



# BURNING OF ZOZOBRA

2024

SPONSORSHIP OPPORTUNITIES





## *Burn Him!*

The Burning of Zozobra is one of the most highly-anticipated cultural events in Santa Fe, NM, with visitors coming from every corner of the globe to experience this only-in-Santa-Fe celebration. This unique cultural event is staged annually by the Kiwanis Club of Santa Fe on the Friday of Labor Day weekend as an exciting and fiery finale to the last days of summer.



# ABOUT THE EVENT

**DATES:** *August 30, 2024*

**LOCATION:** *Santa Fe, New Mexico*

**ATTENDANCE:** *60,000+ in person and  
600,000+ online and on TV*

**VENUE:** *Fort Marcy Park*

# 100 YEARS AND COUNTING

Zozobra is the creation of Will Shuster, one of Los Cinco Pintores, a group of artists who made their way to New Mexico in the 1920s. Shuster's creation first burned in his backyard in 1924 as a 6-foot effigy, and over the years, has grown to a towering 50-foot high marionette.

Made of wood, wire and cotton cloth and stuffed with hundreds of bags of shredded paper, Zozobra is a dark and eerie character, part ghost and part monster. Since those early days, the people of Santa Fe, families and friends new and old, have annually made their way to Fort Marcy Park, near the historic Santa Fe Plaza, to view this one-of-a-kind Labor Day Friday pageant.



# WHO IS KIWANIS?

Kiwanis International is a global organization of volunteers dedicated to improving the world one child and one community at a time. For more than a century, Kiwanis has created opportunities for children to be curious, safe and healthy regardless of the community in which they live.

Founded in 1921, the Kiwanis Club of Santa Fe is the city's oldest service organization. Since 1964, when Zozobra's creator Will Shuster gave Kiwanis the rights to Zozobra in perpetuity, the Burning of Zozobra has faithfully continued the tradition and raised more than \$1.8 million to help kids learn, experience, dream, grow, succeed and thrive.

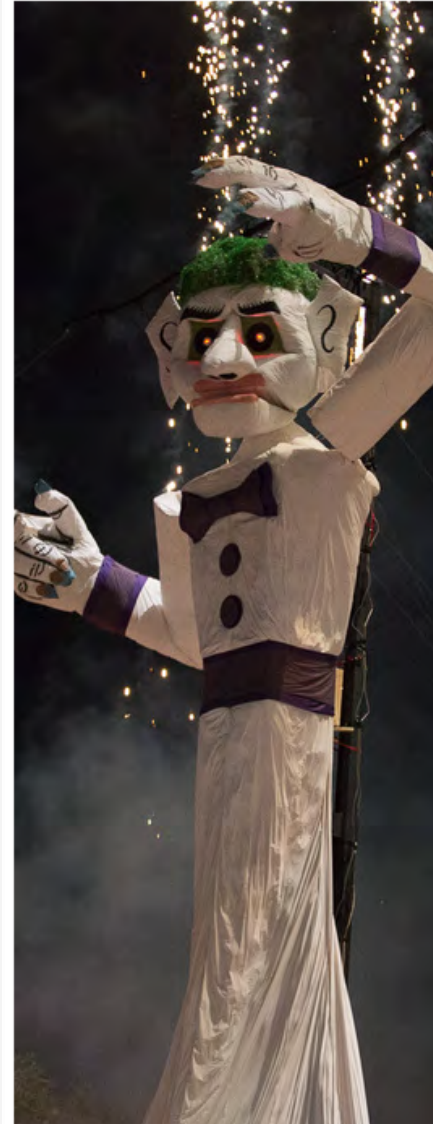
The Burning of Zozobra is a unique opportunity to be a part of one of the biggest events in New Mexico, and at the same time, to be a part of a greater good!



