

THE
102ND
BURNING
OF ZOZOBRA
SPONSORSHIP
OPPORTUNITIES



SUPPORT ZOZOBRA PARTNER WITH PURPOSE

**Preserve Tradition. Maximize Impact.
Receive Value. Join Us and Keep the Flame Alive!**

Together, we can:

- ✓ Preserve a century-old tradition.**
- ✓ Support New Mexico's youth.**
- ✓ Elevate your brand in the community.**

Let's build a partnership that benefits everyone.

**Contact us today to discuss how you can contribute to
The 102nd Burning of Zozobra**



THE 102ND BURNING OF ZOZOBRA



DATE: Friday, September 4, 2026

LOCATION: Santa Fe, NM, America's oldest capital city

VENUE: Zozobra Field at Fort Marcy Park

ATTENDANCE: 50,000 capacity

One of New Mexico's most highly-anticipated and iconic cultural events, the 102nd Burning of Zozobra will welcome thousands of New Mexicans, ex-pats, and visitors from around the globe to experience an only-in-New-Mexico celebration of America's 250th anniversary, staged on the Friday of Labor Day weekend by the Kiwanis Club of Santa Fe as an exciting and fiery finale to the last days of summer.

ZOZOBRA 101 STATISTICS



2025 Live event

- 🌐 47,841 In-person attendees from 45 U.S. states and 8 global destinations
- 📺 35,163 KOAT-TV live broadcast viewers
- 💻 108,197 KOAT live website stream viewers
- 🌐 992,246 YouTube viewers

2025 Zozobra Digital Visitors

Website 307K
Facebook 3.8M
Instagram 685K
TikTok 166K

WHY YOUR SUPPORT MATTERS

Join one of New Mexico's most iconic and historic events, powered by 1,000+ dedicated volunteers.

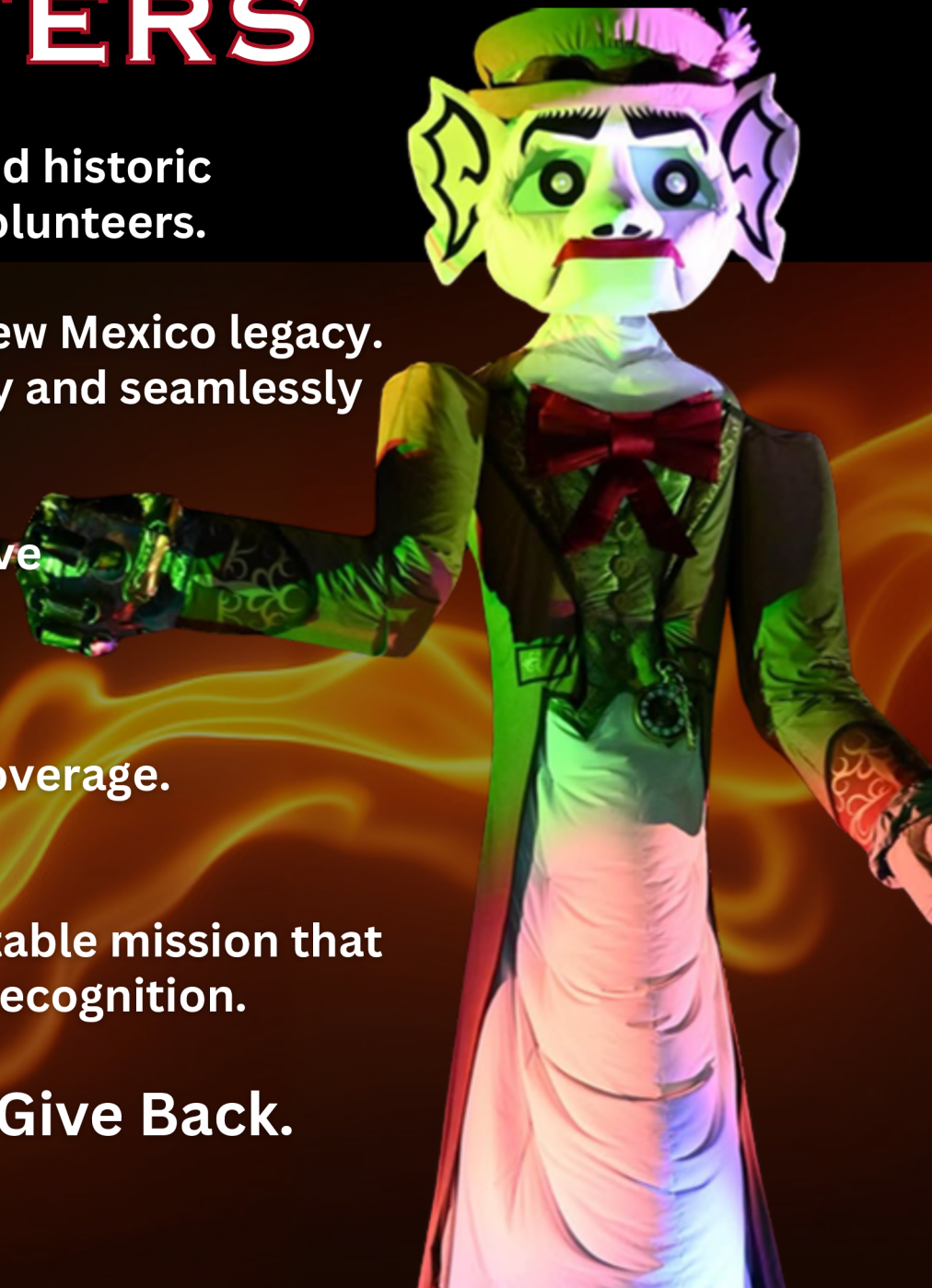
Zozobra is more than an event — it's a New Mexico legacy. But producing this iconic tradition safely and seamlessly comes with significant costs.

