



20th Anniversary Celebration

From Entertainment to Enrichment

Celebrating 20 Years - Center for Great Apes



Center for Great Apes 20th Anniversary Celebration Sponsorship Packet



Event Date: November 9, 2013
Event Location: Pinecrest Gardens, Miami, Florida

The Center for Great Apes is a 501(c)(3) non-profit sanctuary for chimpanzees and orangutans that have been rescued or retired from the entertainment industry, from research, or from the exotic pet trade. Founded 20 years ago in Miami, the sanctuary moved to more than 100 acres in Central Florida to better provide a safe, healthy, and enriching environment for great apes in need of lifetime care.



ABOUT THE SANCTUARY & THE CELEBRATION

WHAT

The 20th anniversary celebration will be held on November 9, 2013 at Pinecrest Gardens, the location where the sanctuary was originally founded. There will be VIP guest speakers, a champagne reception, live music, and more. Additionally, an art exhibit will be on display at the Pinecrest Garden Galley. This exhibit will transfer to Art Basel (also in Miami) in December.

WHO

The target audience for the 20th anniversary celebration of the Center for Great Apes are ages 25 to 50 with a passion for sports (both as viewers and participants), the arts and wildlife. Research shows that South Floridians who go to the zoo and support sanctuaries like the Center for Great Apes are skiers, tennis players and fans of the Miami Heat, Dolphins and Florida Panthers. Among the invited will be elected officials, leading members of the business community, media, special guests, executives with regional zoos, primatologists, authors, as well as members, donors, and friends of the Center for Great Apes.

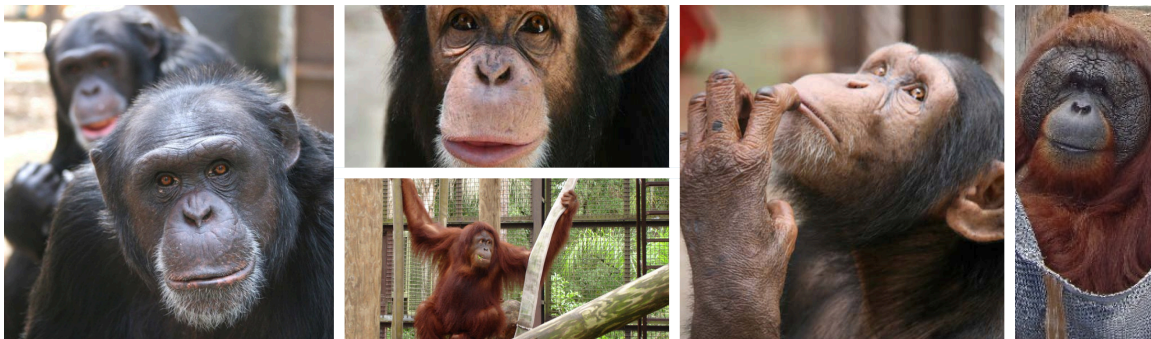
WHERE

Pinecrest Gardens, Miami, Florida

Located at the corner of SW 111th Street and SW 57th Ave

WHEN

November 9, 2013



The sanctuary is home to 45 rescued orangutans and chimpanzees.



ABOUT OUR DONORS

The Center for Great Apes is supported by people from all over the world. There are more than 6,000 donors on the mailing list. The majority of donors are based in Florida, with more than 2,000 donors living in South Florida.

Florida is the fourth most populous state in the USA and first in the Southeastern United States with a population of 18.8 million (2010 census). Florida contains the highest percentage of people over 65 (17.3%). Only 21.9% of the population is under 18.

AUDIENCE

The Center for Great Apes has been positively covered in national media (CNN, Daily Show with Jon Stewart, Jack Hanna (ABC), Miami Herald, Today Show, etc) with stories and articles about its residents (chimpanzees and orangutans) who have had backgrounds in movies, commercials and as pets of the famous (Michael Jackson). Other articles have highlighted the sanctuary's habitat design which has inspired some zoos to create similar habitats for their animals.

