

ZOOBREW 2026

A BEER FESTIVAL AT THE EDMONTON VALLEY ZOO



JUNE 20, JULY 18, AUGUST 21 | 5:00 - 11:00 PM
Edmonton Valley Zoo - 13315 Buena Vista Road & 87 Ave NW

Zoobrew is a truly unique 18+ beer festival, hosted at the **Edmonton Valley Zoo** and
in support of **The Valley Zoo Development Society**.

Zoobrew transforms the zoo into an exclusive after-hours festival, attracting thousands of engaged attendees who are passionate about local brews, animal conservation, or just looking for a great night out!

3

DAYS

30+

VENDORS

100+

**BEERS, WINES, AND
SPIRITS**

5,400+

ATTENDEES

2026 IS GOING TO BE EVEN BIGGER!

The Valley Zoo Development Society
Charitable Number: 88639 7595 RR0001

Phone: (587) 988-6270

Box 2359, Edmonton, AB T5J 2R7
Email: DZelinski@buildingourzoo.com



BENEFITS OF SPONSORSHIP

As a sponsor of Zoobrew, your organization will enjoy various benefits throughout the event including:

- Brand recognition to an engaged, adult audience.
- Align your brand with Edmonton and Alberta-owned businesses.
- Gain exclusive on-site promotion and advertising opportunities to showcase your product, brand, or company to around 6,000 guests, vendors, and staff.
- Demonstrate your commitment to the City of Edmonton and support the Edmonton Valley Zoo's conservation and education initiatives.

Sponsorships of all sizes help us to build an even larger and more engaging for the community and are customized based on each agreement in order to meet all of your company's needs!

Attendees primarily fell into these three age categories:

- 36-45 years old
- 46-55 years old
- 26-35 years old

93.4%

of attendees would return to ZooBrew
& recommend to family and friends



TITLE SPONSOR

\$20,000 for all 3 dates

(Individual date sponsorship may be available - contact organizer - benefits will vary)

Title sponsorship puts your company's brand front and center leading up to, throughout, and following Zoobrew. The Title Sponsor receives exclusive branding opportunities, can choose from a variety of on-site activations, and enjoys several unique perks and experiences for clients and staff.

This premium maximizes brand exposure and provides excellent networking opportunities with local businesses and potential customers, and are more than happy to work with our Title Sponsor to customize a package that works well for everyone!

- Event advertised as "**Zoobrew 2026: Presented by [Your Company Name]!**"
- Marketing opportunity during each event for on-site activation with a 10'x10' tent for **product placement, sampling, or brand ambassadors**.
- **Private Hosting Each Event Night** for up to 90 guests in our VIP Otter Room (includes 20 admission tickets to each event date - additional tickets must be purchased). (**\$3,900 value**)
- **Digital recognition** on Global Edmonton, Zoobrew websites, event guides, newsletters, and social media.
- **Company name or logo printed** on the following:
 - **5,400** zoo-venir lanyards.
 - **6,000** Liquor Sample Ticket packages used by all guests.
 - **On-site welcome banner and event signage.**



TITLE SPONSOR (Per Date)

\$8,000 for 1 event date

(Only available if Title Sponsor for all 3 dates is not sold)

Priority is granted to a Title Sponsor partnering with us for all 3 Zoobrew dates, but we are open to discussing sponsorship opportunities if you are only interested in being the Title Sponsor for 1 of the 3 Zoobrew dates.

The benefits for being a Title Sponsor of 1 date would differ as follows:

- Event advertised as “**Zoobrew 2026: Presented by [Your Company Name]!**” for your date.
 - Please note: Television recognition is not available for individual date Title Sponsorship.
- Opportunity for on-site activation with a 10'x10' tent for **product placement, sampling, or brand ambassadors** for your selected date.
- **Private hosting** for up to 90 guests during your selected date in our VIP Otter Room (includes 20 tickets to your event date - additional tickets must be purchased). (**\$1,300 value**)
- **Digital recognition** on Zoobrew websites, event guides, newsletters, and social media referring to your selected date.
- **Company name or logo printed** on the following for your selected date:
 - **1,800 zoo-venir lanyards.**
 - **2,000 Liquor Sample Ticket packages** used by all guests.
 - **On-site welcome banner and event signage.**



SAMPLE MUG SPONSOR

\$15,000 for all 3 nights

Sponsoring our sampling mugs is a great way to promote your brand and show your support for the event. Attendees will appreciate the convenience of having a reusable mug as a keepsake zoo-venir, and they'll see your logo every time they take a sip!

