



## **SANTA BARBARA ZOO'S Boo at the Zoo 2019**



**October 18<sup>th</sup>, 19<sup>th</sup> and 20<sup>th</sup>**

Be a part of the Tri-Counties' most popular Halloween festival, as the Santa Barbara Zoo proudly presents our 17<sup>th</sup> Annual Boo at the Zoo!

Last year over, 3,000 ghosts and goblins attended Boo at the Zoo each night! From haunted train rides to hay mazes to mad scientist labs, it's a one-of-a-kind festival families return to year after year!

What better way to expose your business and reach parents, families and children in the tri-county area? Spaces are already filling up for the Zoo's "very merry, not too scary," traffic-free trick-or-treating alternative. Your business can join in the fun by signing up for one of the following opportunities!

### Treat Table Sponsor

Perfect for pixie-sized budgets! For the price of candy alone, you can host your own trick-or-treat booth and interact with local families as little goblins line up for treats. Feel free to distribute promotional materials and wear your favorite costume. Please see "Treat Table Guidelines" for details.

### Monstrous Media

Be a part of our radio, print, ZooNews member magazine (58,000+ members), website (1,300 daily visitors), e-mail blasts (31,000+ addresses), Facebook (60,000+ followers), and public relations promotions by sponsoring a haunted attraction. You may also receive signage, an ad in our program, tickets, and other marketing partner benefits. Please see "Sponsorship Levels" for further details.

We hope you can join us for this year's festivities!

Hauntingly Yours,

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# Boo at the Zoo Treat Table Guidelines



Please review the guidelines and [click here](#) to fill out the online registration form before October 1<sup>st</sup>. If you have any questions, please feel free to contact Cheyanne Brooks at (805) 962-5339 ext.180.

1. I am responsible for decorating, staffing, and lighting my Treat Table(s). The Santa Barbara Zoo will provide one 6- ft. banquet table and 2 chairs per sponsor. Company/organization signage is permitted at your table, but must be provided by the sponsor. Tents/canopies up to 10x10 are permitted. The Zoo is minimally lit for this night event so at least 2 battery-powered lights are recommended. No electricity is available due to power limitations on site. Please do not bring any open flames or candles for lighting. Please note cars are not to be driven on Zoo ground for this event; all materials must be transportable by the Zoo's golf carts or wagons.
2. I will provide **at least 3,000 quality treats per night** at my Treat Table. Please use treats that are palm oil free or use sustainable palm oil. Feel free to contact the Zoo for more information. The Santa Barbara Zoo is anticipating crowds of 3,000+ trick-or-treaters per night. Treats can be of the sponsor's own choosing, but no "penny" candy is allowed. If coupons are being distributed in addition to candy, they must be "no purchased required" certificates. The Zoo does not permit balloons, straws, confetti, frisbees, balls, water guns, skateboards, scooters, rollerblades, or bicycles for the safety of our animals and our Zoo guests. **See Teal Pumpkin Project for trick or treating for food allergy awareness and promoting inclusion.**
3. I will provide a minimum of two Treat Table staff/volunteers, no more than four, to distribute treats each night. **All staff must be 18 years of age or older.** Treat Table staff must be in place and ready to go at least 30 minutes before the event starts (5:00pm on Fri. & 4:00pm on Sat./Sun). We ask that you please stay at your table until the event ends (8:30pm on Friday/Saturday and 7:30pm on Sunday). If you are unable to staff your Treat Table due to an emergency, please call the Zoo at (805) 962-5339 before 2:00pm the day of.
4. We ask Treat Table staff/volunteers be dressed in family-friendly costumes throughout the duration of the event. (No company uniforms please!) Costumes should not be too scary so as not to scare our younger guests (no gore, blood, weapons, etc.). For the safety of our visitors, adults may not wear masks, full-face make-up, or otherwise cover their faces at any time.
5. Treat Tables and delivery times are assigned on a first come, first serve basis. Upon receiving your registration, a Zoo representative will contact you to confirm your date(s) & delivery time(s). We will do our best to accommodate your preferences.
6. No vehicles will be allowed to drive on Zoo grounds for deliveries. We will have flat bed golf carts and wagons available to assist you at your confirmed delivery time. Golf carts are driven by Zoo staff members only.
7. Sponsors will be notified of their table location upon arrival on the evening of participation.
8. The Zoo cannot store edible treats overnight; however, we do appreciate your donation of any extra, unused candy at the end of the night.
9. If the sponsor is participating consecutive nights, decorations (but not candy) may stay overnight. Please note the Zoo can get moist overnight. In addition, there are wild critters such as skunks and raccoons the Zoo does not have any control over. Please plan accordingly if leaving items overnight. If the sponsor is not returning the following night, all materials must be removed by 9:00pm on the night of. All treats, equipment, and materials of participating organizations must be clearly marked with the organization's name. Santa Barbara Zoo is not responsible for any lost, misplaced, stolen, or damaged items brought into the Zoo.
10. Sponsors, staff, and/or volunteers that do not follow these guidelines or the Santa Barbara Zoo's general policies may be instructed to leave the event at any time.