# LOOKING OUT FOR SANTA FE

Sustainability at Zozobra is a valued Bylaw of the Kiwanis Club of Santa Fe. Club members consistently strive to make Zozobra a green event by recycling and sourcing locally to the greatest degree possible. In cooperation with the Santa Fe Chapter of the New Mexico Green Chamber of Commerce, Kiwanis has pledged to annually review all aspects of Zozobra's environmental footprint:

- Food and merchandise vendors must provide recyclable or biodegradable utensils, vessels, cups, and packaging.
- Styrofoam and plastic packaging are not permitted, aluminum wrapping required for food and refillable cups encouraged.
- The Santa Fe Green Chamber of Commerce partners with Kiwanis to recruit volunteers to man refillable water stations.
- Advertising encourages attendees to bring refillable water bottles. Commercial plastic water bottles are not permitted.
- Vendors in grassy areas must place tarpaper under tents to preserve the grass.
- When delivering and removing the entertainment stage for Zozobra, contractors lay down plywood to protect the field.
- Santa Fe Beautiful ensures adequate recycling bins of on-site and volunteers from the Santa Fe Green Chamber of Commerce help sort recyclables.
- Attendees at points south encouraged to ride NM Railrunner; Kiwanis holds and pays for last post-event train in order to reduce vehicular traffic.
- Zozobra attendees are encouraged to utilize the free shuttles to and from the event to maximize carbon savings.
- Bike Santa Fe volunteers provide free secure bike racks to encourage attendees to bike to Zozobra.
- Zozobra merchandise sales packaged in reusable bags.
- Washable plant-based chalk paint used for all markings.
- All event banners are designed to be reusable year after year.
- Public information delivered about the event is primarily electronic.
- Kiwanis partners with the Santa Fe Public Schools to teach kids about sustainability and climate change.
- After evaluation of Zozobra's carbon footprint--construction, equipment, and fireworks--by an independent contractor, Kiwanis uses the estimates to allocate funds and provide trees for Santa Fe youth to plant in order to offset Zozobra's carbon output and educate our youth on being responsible stewards of the environment.





# WHY SPONSOR?

The Burning of Zozobra is one of New Mexico's most historic events. Over 1,000 volunteers spend thousands of hours to present this iconic tradition.

In 2019, a crowd of almost 64,000 attended the event. In 2020, despite the pandemic, Zozobra was the only live event safely produced in New Mexico, televised and streamed without live attendance. In 2021, the televised streamed event safely welcomed back a limited in-person audience. In 2023, the 99th Burning welcomed a record-breaking combined audience of over 600,00 and Zozobra is on track for an amazing 100th anniversary year culminating on Friday, August 30, 2024.

Zozobra makes local, regional and national news. By burn time, social media is off the charts, and hotels and restaurants are full of travelers eager for new adventures. Cultivating strong partnerships boosts Zozobra's charitable mission and elevates this treasured event as a global destination experience.

Fill out a sponsor form today



Go to: <https://burnzozobra.com/sponsors/be-a-sponsor/>  
or scan the QR code with a mobile device

Kiwanis and the children of Santa Fe  
Thank you!







# ZOZOBRA<sup>2023</sup> STATISTICS

In 2023, the Kiwanis Club of Santa Fe celebrated the 99th Burning of Zozobra & year ten of its Decades Project leading to Zozobra's 100th birthday in 2024. Zozobra sported 2000's theme Harry Potter theme.

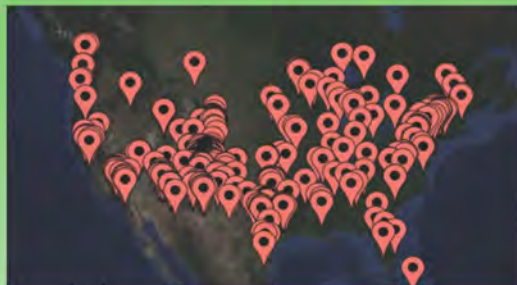


**ZOZOBRA RECORD AUDIENCE**  
IN-PERSON, LIVE TV, AND WEBCAST:

## 687,159

**210,000+** VIEWED FROM  
MORE THAN 100 MILES  
VIEWERS FROM  
AROUND THE WORLD **30,000+**

TICKETS SOLD IN 46 OUT OF THE 50 US STATES



### KEY NOTES:

IN-PERSON  
ATTENDANCE:

