



Birds, Bees & Brews is a signature inclusive tasting event celebrating Finger Lakes and New York State brews - beer, cider, kombucha, coffee, and more. 500 guests 21+ sample dozens of beverages while learning about the role of pollinators in a healthy ecosystem.

Birds, Bees, & Brews	Combined Tasting Event Presenting	BBB Presenting	Food Truck Rodeo	Tasting Area	Naturalists at Night	Animal Encounter	Table Partner
Recognition in tandem with brand across all event promotion	Both BBB and W4W	X					
VIP Reserved area for employees attending the event	Both BBB and W4W	X					
Rental Privileges	50% reduction in fee for 1 reservation of SPZ Conference Center for company meetings (catering not included)	50% reduction in fee for 1 reservation of SPZ Conference Center for company meetings (catering not included)					
Opportunity to provide an info table with giveaways, etc.	Both BBB and W4W	X	X	X			X
Complimentary Zoo memberships	7 three-month Family memberships 15% discount with code	5 three-month Family memberships 15% discount with code	15% discount with code	15% discount with code			
Event tickets	6 complimentary tickets to each event \$5 discount with code	6 complimentary and \$5 discount with code	3 complimentary and \$5 discount with code	3 complimentary and \$5 discount with code	\$5 discount with code		
Brand displayed on signage at sponsored activity	Logo included on custom tasting cups for both events	Logo included on custom silicone tasting cup	Logo at Food Truck Rodeo	Logo on Tasting Area signage	Logo at Naturalists at Night signage	Logo on Animal Encounter signage	
Recognition on event webpage	Both BBB and W4W	X	X	X	X	X	X
Recognition on event maps	Both BBB and W4W	X	X	X	X	X	
Recognition on social media	Always recognized in tandem with both event brands	Always recognized in tandem with event brand	X	X	X		
Acknowledgement in ZooNooz	X	X	X	X	X	X	X
Opportunity to table at Spooktacular in October 2026 free of charge	X	X					
Investment	\$8,000	\$5,000	\$2,000	\$1,500	\$750	\$500	\$250