# Boo at the Zoo Treat Table FAQ



## What time does the event take place? How long do I stay for?

Boo at the Zoo takes place at the Zoo afterhours for three days.

2019 Schedule:

Friday October 18 from 5:30pm – 8:30pm

Saturday, October 19 from 4:30pm – 8:30pm

Sunday, October 20 from 4:30pm – 7:30pm

\*Treat Table Sponsors will be allowed into the Zoo to start setting up as early as 2:30pm on the day of. Treat Tables should be ready to go at least 30 minutes before the event start time & treat tables can start breaking down at 8:30pm (7:30pm on Sunday). Treat Table Sponsors may sign up for one, two, or all three days.

## Where does the event take place within the Zoo?

While the event takes place all over the Zoo, the Trick-or-Treat Trail is setup on the Zoo's Hilltop.

## Are the animals out during the event?

While we do not market or promote that the animals are out after hours, a handful of animals in our collection have access to their exhibits throughout the night. There will also be special animal encounters (bird greetings, creepy crawlies, etc.) during the event at the Zoo's Hilltop area.

## Where do I buy candy?

We've found a great source for purchasing candy is the Fun Express catalog ([www.funexpress.com](http://www.funexpress.com)). If you'd prefer not to order online, Costco, Target, or K-Mart are other great options. Purchase early; candy can sell out!

## How much will 3,000 pieces of candy cost me?

The cost of candy will vary depending upon the type of candy you purchase. In general, we would expect between \$350 - \$600.

## It says not to buy "penny" candy; what does that mean?

"Penny" candy refers to small pieces of candy like small Tootsie Rolls, gumballs, or small hard candies. We want to ensure our visitors are getting quality treats at all the Treat Tables, and stay away from choking sized candy.

## Where can I get information about palm oil free candy?

Palm oil is deadly for a lot of wildlife, including elephants, due to the destruction of natural habitat. Some good examples for palm oil free or sustainable palm oil candy are Nestle, Wonka, Kellogg's, ConAgra and PepsiCo. You can find more information on this crisis at [www.cmzoo.org/conservation/PalmOilCrisis/](http://www.cmzoo.org/conservation/PalmOilCrisis/). Learn about the complex issues surrounding palm oil—from the origins of the crisis to the facts about palm oil, rainforests, orangutans and biofuel—and the ways we can work together to protect this endangered species.

## What is the Teal Pumpkin Project? Items for food allergies & promoting inclusion?

The Teal Pumpkin Project is an initiative to raise awareness of food allergies and promote inclusion of all trick or treaters. By placing a [teal pumpkin](#) on your table, you are providing a visual symbol to families and children with allergies that your treats are an option for children with allergies. In doing so we ask that you please hand out candy of giveaways for children that might have an allergy. This is optional, but encouraged for those businesses who would like to distribute items for all!

[Click Here for more information.](#)

## How many staff will I need to provide each night?

We ask that you provide a minimum of two staff people or volunteers, no more than four. **All staff must be over the age of 18.** All Treat Table staff are asked to wear family-friendly Halloween costumes. (No gore, nothing too scary, no masks or face coverings, etc.)

## Do I need to bring my own table and chairs?

No, the Zoo will provide each Treat Table Sponsor with one 6 ft. banquet table and two chairs. All you need to provide is candy, staff and decorations! Please note that cars are not to be driven on Zoo grounds for this event. Golf cart assistance will be available.

**What if I decide to do more than one night, do I have to take everything down and bring it back the next day?**

No, you can leave up your decorations. However, we do ask you take any edible items (the treats!) with you. The Zoo is not liable for any times stored over night.

**Is the Zoo lit for this event? Do I need to bring my own lights?**

The Zoo is minimally lit for the event & we do not have electricity available for Treat Tables. We recommend that Treat Tables provide a minimum of two battery-operated lights/lanterns. Please do not bring any candles or open flames.