## 64,089



NATIVE AMERICAN RAINBOW DANCE  
HIGHLIGHTING NEW MEXICO'S UNIQUE  
CULTURES

2000'S THEME FOR DECADES PROJECT  
LEADING UP TO ZOZOBRA'S 100<sup>TH</sup>  
ANNIVERSARY IN 2024 FEATURED A  
CLOAK AND WAND

### TOP FIVE STATES FOR ATTENDEES



GLOOMS SUBMITTED  
AND BURNED **189,853**

**ZOZOBRA & SOCIAL MEDIA**

FOLLOWERS	FOLLOWERS	FOLLOWERS
<b>28,135</b> UP 23.5%	<b>2,828</b>	<b>7,435</b> UP 9%
<b>2,965,259</b> TOTAL IMPRESSIONS	<b>1,895,159</b> TOTAL IMPRESSIONS	<b>1,963,963</b> HASHTAG IMPRESSIONS

FINANCIAL CONTRIBUTIONS  
TO SANTA FE NON-PROFITS

## \$2.1 M



RAISED SINCE 1964  
FOR SANTA FE'S KIDS



### INTERNATIONAL ATTENDEES FROM



BURNZOZOBRA.COM

## 1,963,423



TOTAL VISITS

## 4:24

AVERAGE TIME  
SPENT ON SITE

## 8%

BOUNCE RATE



EMAIL SUBSCRIBERS

## 113,596







# 2024 SPONSORSHIP OPPORTUNITIES





## BURN HIM TICKETS SPONSOR

\$25,000

**Just one business is invited to be our tickets sponsor! Your logo will appear on both our physical tickets and online tickets, and HUNDREDS OF THOUSANDS of people will see that YOUR business has dedicated itself to Santa Fe's most iconic event! In addition, you'll receive the following benefits:**

- Access for Two (2) for the Ultimate Zozobra Experience  
Santa Fe Kiwanis will name a grant in your business' name to a nonprofit serving the youth of Santa Fe.
- Public "Thank You" LIVE on the pageant stage before an audience of 60,000-plus  
Your logo on all electronic tickets
- Placement of Sponsors Digital Logo Splash Wall at ZozoFest and the Burning of Zozobra
- Placement of your Physical Business Banner with prominent placement at both ZozoFest (Public Viewing Party and Art Show) and the Burning of Zozobra
- Tax deduction certificate  
Twenty (20) Limited Edition Mr. Z Crew Patches commemorating the Zozobra Centennial
- Ten (10) each of the following:
  - Zozobra Official T-shirts
  - Official Zozobra Poster
  - Official Zozobra Children's Poster
- Sponsor will have their logo displayed on the Foundation Grant RFP web page and RFP press release. In addition, Sponsor will receive an opportunity to have their representatives join Kiwanis and Foundation members to present a check in person to grantees.

