



THE GREENVILLE ZOO FOUNDATION IS PROUD TO PRESENT  
ZOOTUNES: A GREENVILLE ZOO FOUNDATION CONCERT SERIES



SPONSORSHIP GUIDE

# SPONSORSHIP GUIDE

## ZOO TUNES

FRIDAY, JUNE 28

SATURDAY, AUGUST 24

PNC Bank Zoo Tunes is Greenville's wildest outdoor concert series, bringing world-class artists to the Greenville Zoo for a night of music and wildlife June 28 and August 24. Guests will enjoy live music from today's top talent performing against one of Greenville's most distinctive outdoor backdrops – the Greenville Zoo. Zoo Tunes is in its fourth season and boasts performances by top artists in rock, folk, soul and blues. All tickets for the concerts are sold as general admission with full access to the zoo. A VIP ticket option adds access to a restricted area will complimentary beer, wine and food. Eight hundred guests are expected to attend each concert.

Proceeds from Zoo Tunes help the Greenville Zoo Foundation fund world-class animal care, conservation projects and award-winning educational programs at the Greenville Zoo.

## THE ORGANIZATION

The Greenville Zoo Foundation is a non-profit organization focused on supporting the Greenville Zoo and its dedication to animal care, education, conservation and the overall enjoyment of the community. The Foundation is dedicated to marketing, advocacy and fundraising efforts that improve the Greenville Zoo for guests, animals, and staff.

## ABOUT THE ARTISTS

### Hayes Carll – June 28, 2019

A singer and songwriter with a rock & roll heart and a country soul, Hayes Carll has won a devoted following in roots rock and Americana circles for music that honors the traditions of vintage country but with the swagger and swing of rock, while speaking from the perspective of a regular guy with street smarts and stories to tell.

Born Joshua Hayes Carll in Houston on January 9, 1976, the singer/songwriter received his first guitar at the age of 15 and almost immediately began writing songs influenced by the likes of Bob Dylan, John Prine, Kris Kristofferson, and the Beat-era writings of Jack Kerouac, all of which continued to reverberate in Carll's mature songwriting style. After graduating in 1998 with a history degree from Hendrix College in Conway, Arkansas, Carll returned to Texas, settling in Crystal Beach, where he played his own material in the local bars. After a stay in Austin, he returned home and continued to play gigs in the Galveston and Houston area, picking up a loyal following.

The chorus to the title track on the new Hayes Carll album, *What It Is*, is a manifesto.

*What it was is gone forever / What it could be God only knows.  
What it is is right here in front of me / and I'm not letting go.*

He's embracing the moment. Leaving the past where it belongs, accepting there's no way to know what's ahead, and challenging himself to be present in both love and life. It's heady stuff. It also rocks.



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## ABOUT THE ARTISTS

### St. Paul & The Broken Bones – August 24, 2019

Blood is thicker than water, and it can leave scars. But like it or not, those in our bloodlines are stuck with us—and us with them—for better or for worse. Paul Janeway understands this conundrum of heritage well. The singer of the Birmingham, Alabama-based rock and roll soul band St. Paul & The Broken Bones was born and raised in America's Deep South, a place where social consciousness can still take a backseat to unsavory traditions and where a family's expectations sometimes supersede all else. Despite the fierce familial love, he enjoyed and constantly gave back while growing up—especially to his father and grandfather—from an early age Janeway realized that the way he thought about the world was a little different from those around him, and he began to seek an outlet from which to share what was in his heart and on his mind. Blessed with a powerful voice, a magnetism for connecting with people, and a gift for making music, he traded in a career in ministry to start his own band.

"I've always been the artsy weirdo in the family," Janeway says. "I'm liberal, a blue dot in a very red part of the world. When you're from Alabama you have to go out of your way to make people understand that you think a little differently. But we're an Alabama band—it's who we are."