This striking and memorable collateral sponsorship opportunity ensures that your company logo will be prominently showcased in a unique manner with these special take-home 5 oz. sampling mugs used by 5,400 attendees of Zoobrew throughout the event.

- **Company name or logo printed on all 5,400 zoo-venir sample mugs.**
- Opportunity for on-site activation with a 10'x10' tent for **product placement, sampling, or brand ambassadors** during 1 of the 3 Zoobrew dates.
- **Digital recognition** on Zoobrew websites, event guides, newsletters, and social media.
- **Company name or logo printed on event signage on site.**
- **30 complimentary tickets to Zoobrew (\$1,050 value).**



ENTERTAINMENT SPONSOR

\$5,000

We are proud to provide local up-and-coming artists the opportunity to perform for our crowds in the during ZooBrew, where attendees enjoy the music throughout our site while they enjoy their beverages!

We're excited to have an ever-growing waiting list of new artists and bands hoping to snag a spot in our performer lineup for the next ZooBrew event year after year and our performer lineup changes at each event allowing for new talent to come in and bring their fans along for the fun!

- **Prominent signage at entertainment locations.**
- **Digital recognition on Zoobrew websites, event guides, newsletters, and social media.**
- **Company name or logo printed on event signage on site.**
- **20 complimentary tickets to Zoobrew (\$700 value).**



LIQUOR SAMPLE TICKET SPONSOR

\$4,000

We are proud to provide local businesses the opportunity to achieve logo recognition with every single one of our guests. Our sample tickets are carried by attendees, given to the vendors, and shared with other guests - talk about exposure!

- **Company logo printed on 6,000 Liquor Sample Ticket packages (120,000 tickets).**
- **Digital recognition on Zoobrew websites, event guides, newsletters, and social media.**
- **Company name or logo printed on event signage on site.**
- **15 complimentary tickets to Zoobrew (\$525 value).**



ANIMAL TALK SPONSOR

\$4,000

Zoobrew wouldn't be as special as it is without the help of the true stars of the evening: our amazing animals!

Every hour during the night, our Zookeeping and Education teams feature a different animal to teach our guests about everything that makes them unique and important for conservation. These talks are very well attended because they are guaranteed ways for our visitors to experience our animals and ask questions with our zoo Interpreters. As guests enjoy their beer, they get to watch our animals receive a tasty treat or an exciting enrichment during a training session or feeding.

Animals featured during the Animal Talks may include: Otters, Red Pandas, and Seals!

- **Company name or logo printed on event signage** informing guests of each of the Animal Talk times and location.
- Your company mentioned during each Animal Talk by the Zoo Interpreter. For example, **“Tonight’s Seal Talk is sponsored by [Your Company Name]!”**
- **Digital recognition** on Zoobrew websites, event guides, newsletters, and social media.
- **15 complimentary tickets to Zoobrew** (\$525 value).



IN-KIND SPONSOR

Receive either Recognition or a Tax Receipt

Want to support and participate in Zoobrew in a specific way?

We appreciate all in-kind sponsors who can generously help us with things such as:

Rentals

Merch

Signage

Sound Equipment

Security

Printing

Game Stations

Prize and Raffle Donations

Want to donate your time and join our **Zoobrew Crew?**

BECOME A VOLUNTEER!

We have many Zoobrew volunteer opportunities (planning or day-of roles) for individuals, groups, or company employees to participate in the zoo fun!

Please email events@buildingourzoo.com for information on specific roles available and/or to be added to the volunteer list.





READY TO BE A ZOOBREW SPONSOR?



Contact Daryl Zelinski at DZelinski@BuildingOurZoo.com or call 587-988-6270
to select your sponsorship level or for more information.

Thank you for your generosity and support of
The Valley Zoo Development Society and our Edmonton Valley Zoo!