

2017 BREW AT THE ZOO

FOOD & BEVERAGE VENDOR
OPPORTUNITIES AND INFORMATION

Saturday, April 1, 2017

6:30pm – 9:30pm



BREW at the ZOO



Saving Wildlife One Beer at a Time

Brew at the Zoo Returns

- The 8th Annual **Brew at the Zoo** is back at The Living Desert! Brew at the Zoo is an adults-only community fundraising event where guests pay a single price for admission and enjoy an evening sampling incredible bites from the Coachella Valley's best restaurants and caterers, enjoying delicious craft beer and wine, and dancing the night away to live music on multiple stages.
- VIP guests and high-level sponsors can relax at the VIP Lounge with live entertainment, private animal encounters, and premium food and beverage offerings, as well as a "Play For Fun" casino night.
- **New this year!** The African section of the park will be open allowing guests to mingle amongst the animals of Africa including cheetah, zebra and warthog.

You're Invited!

- **When:** Saturday, April 1, 2017 from 6:30pm – 9:30pm
- **Where:** The Living Desert Zoo and Gardens, 47-900 Portola Ave, Palm Desert
- **Beneficiary:** The Living Desert's conservation and education programs
- **Attendance:** 2,000+
- **General Admission Tickets:** Presale: Member \$70 | Non-member \$75
Day-of: Member \$80 | Non-member \$85
Designated Driver: \$45
- **VIP Tickets:** \$150 per person and includes: early 6pm event entrance, exclusive VIP lounge, premium wine and beer, deluxe appetizers, live music, private animal encounters, and entrance to the general event.
- **Attractions:** More than 50 restaurant and beverage stations, live music on multiple stages, animal encounters, and more!



We want you as a food and beverage vendor!

Brew at the Zoo is the perfect community-oriented event that brings together locals and tourists, alike. It's a time to celebrate with old friends and make new ones while enjoying gourmet food, an array of craft beers, dine wine and delightful cocktails in an amazing outdoor setting that's unlike any other.

The perks of participating include the opportunity to showcase to 2,000+ guests your unique offerings and have a great time supporting The Living Desert. Joint marketing opportunities are available and all Brew at the Zoo vendors will have their logo on in-park signage, The Living Desert website, as well as a table/booth on the grounds during the event.

We hope you'll help us make this year's Brew at the Zoo the best one yet!

2017 BREW AT THE ZOO

MEDIA AND MARKETING PLAN



2017 Media and Marketing Plan

- TV/Print/Radio advertising and promotion campaign
- Outdoor billboards throughout the Coachella Valley
- Social Media marketing efforts to 25,000+ fans and followers
- Email marketing efforts to list of 20,000+ opt-in subscribers
- Extensive public relations plan including press releases, media alerts, e-blasts and live TV and radio appearances
- Other outreach including: Coachella Valley hotel concierges, local restaurants and breweries, and more

2017 Marketing and Promotions Timeline

February 5th

- Deadline for inclusion in 'Tickets on Sale Now' press release (sponsors only)

February 18th

- Deadline for inclusion on non-digital billboard (\$2500+ sponsor level)

February 25th

- Deadline for inclusion in March e-blast to Living Desert members
- Deadline for inclusion in TV and radio broadcast schedules (\$2500+ sponsor level)

March 5th

- Deadline for inclusion in The Desert Sun March advertisements
- Deadline for inclusion in mid-March press release (sponsors only)
- Deadline for inclusion in digital billboards

March 20th

- Deadline for inclusion for event in-park signage



2016 Event Sponsors and Vendors



THANK YOU TO OUR SPONSORS FOR SAVING WILDLIFE ONE BEER AT A TIME!

Major Sponsors



Community Partners



Media Sponsors



BREW at the ZOO Saturday, April 2
6:30pm - 9:30pm
[PURCHASE TICKETS](#)

PRESENTED BY The Desert Sun

Only a few days left of Happy Hour pricing for **BREW AT THE ZOO!**
Seventh Annual Event on April 2nd Features Unlimited Samples of Beer, Wine & Food

Over 50 breweries and restaurants take over The Living Desert Zoo and Gardens on **Saturday, April 2 from 6:30 to 9:30 p.m.**, for the Seventh Annual Brew at the Zoo presented by The Desert Sun. Take advantage of happy hour pricing! Early bird tickets at reduced prices are on sale now.

Craft beer fans will love the selection of tastings from some of the finest specialty brews around. In addition to beer, there will be plenty of other libations, including premium wines and non-alcoholic beverages. Attendees will enjoy a culinary adventure of tasty dishes and desserts from some of the Coachella Valley's top restaurants and caterers. The evening also includes entertainment with several live music stages throughout the grounds.