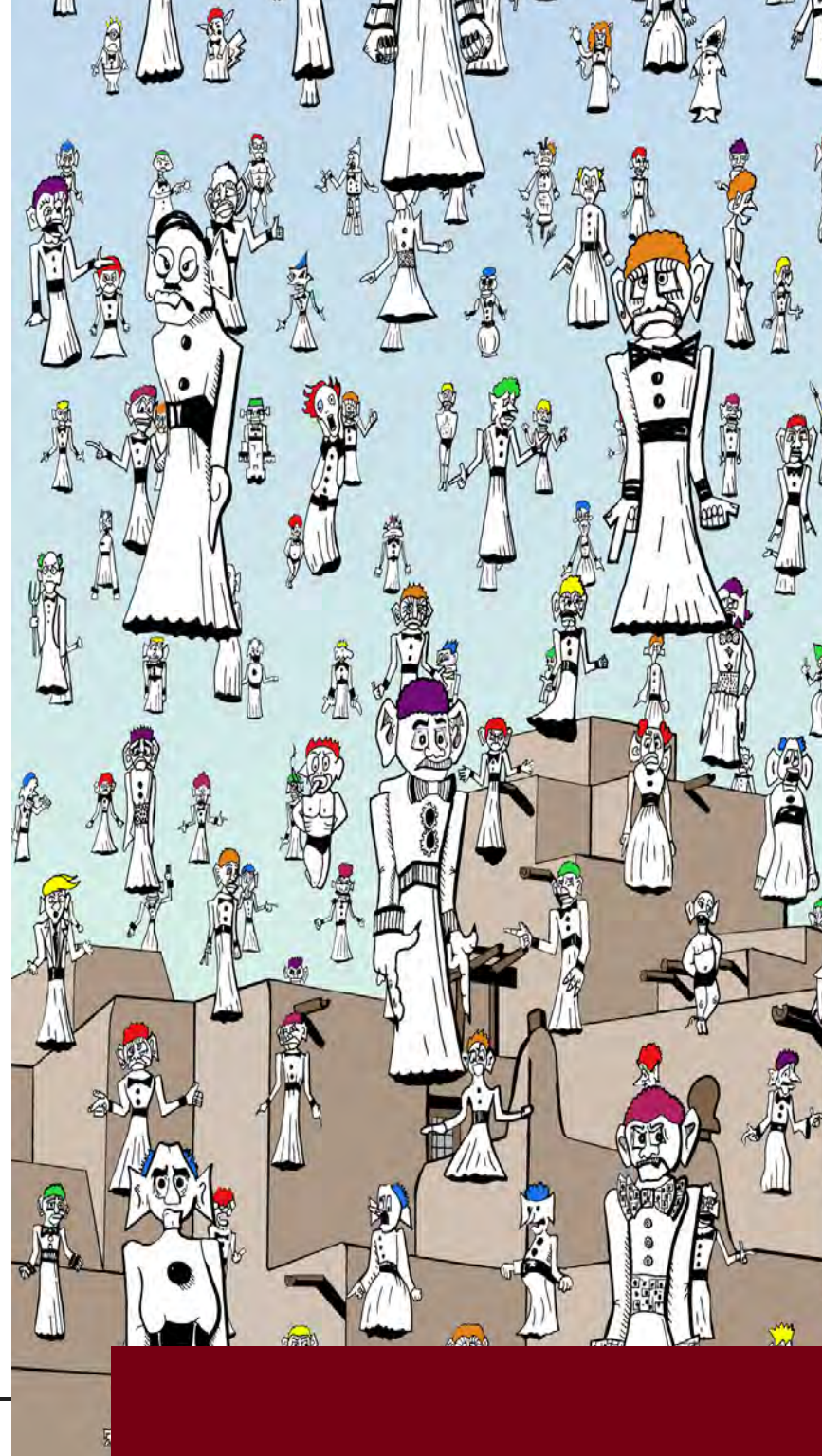
Sponsor will receive a photo(s) of the presentation to showcase in their marketing. The sponsor understands that it will have no role in soliciting, selecting or determining grantees and will choose from a list after the Foundation has determined grant recipients. The Santa Fe Downtown Kiwanis Foundation is a separate entry from the Kiwanis Club of Santa Fe, which owns and runs the Zozobra event. Nothing in this sponsorship offer is intended to bind/or binds the Foundation in any way.

# ZOZOFEST SPONSOR

\$15,000

- Access for Two (2) for the Ultimate Zozobra Experience
- Kiwanis Club of Santa Fe will name a grant in your business' name to a nonprofit serving the youth of Santa Fe.
- Public "Thank You" LIVE on the pageant stage before an audience of 60,000-plus enthusiastic revelers
- YOUR BUSINESS will be named as donating a portion of our proceeds to the Kiwanis Project Eliminate (an international non-profit working to eliminate maternal/neonatal tetanus) Placement on Sponsors Digital Logo Banner at ZozoFest and the Burning of Zozobra
- Sponsor logo on ZozoFest promotional material
- Placement of your Physical Business Banner with prominent placement at both
- Exclusive ZozoFest Sponsor First Look Private Viewing Party
- Tax deduction certificate
- Ten (10) Limited Edition Mr. Z Crew Patches commemorating the Zozobra Centennial
- Four (4) each of the following:
  - Zozobra Official T-shirts
  - Official Zozobra Poster
  - Official Zozobra Children's Poster
- Sponsor will have their logo displayed on the Foundation Grant RFP web page and RFP press release. In addition, Sponsor will receive an opportunity to have their representatives join Kiwanis and Foundation members to present a check in person to grantees.