We need your help to keep the magic alive while directing net proceeds to the underserved youth in our community.

Unprecedented reach. Massive media coverage. Consistently viral social engagement.

Elevate your brand while fueling a charitable mission that supports local communities and global recognition.

Sponsor Zozobra. Burn Bright. Give Back.



HELP KEEP A CENTURY-OLD TRADITION AFFORDABLE AND ALIVE





Kiwanis®

CLUB OF SANTA FE, NM



WHO IS KIWANIS?

Kiwanis International, a global volunteer organization dedicated to supporting children and communities for over a century, empowers the Kiwanis Club of Santa Fe, the city's oldest service club, to carry on the iconic Zozobra tradition. Since 1964, this event has raised over \$2 million to improve the lives of New Mexico's youth.

We need your support to ensure all net proceeds directly benefit underserved children, helping them to succeed and thrive in their home communities.



KIDS LOVE ZOZOBRA



ZOZOBRA HELPS KIDS

Sponsorship supports one of New Mexico's largest events while funding local youth nonprofits. In 2025, proceeds from the Zozobra Centennial were transferred to the Santa Fe Downtown Kiwanis Foundation for donations to the following area nonprofits that benefit kids.

- College and Career Plaza
- Communities In Schools of New Mexico
- Gerard's House
- Girls Inc. of Santa Fe
- National Dance Institute of New Mexico
- Many Mothers
- Santa Fe Children's Museum
- Solace Sexual Assault Services
- St. Elizabeth Shelter
- Teatro Paraguas
- The Sky Center/New Mexico Suicide Intervention Project
- Adaptive Sports Program
- Bienvenidos
- La Familia Medical Center
- Rio Arriba Imagination Library



CARE FOR COMMUNITY

Sustainability at Zozobra

- Core commitment by the Kiwanis Club of Santa Fe: annual review to reduce environmental impact.
- Vendors must use recyclable/biodegradable materials; no styrofoam or plastic packaging. Refillable cups encouraged.
- Grass protection: tarpaper/plywood required under tents and stages.
- Recycling managed by Keep Santa Fe Beautiful: bins provided, volunteers sort and clean post-event.
- Transportation initiatives:
 - NM Rail Runner encouraged for attendees; Kiwanis funds the late post-event train.
 - Free round-trip shuttles and secure bike storage (via Bike Santa Fe) to reduce emissions.
- Sustainable practices:
 - Merchandise packaged in reusable bags.
 - Washable plant-based chalk paint for markings.
 - Reusable event banners.
 - Digital dissemination of event information.
- Carbon offset: funds allocated for youth tree planting and environmental education after footprint evaluation.

102ND BURNING OF ZOZOBRA SPONSORSHIP OPPORTUNITIES



Fill out a sponsor form today at
<https://burnzozobra.com/Sponsors/>
or scan the QR code.