[PURCHASE TICKETS](#)

*21 and over event. Must present valid ID to attend event.

THE LIVING DESERT ZOO | GARDENS

Facebook Twitter LinkedIn YouTube Instagram

Copyright © 2016. All Rights Reserved.

2016 Email Marketing (sample)



FOR IMMEDIATE RELEASE

Contact: Erin Scott
Marketing and Public Relations Manager
760-346-5694 x.2610
escott@livingdesert.org

BREW AT THE ZOO ON TAP AT THE LIVING DESERT

PALM DESERT/INDIAN WELLS, CA -- (March 23, 2016) – The Living Desert Zoo and Gardens' wildly popular Brew at the Zoo will return on Saturday, April 2 from 6:30 p.m. to 9:30 p.m. Early bird tickets at reduced prices for the seventh annual event are on sale now.

More than 50 breweries and restaurants will be offering unlimited samples of premium craft beers, wine and food amidst the spectacular backdrop of The Living Desert's wildlife and botanical gardens. Craft beer from some of the finest specialty breweries around will be on tap and premium wines and non-alcoholic beverage round out the libations.

Attendees also will enjoy a culinary adventure of tasty dishes ranging from Italian, Mexican and American to barbeque and desserts from some of the Coachella Valley's top restaurants and caterers. The evening will feature several stages of live music and entertainment, as well as animal encounters throughout the grounds.

Brew at the Zoo is one of The Living Desert's major fundraisers. By attending this annual event, participants will be "Saving Wildlife One Beer at a Time," and supporting the mission of desert conservation through preservation, education and appreciation.

Brew at the Zoo is presented by The Desert Sun with major sponsors including: Taste Catering, Whole Foods Market, Aldi, Heimark Distributing, Inc., Ace Printing, Whitewater Rock and Supply Co., Walter Clark Legal Group, American Cab, Sis Jackson, and Signature Party Rentals.

Tickets include unlimited tastes of premium craft beers, wine and food. Now through April 1, tickets are \$60 for members, \$65 non-members. A limited amount of VIP Lounge tickets are available for \$125 and include early entry to the event, a full bar, and special food offerings. Tickets purchased on April 2 are: \$70 member, \$75 non-member. Designated Driver tickets are also available for \$40 and include unlimited food tasting and non-alcoholic beverages. To purchase tickets visit: www.livingdesert.org or for more information call 760-346-5694.

About The Living Desert:

The Living Desert is an AZA-accredited zoo and gardens that is dedicated to conservation and education. It is a family-friendly place to explore nature and create meaningful experiences for guests that are remembered for a lifetime. For more information: (760) 346-5694 or visit www.LivingDesert.org. The Living Desert is located at: 47900 Portola Avenue, Palm Desert, CA 92260.

###

2016 Press Release (sample)



Food & Beverage Vendor Participation Facts

You provide:

- 1,000 samples/tastes of product to our Brew guests
- Canopy/pop-up and any other value added decor and giveaways

We provide:

- Booth space
- Two (2) 6' tables with linen
- Brew at the Zoo vendor signage (to be produced and retained by The Living Desert)
- Electrical and ice, if needed

You receive:

- Your logo featured on select marketing materials
- 2 Brew at the Zoo general admission tickets (cannot be used for working staff)

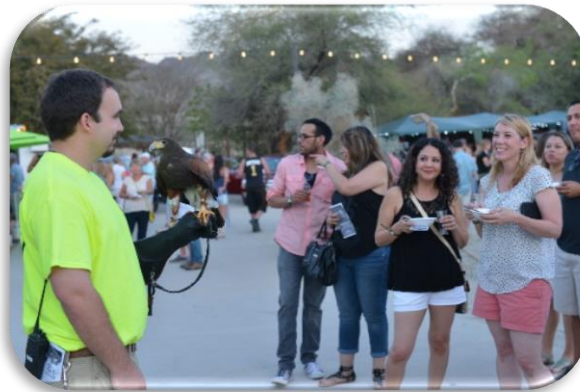


2017 Sponsorship Opportunities

We welcome all businesses and individuals to participate as a Brew at the Zoo sponsor! Event sponsors receive benefit packages of logo recognition, advertising inclusion, social media mentions, in-park signage, event tickets and display space, depending on level of participation:

\$5,000 Presenting Sponsor

\$2,500 Contributing Sponsor | \$1,000 Community Sponsor





FOR QUESTIONS OR TO BECOME A BREW AT THE ZOO VENDOR, PLEASE
CONTACT:

Shannon Lawrence
SLawrence@LivingDesert.org
(760) 346-5694 ext. 2122