



## ***Sponsor a fun event and Gain Brand Ambassadors***

### **What is HOOT!**

A Pant *hoot* is a chimp vocalization that starts out low and breathy and escalates into high pitched pants that erupt into a full-on pant hoot.

### **When do chimpanzees hoot?**

Pant hoots are saved for expressions of utter excitement, like when chimps arrive at fruit trees, join up with a pal or get honored with a generous business sponsorship!

### **Want to hear a hoot?**

Listen and watch!: [youtu.be/ij0WtwXh\\_E4](https://youtu.be/ij0WtwXh_E4)

### **Want to cause a hoot?**

Read on...

## **Event Details**

On May 30, 2015, over 200 affluent and influential Seattleites will join Chimpanzee Sanctuary Northwest at the Bell Harbor International Conference Center for a night of celebration, education and fun. Guests will learn about what it means to be a chimpanzee at the sanctuary as they travel to different display areas explaining the sanctuary and how far the chimpanzees have come since their arrival in 2008. After visiting each display, guests will take a short quiz that enters them into a drawing. The display areas will prominently show the name and the logo of the company sponsoring the display. Dinner, Dessert Dash, and Live Auction will follow in the ballroom.

### **About Chimpanzee Sanctuary Northwest**

Chimpanzee Sanctuary Northwest is a world-class sanctuary that provides lifetime quality care for formerly abused or exploited chimpanzees and advocates for great apes through education and collaboration. We are home to Annie, Negra, Missy, Jody, Jamie, Foxie and Burrito – seven chimpanzees rescued from biomedical research.

Chimpanzee Sanctuary Northwest has been featured on the Today Show, World News Tonight, NY Times, AP wire stories, Glamour Magazine, the Seattle Times, Seattle Metro Magazine, and countless local TV, radio, and print outlets.

### **Who supports Chimpanzee Sanctuary Northwest?**

Chimpanzee Sanctuary Northwest attracts loyal, high income, recreation-seeking, animal loving supporters. As a sponsor, you will be able to connect with more than 17,000 supporters who read or hear about Chimpanzee Sanctuary Northwest every year through various media vehicles.

Local media figures and celebrities such as Michelle Esteban of KOMO TV, Arik Korman, former Producer of the Bob Rivers Show, and Charlotte Ross, well-known television actress, have hosted past events. This year our special guest speaker is bestselling author Karen Joy Fowler.

### **Why partner with Chimpanzee Sanctuary Northwest?**

If your company wants to connect with compassionate, affluent Seattleites, while making a tax deductible donation, a HOOT! Sponsorship will do just that. This sponsorship opportunity could launch your brand into the hearts and minds of thousands of people. Our supporters could be your supporters. We have:

- 8,000+ Email and blog subscribers
- 15,000+ Social media followers
- 90,000+ Annual Website Visitors

**Chimpanzee Sanctuary Northwest  
2015 HOOT! Gala  
Sponsorship Opportunities**

**\$5,000 – Exclusive Corporate Sponsor - The most prestigious sponsorship level.**

- Title of “Official Corporate Sponsor of the 2015 HOOT! Gala” on all materials including invitations, website and print promotions, and event signs
- Press releases to media contacts announcing company’s sponsorship
- Take-away business cards or flyers made available to all guests (provided by the sponsor)
- Recognition on Chimpanzee Sanctuary Northwest’s Facebook page (10,900 followers)
- Recognition in CSNW e-newsletter for 4 months (8,500 subscribers, 20-40% open rate)
- Logo and link on CSNW website event page for at least 12 months (90,000 website visitors annually, link from home and blog pages for 2 months)
- Logo on quiz that each attendee is given
- Your company featured in a dedicated blog post that we customize to fit your marketing goals (approximate reach = 10,000)
- Logo and link on all blog posts related to the event (minimum of 5 posts)
- Recognition on Twitter tweets promoting the event (minimum of 10 tweets) (4,800 followers)
- Complimentary double-page ad in auction catalog
- Recognition on event signage
- Right to announce sponsorship within and outside of company for marketing purposes
- Name recognition on all promotional materials (ads, flyers, posters)
- Recognition on thank you videos and messages during and after the event
- Opportunity to hold private tour of the sanctuary for up to 10 people
- A complimentary table (10 people) at the event (ticket value of \$1,000)

***Customized benefits*** are also available for the Display Area Sponsor Level and higher.

*We will work with you to custom design a benefits package that best suits your company’s strategic marketing goals.*

*Chimpanzee Sanctuary Northwest is a 501c3 nonprofit (EIN: 68-0552915). For additional information regarding the organization’s activities or financial information, Chimpanzee Sanctuary Northwest is registered with the Washington State Charities Program as required by law. **You will be provided a tax receipt for your sponsorship donation.***

### **\$2,000 – Display Area Sponsor (Seven Sponsorships Available)**

- Press releases to media contacts announcing company's sponsorship
- Right to announce sponsorship within company
- Recognition on Chimpanzee Sanctuary Northwest's Facebook page
- Recognition on event signage
- Recognition in CSNW e-newsletter for 2 months
- Complimentary half page ad in print auction catalog
- Logo and link on CSNW website event page for at least 12 months
- Link on some blog posts related to the event
- Recognition on some Twitter tweets about event (minimum of 5 tweets)
- Name recognition on all promotional materials (ads, flyers, posters)
- Logo on quiz that each attendee is given
- Logo and name on sign at sponsored display area
- Opportunity to contribute giveaway items at sponsored display area
- Opportunity to hold private tour of the sanctuary for up to 5 people
- 4 complimentary tickets to the event (ticket value of \$400)

### **\$1,000 – Chimpanzee Champion**

- Recognition on CSNW Facebook page
- Recognition on event signage
- Complimentary quarter page ad in print auction catalog
- Recognition in CSNW e-newsletter for 1 month
- Logo and link on CSNW website event page for minimum of 6 months
- Logo and link on some blog posts related to the event (minimum of 3 posts)
- Recognition on Twitter tweets about event (minimum of 3 tweets)
- Recognition on all promotional materials (ads, flyers, posters)
- 2 Complimentary tickets to the event (ticket value of \$200)

### **\$500 – Dessert Dash Sponsor**

One of the most fun aspects of our galas has been the Dessert Dash! You can provide attendees with delicious desserts to choose from and memories of running to get their chosen desert.

- Recognition on CSNW Facebook page
- Recognition on event signage
- Logo on the Desert Dash page of the print auction catalog
- Recognition in CSNW e-newsletter for 1 month
- Logo and link on CSNW website event page for minimum of 6 months
- Logo and link on at least one blog post related to the event
- Recognition on Twitter tweets about event (minimum of 3 tweets)
- Prominent signage on the Dessert Dash table



## 2015 Sponsorship Form

- |  |         |
|--|---------|
| <input type="checkbox"/> Exclusive Corporate Sponsor | \$5,000 |
| <input type="checkbox"/> Display Area Sponsor        | \$2,000 |
| <input type="checkbox"/> Chimpanzee Champion         | \$1,000 |
| <input type="checkbox"/> Dessert Dash Sponsor        | \$500   |
| <input type="checkbox"/> Other Amount                | \$      |

### Payment Options

Amount Enclosed: \$

or email [diana@ChimpsNW.org](mailto:diana@ChimpsNW.org) to inquire about making your sponsorship donation online

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City, State: \_\_\_\_\_ Zip: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Make checks payable to:

Chimpanzee Sanctuary Northwest, PO Box 952, Cle Elum, WA 98922  
Please note "HOOT! Sponsorship" on your check and mail with this form.

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**Thank you for your Support!**