THE SANTA FE
KIWANIS CLUB
AND THE CHILDREN
OF NEW MEXICO
THANK YOU!



The background of the entire slide is a close-up, slightly blurred image of the American flag, showing the stars and stripes in a diagonal pattern.

HOW YOU CAN HELP FLEXIBLE PARTNERSHIP OPTIONS

We understand times are challenging. That's why we welcome support in various forms.

IN-KIND DONATIONS

- **Provide goods or services we need for the event (printing, signage, catering, equipment).**
- **Trade Sponsorships**
 - **Offer discounts on items we use in exchange for visibility and tickets.**
- **Ticket or Merchandise Trades**
 - **Donate in exchange for Zozobra tickets or exclusive merchandise for your employees or clients.**

Every contribution — big or small — helps us reduce costs and amplify the community impact.

BENEFITS OF PARTNERING WITH ZOZOBRA

Your support won't go unnoticed! All sponsors receive:

- All sponsors receive a tax-deductible donation letter
- Major Visibility: Your logo featured on the Zozobra website (2M+ annual visitors)
- Recognition as a business honoring Will Shuster's legacy
- On-Stage Recognition with a public "THANK YOU" from the stage during the event
- In-kind sponsors also receive:
 - Two (2) General Admission tickets (kids 10 and under free).
 - Collector's Item: One (1) Official Zozobra 2026 poster

