



TRICK OR TREAT VENDOR INVITATION

Trick or Treat, and You at the Zoo

By Winfield Danielson, marketing and PR manager

Mummies, daddies, ghouls and goblins – all the best people – will be at Virginia Zoo's spooktacular event, Zoo Boo Saturday, Oct. 29.



treats at every turn.

It's frighteningly easy for you to promote your organization to families in Hampton Roads by participating in Zoo Boo, and it's fun too! More than 8,500 visitors came out for Zoo Boo last year.



Be a part of our most exciting and popular event as the Virginia Zoo is transformed into an exciting Halloween alternative that is safe for families and harbors

What's more, your participation will not only put a smile on a child's face, it will also help the Virginia Zoo accomplish its three core missions – education, recreation and conservation.

Speaking of conservation, most of the candy and treats we provide at Zoo Boo either use sustainable

palm oil or are palm oil free. Deforestation from unsustainable palm oil plantations are destroying critical habitat for orangutans and other threatened species.

The day starts with Family Fun Day activities from 10 a.m. to 3 p.m., with a focus on younger children and their families. As usual, the animals will be out in their habitats, but there will also be animal pumpkin smashing, themed train rides, costume contests and, of course, trick or treat candy stations.

When evening comes, Zoo Boo will take on a more sinister tone for Fright Night from 6 p.m. to 9 p.m., which is focused on thrilling adults and older children. There will still be costumes and candy, but there will also be the Train of Terror, Haunted Hay Ride and more. It's so scary, we have to put the animals inside!



The Trick or Treat Station Host Form on the back of this newsletter has more information on how your organization can be a part of Zoo Boo. If you have any other questions, please contact Win Danielson at 757-441-2374 ext. 223 or winfield.danielson@norfolk.gov.

Thank you for your support of the Virginia Zoo. We look forward to seeing you at Zoo Boo and wish you a Happy Halloween!



TRICK OR TREAT STATION HOST FORM

Promote your organization at one of the Virginia Zoo's most popular events – Zoo Boo! **We'll supply the candy and treats (valued at \$400 per vendor)**; you decorate and staff your treat station! You may also hand out promotional materials and gifts to attendees (though the materials must be preapproved by Virginia Zoo).

Vendors will also receive two Zoo Boo 2011 tickets, in addition to free admission for the individuals staffing their tables. All Trick or Treat Station hosts will be entered in our **Zoo Boo-th** contest; the team with the best decorated booth will win a free behind-the-scenes giraffe feeding!

Trick or Treat Station Vendor Opportunities:

Family Fun Day -- \$75

Saturday, October 29 — 10 a.m. - 3 p.m.

Fright Night -- \$75

Saturday, October 29 — 6 p.m. - 9 p.m.

Super Scary Discount Package -- \$100

Sign up for **both events** and get at the discounted rate of \$100!

(Rain Date is Sunday, October 30 - same times)

Vendor check-in begins one hour before event starts. All tables must be set up before gates open to the public. Vendors are advised to bring wagons or hand carts to transport Zoo-Booth items from parking lot to tables. Vendors are responsible for decorating their displays and are encouraged to wear costumes. **Host forms must be received by Oct. 17, 2011!**

Organization: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Treat Station Vendor Commitment (please check all that apply):

- Family Fun Day Saturday, October 29 from 10 a.m. to 3 p.m. (rain date Sunday October 30) \$75
- Fright Night on Saturday, October 29 from 6 p.m. to 10 p.m. (rain date Sunday October 30) \$75
- Super Scary Discount for both events\$100

Payment:

- Pay by check made **payable to Virginia Zoological Society**
- Pay by credit card: American Express Discover MasterCard Visa

_____|_____|_____|_____
Account Number

_____|_____|_____|_____
Verification # Expiration Date

Card Holder Name: _____ Signature: _____

Please send form and payment to Kelsey Essmann Bethune, Virginia Zoo, 3500 Granby Street, Norfolk, VA 23504. For assistance, call (757) 441-2374, ext 253 or email kelsey.bethune@norfolk.gov.