“It brings back memories of going as a child, and bringing my child to Happy Hollow. I also enjoy seeing the child-like smiles I see on our now-old faces as I walk around greeting people.”

“I enjoyed having the freedom to explore and experience the park on a beautiful day before the crowds arrived!”

“Very relaxing environment to walk around and meet new friends. Plus opportunities to be playful and exercise!”
About Senior Safari

Happy Hollow Park & Zoo is a place for the young and the young at heart. To better serve older adults in our community, Happy Hollow Foundation proudly presents the 7th annual Senior Safari, kicking off in May 2022.

This program is comprised of six monthly events designed to help adults age 50 and up improve their health, avoid social isolation and enjoy a unique environment that stimulates both mind and body. Activities include docent tours, animal meet-and-greets, Zumba and qi gong, watercolor painting, hula hooping, and a 10,000-step challenge that guides guests to visit animals, soak up the scenery and enjoy fresh air and exercise.

To welcome all older adults in our community, Senior Safari admission and parking are free, and guests are welcome to stay the day after gates open to the general public.

Senior Safari has shown steady year-over-year growth since its inception in 2014. In 2019 attendance hit an all-time high, in large part due to expanded promotion on social media, print ads in multiple South Bay publications in English, Spanish, and Vietnamese, and rave reviews from thousands of seniors. More than half of participants attended more than one event, and a new monthly “passport” program was well-received.

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
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<tbody>
<tr>
<td>May</td>
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<td>324</td>
<td>285</td>
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<td>June</td>
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<td>July</td>
<td>687</td>
<td>527</td>
<td>435</td>
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<td>August</td>
<td>489</td>
<td>626</td>
<td>275</td>
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<tr>
<td>September</td>
<td>482</td>
<td>544</td>
<td>495</td>
<td>365</td>
<td>465</td>
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<td>October</td>
<td>629</td>
<td>482</td>
<td>721</td>
<td>352</td>
<td>n/a</td>
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<tr>
<td>Total</td>
<td>3,469</td>
<td>3,127</td>
<td>2,484</td>
<td>2,623</td>
<td>1,888</td>
<td>967</td>
</tr>
</tbody>
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*Includes events held in March and April

Senior Safari 2022 events

<table>
<thead>
<tr>
<th>May 26</th>
<th>July 28</th>
<th>Sept. 22</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 23</td>
<td>Aug. 25</td>
<td>Oct. 27</td>
</tr>
</tbody>
</table>
Sponsorship Opportunities and Benefits

$25,000 Presenting Sponsor

• Your company's name incorporated into event title (i.e.: Senior Safari, presented by 'sponsor')
• Your company's name and/or logo listed in all printed and digital promotional materials, including:
  - Happy Hollow Park & Zoo home page
  - Senior Safari 2022 landing page
  - Online registration page
  - Social media posts and calendar events
  - Print advertisements
  - Postcards distributed at recreation and senior centers throughout Santa Clara County
  - Digital signage
  - Posters
  - Event programs distributed to all guests
  - Eblasts (more than 40,000 recipients)
• Opportunity to welcome and address Senior Safari guests in entry plaza prior to gates opening at each of the six scheduled events.
• Prominent sponsorship recognition displayed at each event.
• Opportunity to display and/or distribute materials to guests at six events during the 2022 series.
• Recognition on Happy Hollow Park & Zoo's Facebook page (36,000 followers).
• Recognition in Happy Hollow Foundation’s annual report.

$10,000 Gold Sponsor

• Your company's name and/or logo listed in all printed and digital promotional materials, including:
  - Senior Safari 2022 landing page
  - Social media posts
  - Print advertisements
  - Postcards
  - Digital signage
  - Posters
  - Event programs distributed to all guests
  - Eblasts (more than 40,000 recipients)
• Opportunity to display and/or distribute materials to guests at three events during the 2022 series.
• Recognition on Happy Hollow Park & Zoo's Facebook page (36,000 followers).
• Recognition in Happy Hollow Foundation's annual report.

$5,000 Silver Sponsor

• Your company's name and/or logo listed in all printed and digital promotional materials, including:
  - Senior Safari web page
  - Print advertisements
  - Postcards
  - Digital signage
  - Posters
  - Event programs distributed to all guests
  - Eblasts (more than 40,000 recipients)
• Opportunity to display and/or distribute materials to guests at two events during the 2022 series.
• Recognition on Happy Hollow Park & Zoo's Facebook page (36,000 followers).
• Recognition in Happy Hollow Foundation’s annual report.

$2,500 Bronze Sponsor

• Your company's name and/or logo listed in all printed and digital promotional materials, including:
  - Senior Safari web page
  - Print advertisements
  - Postcards
  - Digital signage
  - Posters
  - Event programs distributed to all guests
  - Eblasts (more than 40,000 recipients)
• Opportunity to display and/or distribute materials to guests at one event during the 2022 series.
• Recognition in Happy Hollow Foundation’s annual report.
Sponsorship Agreement

Sponsor name ________________________________________________________________
(Please list sponsor name as it should appear on the event materials.)
Contact name ________________________________________________________________
Title ________________________________________________________________________________
Address ____________________________________________________________________________________
City _______________________________________________________________ State _______ Zip__________
Phone ____________________________ Email __________________________________________________________
URL _______________________________________________________________________________________

Sponsorship Level:
☐ Presenting Sponsor - $25,000 (Filled)  ☐ Gold Sponsor - $10,000  ☐ Silver Sponsor - $5,000  ☐ Bronze Sponsor - $2,500

Terms & Conditions
• Happy Hollow Foundation will allocate sponsorship on a first-come, first-served basis.
• A sponsorship is secured only upon receipt of payment for the full sponsorship amount, due upon the return of this agreement. Please make checks payable to Happy Hollow Foundation.
• Payment must be received by Friday, April 1, 2022, to ensure recognition on printed materials.
• All payments are final.
• Happy Hollow Foundation must review and approve all guest handouts prior to event.
• Happy Hollow Foundation reserves the right to refuse a sponsorship request.
• Happy Hollow Foundation reserves the right to amend the rules and regulations governing sponsorship.

Acceptance
I, the undersigned, am authorized to commit to the conditions of this agreement on behalf of the sponsoring organization and agree to pay the total sponsorship amount indicated.

Signature___________________________________________________________ Date____________________________
Print name_____________________________________________________________________________________
Title___________________________________________________________________________________________

To secure your sponsorship, please return this agreement and full payment to:
Happy Hollow Foundation
1300 Senter Road
San Jose, CA 95112
408-277-3498