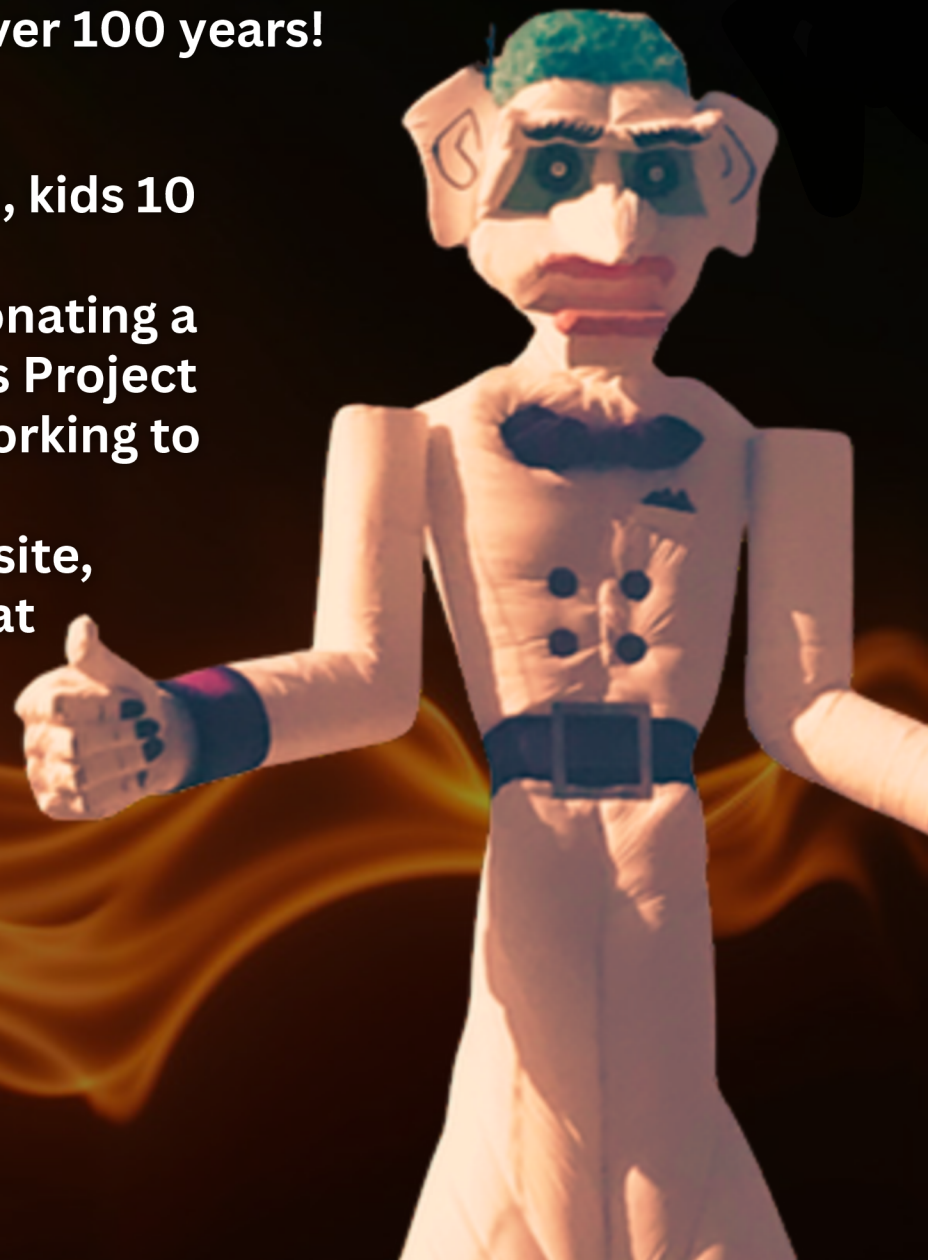


TIO COCO SPONSOR: \$1,000

Your business will be known throughout New Mexico as a 2026 sponsor of Zozobra's cousin, Tio Coco, who's extra grouchy every year because he's only been the star of the show 3 times in over 100 years!

In addition, you receive the following:

- Access for Four (4) in General Admission, kids 10 and under are FREE
- Kiwanis will name YOUR BUSINESS as donating a portion of event proceeds to the Kiwanis Project Eliminate (an international non-profit working to eliminate maternal/neonatal tetanus)
- Your logo displayed on the Zozobra website, the Digital Splash Wall at ZozoFest, and at the 102nd Burning of Zozobra
- Placement of your Physical Business Banner at ZozoFest and the 102nd Burning of Zozobra
- Two (2) each of the following:
 - Zozobra Official T-shirts
 - Official Zozobra Posters
 - Official Zozobra Children's Posters



GLOOMIES SPONSOR: \$2,500

Over 2 million people will see that YOUR business has dedicated itself to supporting Zozobra's minions, the Gloomies, a coveted pageant role enjoyed for decades by thousands of New Mexico children. In addition, you receive the following:

- Access for Two (2) in East of the Beast Premium Viewing
- Kiwanis will name YOUR BUSINESS as donating a portion of event proceeds to the Kiwanis Project Eliminate (an international non-profit working to eliminate Maternal/Neonatal Tetanus)
- Your logo on the Zozobra website, Digital Splash Wall at ZozoFest, and at the 102nd Burning of Zozobra
- Placement of your Physical Business Banner at ZozoFest and the 102nd Burning of Zozobra
- Professional Keepsake Photograph with The Gloom Queen on the Zozobra Staircase
- Two (2) each of the following:
 - Zozobra Official T-shirts
 - Official Zozobra Posters
 - Official Zozobra Children's Posters



TORCHBEARER SPONSOR: \$5,000

Your business will be known throughout New Mexico as sponsor of the Zozobra Torchbearers, this year representing the American patriots! THOUSANDS of people will cheer YOUR business as a sponsor dedicated to those who fight Zozobra's gloom. In addition, you receive the following:

- Access for Four (4) in Fire Pit Premium Viewing
- Kiwanis will name YOUR BUSINESS as donating a portion of event proceeds to Kiwanis Project Eliminate (an international non-profit working to eliminate Maternal/Neonatal Tetanus)
- Your logo displayed on the Zozobra website, Digital Splash Wall at ZozoFest, and the 102nd Burning of Zozobra
- Prominent placement of your Physical Business Banner at ZozoFest and at the 102nd Burning of Zozobra
- Two Zozobra Torchbearer patches
- Two (2) each of the following:
 - Zozobra Official T-shirts
 - Official Zozobra Posters
 - Official Zozobra Children's Posters



BEACHBALL SPONSOR: \$10,000

Your logo will appear on 2000 keepsake beachballs coveted and brought home by event attendees annually as the TV broadcast and webcast show captures the action. In addition, you receive the following benefits:

- **Access for Four (4) in Front and Center Premium Viewing**
- **Kiwanis will name a grant in your business name to a nonprofit serving the youth of Santa Fe, and you will receive the opportunity to attend a check presentation ****
- **Your logo printed on the beachballs, which your team will enjoy throwing out to the crowd**
- **Primacy on the Zozobra website, the Digital Splash Wall at ZozoFest and at the 102nd Burning of Zozobra**
- **Prominent placement of your Physical Business Banner at ZozoFest and the 102nd Burning**
- **Twenty (20) keepsake beachballs to share with share with partners, family and friends**
- **Four (4) each of the following: Zozobra Official T-shirts, Official Posters and Children's Posters**