St. Paul & The Broken Bones formed in 2012, releasing their debut album *Half the City* in 2014 and its follow up, 2016's *Sea of Noise*, too much acclaim. Those strong efforts helped place them on the national scene, and the band worked hard to prove they were no mere retro-soul band—from touring the world relentlessly, including being selected to open for The Rolling Stones and headlining two nights at the Ryman Auditorium, to TV appearances including The Late Show with David Letterman, Jimmy Kimmel Live, Conan, Austin City Limits two appearances on The Late Show with Stephen Colbert, one being the very first episode. Janeway's fearless showmanship, thoughtful lyrics, and dedication to his performance soon became the band's calling card, and paired with the inventive and skillful direction of co-band leader Jesse Phillips as well as a full eight-man roster comprised of some of the best young instrumentalists in the South, they soon became a must-see event. (In addition to Janeway on lead vocals and Phillips on bass and guitar, the lineup is rounded out by Browan Lollar (guitars), Andrew Lee (drums), Al Gamble (keyboards), Allen Branstetter (trumpet), Chad Fisher (trombone) and Amari Ansari (saxophone), who replaced Jason Mingledorff following the album's recording) Over time, Janeway has learned the art of balancing expectations and how to reconcile his past with his future, just as his band have learned how to overcome their perception by pushing against its ceiling. In embracing those things he cannot change, he has forged ahead as an artist and as a man. And with his band's new album, *Young Sick Camellia*, Janeway has created a space for St. Paul & The Broken Bones to rival any forward-thinking band making music today, based on a concept all-too familiar to him: family, and how we love them despite our differences.



# SPONSORSHIP OPPORTUNITIES

## **TITLE SPONSOR – \$20,000** **SOLD**

### **Recognition as Title Sponsor of ZooTunes**

- Top sponsor logo placement on all ZooTunes collateral materials and promotional efforts, including but not limited to:
  - Pole banners on East Washington Street
  - On-site event signage
  - Event advertising (website, print and radio)
  - Event posters
- Opportunity to have one evening rental, which includes two hours of exclusive Greenville Zoo access for your guests\*
- Company mention in all press releases
- Special recognition at event
- A company banner displayed in the the zoo during the event (banners to be provided by sponsor)
- Recognition in Greenville Zoo's eNewsletter
- Click through logo link on Greenville Zoo Foundation website
- Complimentary VIP passes to each concert (16)

## **PRESENTING SPONSOR – \$10,000**

- Logo placement on select ZooTunes collateral materials and promotional efforts, including but not limited to
  - On-site event signage
  - Event advertising
  - Event posters
- Opportunity to customize exclusive sponsorship benefits to fit your needs (band sponsor, food sponsor, bar sponsor, etc.)
- One company banner displayed at the zoo during the event (banner to be provided by sponsor)
- Company mention in all press releases
- Special recognition at event
- Recognition in Greenville Zoo's Newsletter and eNewsletter
- Complimentary VIP passes to each concert (14)

## **MEDIA SPONSOR – IN-KIND**

- Exclusive recognition as television, radio and/or print sponsor
- Logo placement on select ZooTunes collateral materials and promotional efforts, including but not limited to
  - On-site event signage
  - Event advertising
  - Event posters
  - Social Media
- Recognition in Greenville Zoo's Newsletter and eNewsletter (22,000+)
- Complimentary passes to ZooTunes (amount varies per sponsorship amount)

## **GOLD SPONSOR – \$5,000**

- Logo placement on select ZooTunes collateral materials and promotional efforts, including but not limited to:
  - On-site event signage
  - Event advertising
  - Event posters
  - Social Media
- Recognition in Greenville Zoo's Newsletter and eNewsletter
- Complimentary passes to ZooTunes (10)

## **SILVER SPONSOR – \$2,500**

- Logo placement on select ZooTunes collateral materials and promotional efforts, including but not limited to:
  - On-site event signage
  - Event advertising
  - Event posters
  - Social Media
- Complimentary passes to ZooTunes (8)

## **BRONZE SPONSOR – \$1,000 OR IN-KIND**

- Logo placement on select ZooTunes collateral materials and promotional efforts, including but not limited to:
  - On-site event signage
  - Event posters
- Complimentary passes to ZooTunes (4)



## SPONSORSHIP AGREEMENT

Title - \$20,000  
Presenting - \$10,000  
Media - In-Kind  
Gold - \$5,000  
Silver - \$2,500  
Bronze - \$1,000

Company Name \_\_\_\_\_

Primary Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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

Sponsorship Level \$ \_\_\_\_\_ In-Kind sponsorship amount \$ \_\_\_\_\_

I would like \_\_\_\_\_ additional VIP tickets.

Authorized Signature\* \_\_\_\_\_

*\*By signing above, you are acknowledging your commitment to sponsor Zoo Tunes and will submit payment by June 24, 2019.*

The Greenville Zoo Foundation/Friends of the Greenville Zoo is a non-profit 501(c)-3 FID #57-0654589.

**Please make checks payable to:**

Greenville Zoo Foundation  
*and send payment along with this form to:*

Greenville Zoo Foundation  
150 Cleveland Park Drive  
Greenville, SC 29601

**For additional information, please contact:**

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