



2024/25
SPONSORSHIP
OPPORTUNITIES



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Look who's dropping into Asbury Woods! Winnie the Pooh and friends will visit Asbury Woods for a family day filled with singing, dancing, learning and exploration! This brand-new event is targeted to families with children ages 3-8 and is expected to draw more than 300 people.

Saturday, September 21, 2024

Presenting Sponsor: \$10,000 (1 available)

Partner with Asbury Woods as the presenting sponsor of this new event and receive maximum exposure from April – September 2024!

- Logo recognition on all printed materials, press releases, website, social media, and any paid advertising
- Join in any scheduled media appearances
- Prominent recognition in three email newsletters (7,700 distribution list) and one sponsor feature article in an email newsletter
- Prominent recognition in one print newsletter (3,400 mailing list)
- Banner prominently displayed at entrance to the event
- Opportunity to include materials or giveaways in participant gift bag
- Opportunity for co-branded giveaways
- Opportunity to have an interactive sponsor station at the event
- Twenty-five complimentary admissions to the event to share with your employees, customers, and friends
- Acknowledgement in Annual Report

Character Sponsors: \$2,500 (8 available)

Sponsor one of the nine interactive areas that will feature the Winnie the Pooh characters, including Christopher Robin, Winnie the Pooh, Tigger, Piglet, Eeyore, Roo & Kanga's play area, Rabbit, and Owl.

- Logo recognition on all printed materials, website, and any paid advertising. See below for station descriptions.
- Recognition in three email newsletters (7,700 distribution list)
- Recognition in one print newsletter (3,400 mailing list)
- Logo recognition at your sponsored station
- Opportunity for giveaway at your sponsored station
- Ten complimentary admissions to the event to share with your employees, customers, and friends
- Acknowledgement in Annual Report

Hundred Acre Woods Passport Sponsor: \$1,000

Each child will receive their own printed map to help them explore the 100 acre Woods. Each character they meet and station they visit will have a sticker they can add to their map. We'll also provide their adults with a grown up version of the map and event information.

- Logo recognition on all printed materials, website, and any paid advertising
- Recognition on printed map/passport that each child will receive to collect their stickers from each character
- Six complimentary admissions to the event to share with your employees, customers, and friends
- Acknowledgement in Annual Report

Facepainting Sponsor: \$1,000

Add to the magical experience by supporting the facepainting station.

- Logo recognition on all printed materials, website, and any paid advertising
- Recognition signage at facepainting station
- Six complimentary admissions to the event to share with your employees, customers, and friends
- Acknowledgement in Annual Report

Snack Sponsor: \$1,000

Our young visitors will work up an appetite as they traverse the 100 acre woods and meet their favorite Winnie the Pooh characters. Snacks and beverages will be available at several stations to keep the young ones fueled on their journey!

- Logo recognition on all printed materials, website, and any paid advertising
- Recognition signage at all snack areas (2-3)
- Six complimentary admissions to the event to share with your employees, customers, and friends
- Acknowledgement in Annual Report

Christopher Robin

Everyone's favorite friend, Christopher Robin, will greet kids and families when they arrive for their day of adventure! Christopher Robin will hand out the kids' adventure passports and encourage them to explore to find activities and all his friends in the Woods.

Winnie the Pooh

Winnie the Pooh will be traversing the trail of doorways on the Grandfather Tree Loop. Visitors can take a jaunt in the woods and discover Winnie the Pooh as he shows off the trees and nooks where his friends live.

Tigger

Join Tigger for a dance party! Lights, music, action because Tiggers like to bounce!

Piglet

Piglet is a kind and caring friend to everyone. Visit Piglet's station to make a friendship bracelet for yourself or to give to your best friend. Also share a snack with a friend at this station!

Eeyore

A rain cloud often follows Eeyore so learn all about rain and clouds in Eeyore's cloud room! A magical immersion into a rainy day that will make you smile with learning and gooey hands-on activities.

Roo and Kanga's Play Area

Asbury Woods "Little Woods" play area is perfect place for the youngsters to let loose for some unstructured play time during their busy day! Families will appreciate the fenced in area to let their young ones do some solo exploring. It's also the perfect spot to grab another snack.

Rabbit

It's time to meet some real animals! At Rabbit's station we are partnering with our friends from Erie Area Rabbit Rescue (EARS) for some meet and greet time with lots of rabbits.

Owl

Owl wants you to play scientist and dissect an owl pellet! You'll discover what an owl typically eats and learn how they get rid of the bones and fur from the animals they eat. Also discover several species of owls with the taxidermy collection.