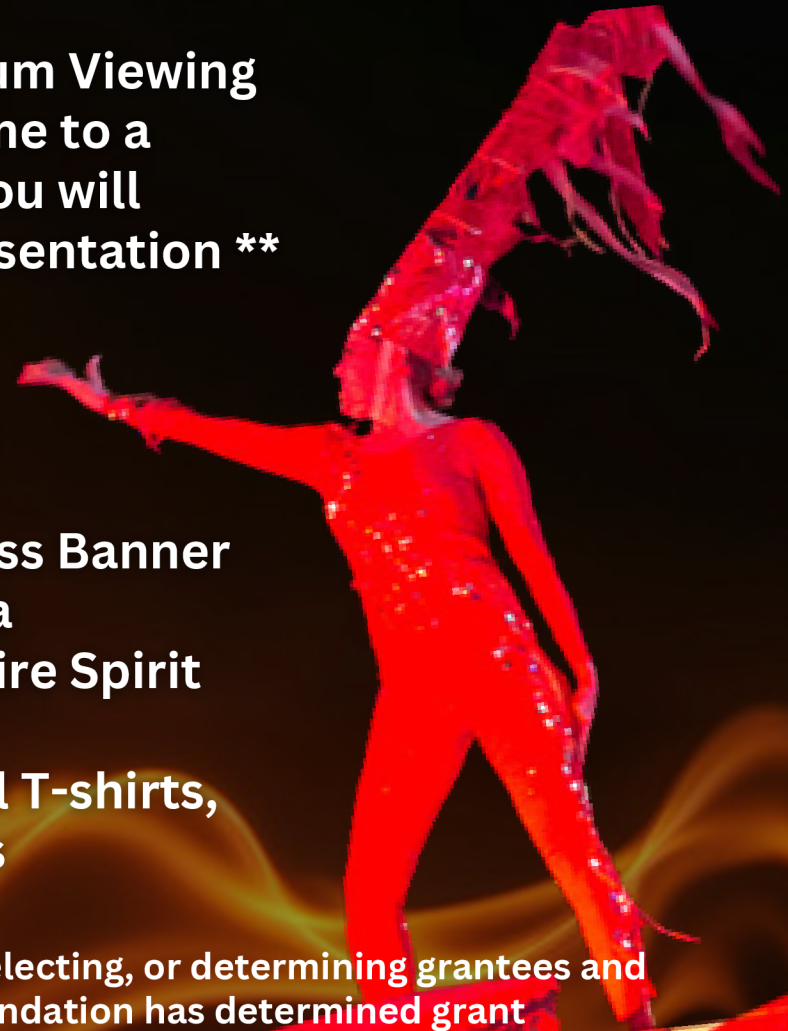
**** Sponsor acknowledges that it will have no role in soliciting, selecting, or determining grantees and will choose from a list after the Santa Fe Downtown Kiwanis Foundation has determined grant recipients. The Foundation is a separate entry from the Kiwanis Club of Santa Fe, which owns and runs the Zozobra event, and this sponsorship offer does not bind the SFDK Foundation in any way.**

FIRE SPIRIT SPONSOR: \$12,000

Your logo will appear on the Zozobra website, annually visited by more than 2 million people who will see that YOUR business is dedicated to helping the fire of this historic event burn brightly. In addition, you receive the following:

- Access for Four (4) in Front and Center Premium Viewing
- Kiwanis will name a grant in your business name to a nonprofit serving the youth of Santa Fe and you will receive the opportunity to attend a check presentation **
- Your logo receives primacy on the Zozobra website, Digital Splash Wall at ZozoFest, at the 102nd Burning of Zozobra and in the grant announcement press releases
- Prominent placement of your Physical Business Banner at ZozoFest and the 102nd Burning of Zozobra
- Professional Keepsake Photograph with The Fire Spirit on the Zozobra staircase
- Four (4) each of the following: Zozobra Official T-shirts, Official Posters and Official Children's Posters

