City: __________________________ State: ______ Zip Code: __________

Email: __________________________ Phone: _________________________

SPONSORSHIP LEVEL: ____________________________________________

COMPANY NAME

Please print above exactly how you would like to be recognized.

PAYMENT INFORMATION

Sponsorship Amount Enclosed: $ _________________ □ Full payment □ 1st installment □ 2nd installment

Payment Method: □ Check # ____________________________ (enclosed, made payable to “New Mexico BioPark Society”) □ ACH □ Credit Card (please complete information below)

Number: ___________ ___________ ___________ ___________ Expir. date: ___________ / ___________

Name as it appears on the card: __________________________________________ CVV code: ___________

Authorized Signature: ________________________________________________

I plan to fulfill my commitment as follows:

1st installment: $______________ Date: ___________ 2nd installment: $______________ Date: ___________

Please remind me of my second installment by: □ Phone □ Email □ Mail

PLEASE RETURN COMPLETED AND SIGNED FORM TO:

New Mexico BioPark Society, ATTN Events Department, 903 10th St. SW Albuquerque, NM 87102.

For more information, please call 505-764-6227 or email events@bioparksociety.org.

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