Sponsorship Opportunities 2022

The Happiest Auction on Earth
Boo at the Zoo
A two-for-one deal!

As a sponsor, you get a deal this year – two events for the price of one, with extra benefits at every level!

Happy Hollow Foundation is thrilled to present the return of The Happiest Auction on Earth – our popular virtual fundraiser – as well as the first-ever Boo at the Zoo, an in-person Halloween event for families! By sponsoring these exciting events your business will be featured in our promotion and supporting our community's beloved Happy Hollow Park & Zoo. See below for more information about our events and how to get involved.

About The Happiest Auction on Earth
Monday, July 11 to Friday, July 15

The Happiest Auction on Earth is back, with more one-of-a-kind experiences for Happy Hollow's biggest fans! This virtual fundraiser showcases the best of our beloved Happy Hollow Park & Zoo with items like up-close animal encounters; a “wine train” on our iconic Danny the Dragon ride; and a private birthday party at Redwood Lookout. See how you will be front and center in our online promotion of this event!

About Boo at the Zoo
Saturday, Oct. 29

Presenting a new event: Boo at the Zoo! This festive and family-friendly Halloween experience will be a ticketed event where guests will trick-or-treat at Happy Hollow and enjoy lots of Halloween fun and activities. Some perks to keep an eye out for are additional recognition, logo placement on Boo at the Zoo candy bags, and the option to have a table at the event and hand out candy!
Sponsorship Perks and Benefits

$25,000 Presenting Sponsor

• Your company’s name incorporated into both event titles (i.e.: Boo at the Zoo, presented by ‘sponsor’)
• Presenting sponsor designation on:
  - Event landing pages
  - Online registration page
  - Social media posts and calendar events
  - Print advertisements
  - Digital signage
  - Eblasts (more than 40K recipients)
  - Company logo on candy bags for Boo at the Zoo event
• Sponsor recognition on:
  - Happy Hollow Facebook post (38K followers)
  - Happy Hollow Foundation’s Annual Report
  - Donor lists displayed in Happy Hollow Park & Zoo entry plaza
• Opportunity to have a table at front entrance to hand out candy provided by Happy Hollow Foundation
• Virtual Animal Meet & Greet for your company
• 50 admission passes to Happy Hollow Park & Zoo (valid for one year)

$5,000 Silver Sponsor

• Name under Silver sponsor designation on:
  - The Happiest Auction on Earth and Boo at the Zoo landing pages
  - Happy Hollow Foundation web page
• Sponsor recognition on/in:
  - Happy Hollow Facebook post (38K followers)
  - Happy Hollow Foundation’s Annual Report
  - Donor lists displayed in Happy Hollow Park & Zoo entry plaza
  - Company logo on candy bags for Boo at the Zoo event
• 20 admission passes to Happy Hollow Park & Zoo (valid for one year)

$2,500 Bronze Sponsor

• Name under Bronze sponsor designation on:
  - The Happiest Auction on Earth and Boo at the Zoo landing pages
  - Happy Hollow Foundation web page
• Sponsor recognition on:
  - Happy Hollow Foundation’s Annual Report
  - Donor lists displayed in Happy Hollow Park & Zoo entry plaza
• 10 admission passes to Happy Hollow Park & Zoo (valid for one year)

For $500 more, Bronze and Silver sponsors can add the option to table and hand out candy at Boo at the Zoo!*

*Candy will need to be provided by sponsor.
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  ☐ 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, June 3, 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