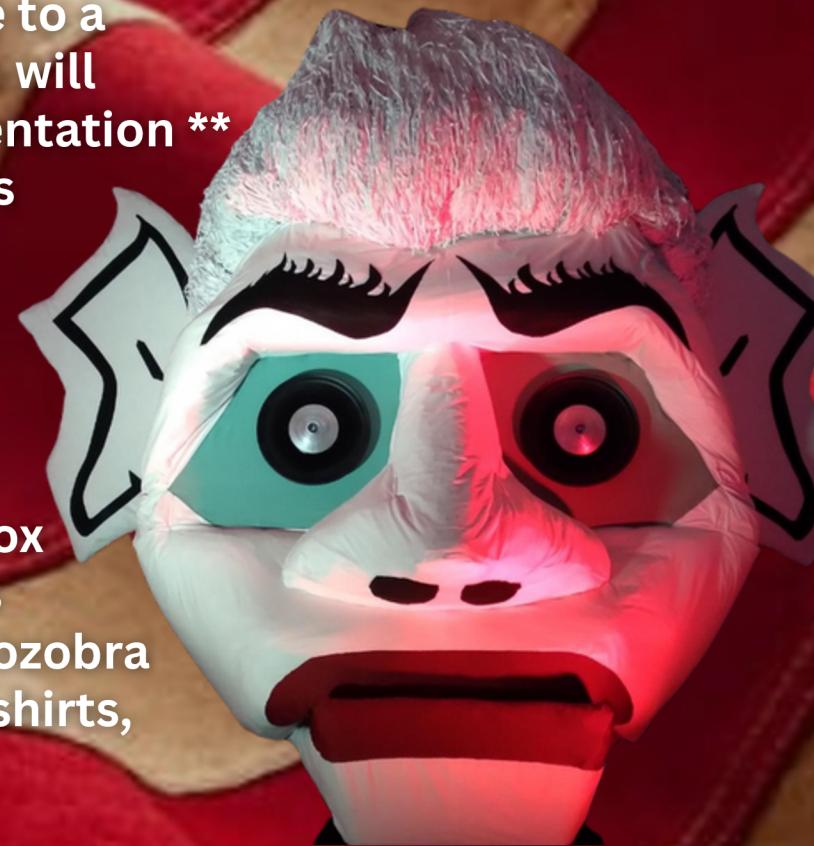
**** Sponsor acknowledges that it will have no role in soliciting, selecting, or determining grantees and will choose from a list after the Santa Fe Downtown Kiwanis Foundation has determined grant recipients. The Foundation is a separate entry from the Kiwanis Club of Santa Fe, which owns and runs the Zozobra event, and this sponsorship offer does not bind the SFDK Foundation in any way.**



ZOZOFEST SPONSOR: \$15,000

Your business will be recognized as the sponsor of the first look Zozobra pre-event viewing party and three-day free, festive ZozoFest and annual Zozobra Art Exhibit. In addition, you receive the following:

- Access for Two (2) for the Ultimate Zozobra Experience
- Kiwanis will name a grant in your business name to a nonprofit serving the youth of Santa Fe and you will receive the opportunity to attend a check presentation **
- :30 commercial on 3 Zozobra jumbotron screens
- Sponsor interview on KOAT TV
- Your logo receives primacy on the Zozobra website, Digital Splash Wall at ZozoFest, the 102nd Zoaobra and in the grant announcement press releases
- Your logo on ZozoFest promotions and gloom box
- Prominent placement of your Physical Business Banner at ZozoFest and the 102nd Burning of Zozobra
- Six (6) each of the following: Zozobra Official T-shirts, Official Poster, and Official Children's Poster