Sponsor will receive a photo(s) of the presentation to showcase in their marketing. The sponsor understands that it will have no role in soliciting, selecting or determining grantees and will choose from a list after the Foundation has determined grant recipients. The Santa Fe Downtown Kiwanis Foundation is a separate entry from the Kiwanis Club of Santa Fe, which owns and runs the Zozobra event. Nothing in this sponsorship offer is intended to bind/or binds the Foundation in any way.







## FIRE SPIRIT SPONSOR

**\$10,000**

- Access for Four (4) in Premium Viewing Area with Express Check-in
- Public “Thank You” LIVE on the pageant stage before an audience of 60,000-plus enthusiastic revelers
- YOUR BUSINESS will be named as donating a portion of our proceeds to the Kiwanis Project Eliminate (an international non-profit working to eliminate maternal/neonatal tetanus)
- Sponsor logo Zozobra Fire Department T-shirts
- Placement of your Physical Business Banner at both ZozoFest (Public Viewing Party and Art Show) and the Burning of Zozobra
- Sponsors Digital Logo Splash Wall at ZozoFest and the Burning of Zozobra
- Tax deduction certificate
- Five (5) Limited Edition Mr. Z Crew Patches commemorating the Zozobra Centennial
- Two (2) each of the following:
  - Zozobra Official T-shirts
  - Zozobra Fire Department T-shirts
  - Official Zozobra Poster
  - Official Zozobra Children’s Poster

# TORCH BEARER

\$5,000

- Access for Four (4) in Premium Viewing Area with Express Check-in
- Public “Thank You” LIVE on the pageant stage before an audience of 60,000-plus enthusiastic revelers
- YOUR BUSINESS will be named as donating a portion of our proceeds to the Kiwanis Project Eliminate (an international non-profit working to eliminate maternal/neonatal tetanus)
- Placement of your Physical Business Banner at both ZozoFest (Public Viewing Party and Art Show) and the Burning of Zozobra
- Sponsors Digital Logo Splash Wall at ZozoFest and the Burning of Zozobra
- Tax deduction certificate
- Five (5) Limited Edition Mr. Z Crew Patches commemorating the Zozobra Centennial
- Two (2) each of the following:
  - Zozobra Official T-shirts
  - Official Zozobra Poster
  - Official Zozobra Children’s Poster







## OLD MAN GLOOM SPONSOR

\$2,500

- Access for Two (2) in Premium Viewing Area with Express Check-in
- Placement on Sponsors Digital Logo Splash Wall at ZozoFest and the Burning of Zozobra
- Placement of your Physical Business Banner at both ZozoFest (Public Viewing Party and Art Show) and the Burning of Zozobra
- Tax deduction certificate
- One (1) each of the following:
  - Zozobra Official T-shirt
  - Limited Edition Mr. Z Crew Patch commemorating the Zozobra Centennial
  - Official Zozobra Poster
  - Official Zozobra Children's Poster

## TIO COCO SPONSOR

\$1,000

- Access for Four (4) in Traditional Viewing Area with Express Check-in
- Placement on Sponsors Digital Logo Splash Wall at ZozoFest and the Burning of Zozobra
- Placement of your Physical Business Banner at ZozoFest (Public Viewing Party and Art Show) and the Burning of Zozobra
- Tax deduction certificate
- One (1) each of the following:
  - Zozobra Official T-shirt
  - Official Zozobra Poster
  - Official Zozobra Children's Poster



## GLOOMIE SPONSOR

\$500

- Access for two (2) in Traditional Viewing Area w/Express Check-In
- Placement on Sponsors Digital Logo Banner at ZozoFest and the Burning of Zozobra
- Tax deduction certificate
- One (1) each of the following:
  - Official Zozobra Poster
  - Official Zozobra Children's Poster

## SHUSTER BOOSTER

\$250

- Access for two (2) in Traditional Viewing Area w/Express Check-In
- One (1) Official Zozobra Poster

