




ASSOCIATION  
OF ZOOS &  
AQUARIUMS

# Sponsorship Prospectus

**AZA 2011**  
Annual Conference

ATLANTA • September 12-17, 2011

*Georgia Aquarium & Zoo Atlanta*



# AZA Official Conference Sponsorships

- **Platinum-Level Sponsorships**

\$10,000+

Recognition includes prominent logo on Conference Welcome Banner and highest-profile event-specific signage, displays, invitations, and/or giveaways in addition to all Bronze Level recognition.

*Includes general sessions, exhibit hall lunches, and poster reception*

- **Gold-Level Sponsorships**

\$5,000-\$9,999

Recognition includes logo on high-profile event-specific signage, displays, invitations, and/or giveaways in addition to all Bronze Level recognition.

*Includes delegate bags, name badge holders, hotel key cards, and directors' dinner*

- **Silver-Level Sponsorships**

\$1,000-\$4,999

Recognition includes logo on event-specific signage, displays, and/or invitations in addition to all Bronze Level recognition.

*Includes web media (internet lounge / WiFi), program tracks*

- **Bronze-Level Sponsorships**

\$500 to \$999

Recognition includes sponsor's listings in conference program book, on AZA website, in *CONNECT* magazine, on A/V screen in session rooms, digital signage in convention center, and conference e-newsletters; sponsor ribbons, conference attendee list, and social media announcements.

*Includes general contributions, TAGmart hosting, in-kind giveaways*

- ***SEE INFORMATION ABOUT EACH SPONSORSHIP FOR MORE DETAILED DESCRIPTION OF PACKAGE BENEFITS.***

- ***PROPOSALS AND CUSTOM PACKAGES AVAILABLE UPON REQUEST.***

- ***CONTACT AZA MARKETING MANAGER MURI DUEPPEN: MDUEPPEN@AZA.ORG 301-562-0777 X254.***

# Platinum Level Sponsorships

- Exhibit Hall Lunches

\$20,000 (2)

Includes 10x20 exhibit booth space, 4 individual full conference registrations, logo napkins provided with meal, logo branded lunch tickets and e-vites, meet & greet table at entrance, and one logo-branded comfort amenity for all attendees in delegate bags in addition to all other Platinum Level recognition and official AZA press release announcing sponsorship.

- Poster Reception Title Sponsor

\$10,000

Includes logo napkins used during event, logo branded drink tickets and e-vites, meet & greet table at entrance, and opportunity to help create custom menu in addition to all other Platinum Level recognition.

- General Sessions

\$15,000 (3) - SOLD



# Gold Level Sponsorships

- Directors' Dinner  
Co-Sponsors**

\$5,000 (2 of 4 available)

Includes 2 invitations to attend dinner, logo branded e-vites, meet & greet table at dinner, and option to provide giveaway for gift bag in addition to all other Gold Level recognition. Product/service exclusivity ensured.



- First-Time Attendee Gift**

\$5,000 (1)

Includes logo branding on welcome gift distributed to all first-time conference attendees in addition to all other Gold Level recognition.

- Delegate Bags**

\$7,500 (2) - SOLD



- Name Badge Holders**

\$5,000 + product (1) - SOLD



# Silver Level Sponsorships

- Internet Connections

\$1,500 (8 of 10 available)

VANDERWEIL



Includes logo on signage in Internet Lounge, logo and link on browser home page on computers in Internet Lounge and upon login using WiFi, featured listing in daily emails sent to conference attendees, and opportunity to provide logo-branded giveaway and literature for distribution in Internet Lounge in addition to all other Silver Level recognition.

- Program Tracks

\$2,500 (9 - 1 per track, listed below)

Includes logo on signage associated with each session room in track; recognition in conference proceedings, targeted e-blasts, attendee lists, and exhibit hall locator map; and opportunity to provide company literature for display on tables in session rooms in addition to all other Silver Level recognition.



Animal Care & Management



Aquatic Affairs



Business Operations



Conservation



Other/General Interest



Fundraising/Development



Education



Public Relations/Marketing



Volunteer Management

# Social Event Sponsorships

## Icebreaker



GEORGIA AQUARIUM

at Pemberton Place

- ***Title Sponsor***  
\$10,000
- ***Presenting Sponsors***  
\$5,000
- ***Event Sponsors***  
\$2,500

Hosted by Georgia Aquarium  
Wednesday, September 14  
6:00 – 9:00 pm

In addition to recognition on Icebreaker map, event signage, and other appropriate collateral, sponsors will receive logo and listing in Georgia Aquarium Newsletter and on the Web site. Recognition also includes all AZA Conference Sponsor Bronze Level benefits.

CONTACT NATASHA CARY  
NCARY@GEORGIAAQUARIUM.ORG

# Social Event Sponsorships

## Zoo Day & Twilight Safari Party



Hosted by Zoo Atlanta  
Saturday, September 17  
3:00 – 9:00 pm

In addition to recognition on Zoo Day map, event signage, and other appropriate collateral, sponsors will receive logo and listing in Zoo Atlanta Wild Times Member Magazine and on the Zoo Atlanta Web site. Recognition also includes all AZA Conference Sponsor Bronze Level benefits.

CONTACT COURTNEY CLARE  
CCLARE@ZOOATLANTA.ORG

- *Title Sponsor*  
\$10,000
- *Presenting Sponsors*  
\$5,000
- *Event Sponsors*  
\$2,500