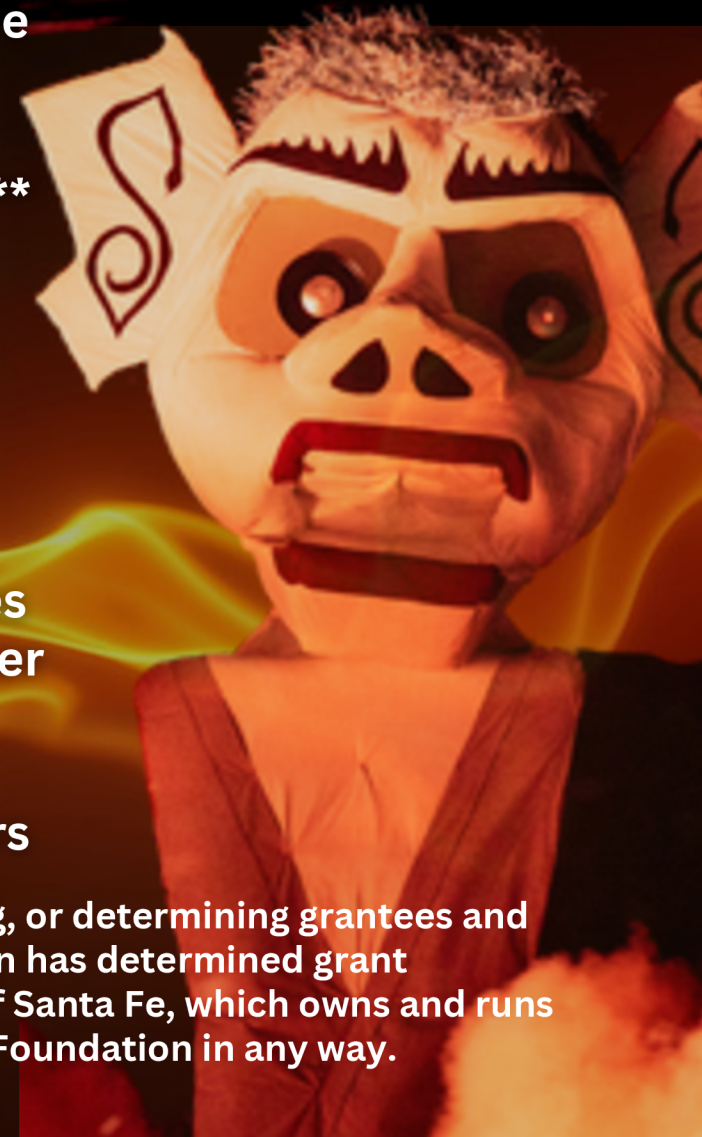
** Sponsor acknowledges that it will have no role in soliciting, selecting, or determining grantees and will choose from a list after the Santa Fe Downtown Kiwanis Foundation has determined grant recipients. The Foundation is a separate entry from the Kiwanis Club of Santa Fe, which owns and runs the Zozobra event, and this sponsorship offer does not bind the SFDK Foundation in any way.

TICKETS SPONSOR: \$25,000

Your logo will appear on Zozobra tickets purchased by 50,000 attendees and HUNDREDS OF THOUSANDS of people will see that YOUR business is committed to igniting New Mexico's most cherished festival. In addition, you receive the following:

- Access for Two (2) for the Ultimate Zozobra Experience
- Kiwanis will name a grant in your business name to a nonprofit serving the youth of Santa Fe and you will receive an opportunity to attend check presentation **
- LIVE in-person "Thank You" on the pageant stage
- :30 commercial on 3 Zozobra jumbotron screens
- Sponsor interview on KOAT TV
- Your logo and business name on all online tickets
- Your logo receives primacy on the Zozobra website, Digital Splash Wall at ZozoFest, at the 102nd Zozobra and in the grant announcement press releases
- Prominent placement of your Physical Business Banner at and the 102nd Burning of Zozobra
- Eight (8) each of the following: Zozobra 2026 Official T-shirts, Official Posters and Official Children's Posters

**** Sponsor acknowledges that it will have no role in soliciting, selecting, or determining grantees and will choose from a list after the Santa Fe Downtown Kiwanis Foundation has determined grant recipients. The Foundation is a separate entity from the Kiwanis Club of Santa Fe, which owns and runs the Zozobra event, and this sponsorship offer does not bind the SFDK Foundation in any way.**