Marketing and promoting the 20th Anniversary celebration will start at least three months before the event - allowing time for print media to cover the news, booklets to be distributed, posters displayed, and partners to benefit from three months of efforts from inclusion in social media and signage at events.

The Center for Great Apes has a strong and responsive social media audience.



Social Media

Facebook	/CenterForGreatApes	8,000+ fans
Twitter	@CFGA	2,803 followers
Pinterest	/GreatApes44	100+ followers
Website	CenterForGreatApes.org	6,500 unique visitors/month
Email	Newsletter	5,908 subscribers



EVENT PROMOTION & SPONSOR BENEFITS

Promotion/Marketing

The 20th Anniversary Celebration event for the Center for Great Apes will be marketed worldwide with a strong emphasis on South Florida, home to more than 2,000 donors. Publicity and promotion will consist of extensive multi-media campaigns of TV, print, radio, social media, as well as posters, postcards and signage distributed throughout the South Florida area prior to the event.

Program Ad

Select sponsorship levels are granted ad space in the program. Ad space will also be available for sale. More than 300 programs will be printed.

Gift Bag

Sponsors are invited to add gifts and literature to the gift bags. Each guest will receive a gift bag with event t-shirts which will have sponsor logos.

Posters/Postcards

A minimum of 500 posters will be distributed to high traffic areas through out South Florida. More than 6,000 postcards will be mailed out to members, fans and donors.

Social Media

The official event web site is linked to the main page of the Center for Great Apes website, which receives more than 6,000 unique visitors per month. Sponsor logos/ names will be on the event website. Gratitude to sponsors will be shared on Facebooked (8,000+ fans) and Tweeted (2,800+ followers).

Advertising

The event will be publicized on South Florida print and broadcast outlets. As media partners join the program, exposure outlets and reach will increase.

Print: National, Florida and local print media will be reached through a series of press releases. Ads will be placed with select media partners.

Radio: The target audience and existing donors listen to WLRN. Media alerts will be sent to other radio stations including college, news, sports and top-40 music stations.

TV: Mentions of the event will be broadcast on local PBS and NBC Channel 6. This will be secured through PR efforts.



SPONSOR LEVELS

Sponsorship Benefits	Title Sponsor \$10,000	Diamond \$5,000	Gold \$2,500	Silver \$1,500	Bronze \$500
Event passes	10	8	6	4	2
Company name and link on event website	✓	✓	✓	✓	✓
Acknowledgement on Facebook (8,119+ Likes)	5X	3X	2X	1X	1X
Opportunity to put literature/item in gift bags	✓	✓	✓	✓	
Logo on Commemorative T-shirt	✓	✓	✓	✓	
Verbal recognition during welcome address	✓	✓	✓		
Logo in E-newsletter	✓	✓	✓		
Advertisement in event booklet	1-page, premium (back cover)	1-page, premium	1-page		
Logo on Ads	✓	✓			
Advertisement in printed newsletter	1/2-page	1/4-page			
Logo on Event signage	✓	✓			
Speaking opportunity at event	✓				
Overnight stay for 2 in the cabin at the Center for Great Apes	✓				



SPONSOR FORM

Center for Great Apes 20th Anniversary Celebration

We value our sponsors. Diane Beatty is able to take your information on a phone call (863-767-8903). If it is more convenient for you, please fill out the form below.

Diane Beatty at diane@centerforgreatapes.org

Center for Great Apes - P.O.Box 488 Wauchula, FL 33873

Company Name	
Contact Name	
Address	
Phone	
Email	
Website	

SPONSORSHIP LEVEL

- Title Sponsor \$10,000
- Diamond Sponsor \$5,000
- Gold Sponsor \$2,500
- Silver Sponsor \$1,500
- Bronze Sponsor \$500
- In-Kind Sponsor Valued at \$ _____

PAYMENT INFORMATION (please check one):

- Check Enclosed Invoice Me
- Credit card (10% processing fee to be added)

Please call Diane at Center for Great Apes to process your credit card. 863-767-8903