## FLARE-UP SPONSOR

\$600 - \$1,000

**TEN MINUTES OF ZOZOBRA FAME COULD BE YOURS!** Connect with Zozobra's audience in a fun, innovative, and interactive way. We have ideas, and we are totally open to yours! From 6 to 7 pm, your personally crafted message goes out directly to Zozobra's worldwide audience of thousands! You simply supply a gift to be given to random audience members in whatever crazy fun way you -- or we -- devise. Your business is guaranteed to have maximum audience attention for your **10 minutes of Zozobra fame!** You supply the gifts and delivery method and we'll supply the excited and attentive crowd!

Takeover Times:

- 6:00 pm - \$600
- 6:30 pm - \$800
- 7:00 pm - \$1,000



# ORIGINAL BURNER *Custom Package*

## ***LOOKING FOR A SPECIAL WAY TO MAKE A DIFFERENCE? BUILD YOUR OWN!***

If your business wants to make the ultimate commitment to Zozobra with a contribution of **\$30,000 or more**, we will customize an iconic Zozobra Experience for you, your organization and your attendees!

This extra-special sponsorship also includes tickets to our exciting and festive premium seating! Don't be shy – throw out your wild ideas and we'll make them happen!

Sponsor will have their logo displayed on the Foundation Grant RFP web page and RFP press release. In addition, Sponsor will receive an opportunity to have their representatives join Kiwanis and Foundation members to present a check in person to grantees. Sponsor will receive a photo(s) of the presentation to showcase in their marketing.

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# SPONSORSHIP PACKAGES

## RECOGNITION

	Burn Him \$25,000	ZozoFest \$15,000	Fire Spirit \$10,000	Torch Bearer \$5,000	Old Man Gloom \$2,500	Tio Coco \$1,000	Gloomie \$500	Shuster Booster \$250
Kiwanis Club of Santa Fe to name a grant in your business' name for a youth nonprofit	●	●	●	●				
Your business named as donating portion of proceeds to Kiwanis Project Eliminate	●	●	●	●				
Logo on ZozoFest promotional materials		●						

## ON-SITE EXPOSURE

Logo on Sponsors Digital Splash Wall at ZozoFest and Burning of Zozobra	●	●	●	●	●	●	●	●
Prominent banner placement at ZozoFest and Burning of Zozobra	●	●	●	●	●	●		
Public "Thank You" live on pageant stage before audience	●	●	●	●				
Exclusive ZozoFest First Look Private Viewing Party		●						
Logo on Zozobra Fire Department T-Shirt			●					

## ADDITIONAL BENEFITS

Access to the Ultimate Zozobra Experience	2	2	-	-	-	-	-	-
Access to Premium Viewing Area with Express Check-In	-	-	4	4	2	-	-	-
Access to Traditional Viewing Area with Express Check-In	-	-	-	-	-	4	2	2
Limited Edition Mr. Z Crew Patch	20	10	5	5	1	-	-	-
Zozobra 2024 Official T-Shirt	10	4	2	2	1	1	-	-
Zozobra Fire Department T-Shirt	-	-	2	-	-	-	-	-
Zozobra 2024 Poster	10	4	2	2	1	1	1	1
Zozobra 2024 Children's Poster	10	4	2	2	1	1	1	-
Tax Deduction Certificate	●	●	●	●	●	●	●	●



Fill out a sponsor form today

Go to: <https://burnzozobra.com/sponsors/be-a-sponsor/>

or scan the QR code with a mobile device  
Kiwanis and the children of Santa Fe  
Thank you!





*Lets Talk*

# READY TO JOIN US?

**RAYMOND SANDOVAL**

ZOZOBRA EVENT CHAIR

*BURNHIM@BURNZOZOBRA.COM*

*855-Zozobra (855)969-6272*



@THEOFFICIALBURNINGOFZOZOBRA



@BURNZOZOBRA



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Join us in our mission!

# THANK YOU

[burnzozobra.com](http://burnzozobra.com)

THE BURNING OF WILL SHUSTER'S



**Zozobra** © 2015