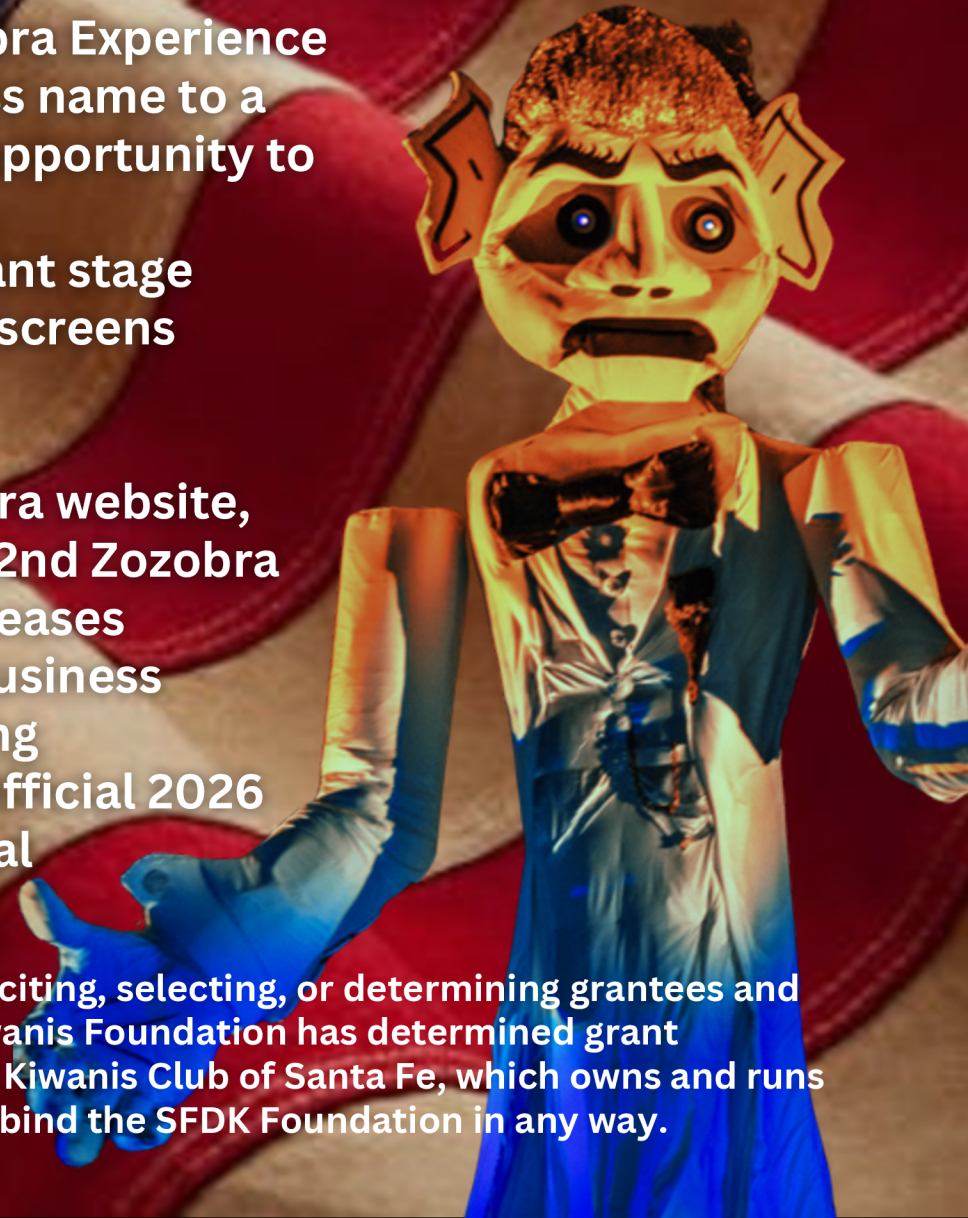


WRISTBAND SPONSOR: \$45,000

Your logo will appear on 45,000 commemorative wristbands that change color in tune with the show thrilling THOUSANDS of people who recognize your commitment to tradition. In addition, you receive the following :

- Access for Two (2) for the Ultimate Zozobra Experience
- Kiwanis will name a grant in your business name to a local nonprofit and you will receive the opportunity to participate in a check presentation **
- LIVE in-person “Thank You” on the pageant stage
- :30 commercial on 3 Zozobra jumbotron screens
- Sponsor interview on KOAT-TV
- Your logo on electronic wristbands
- Your logo receives primacy on the Zozobra website, Digital Splash Wall at ZozoFest, at the 102nd Zozobra and in the grant announcement press releases
- Prominent placement of your Physical Business Banner at ZozoFest and the 102nd Burning
- Ten (10) each of the following: Zozobra Official 2026 T-shirts, 2026 Official Posters, and Official Children’s Posters

** Sponsor acknowledges that it will have no role in soliciting, selecting, or determining grantees and will choose from a list after the Santa Fe Downtown Kiwanis Foundation has determined grant recipients. The Foundation is a separate entry from the Kiwanis Club of Santa Fe, which owns and runs the Zozobra event, and this sponsorship offer does not bind the SFDK Foundation in any way.



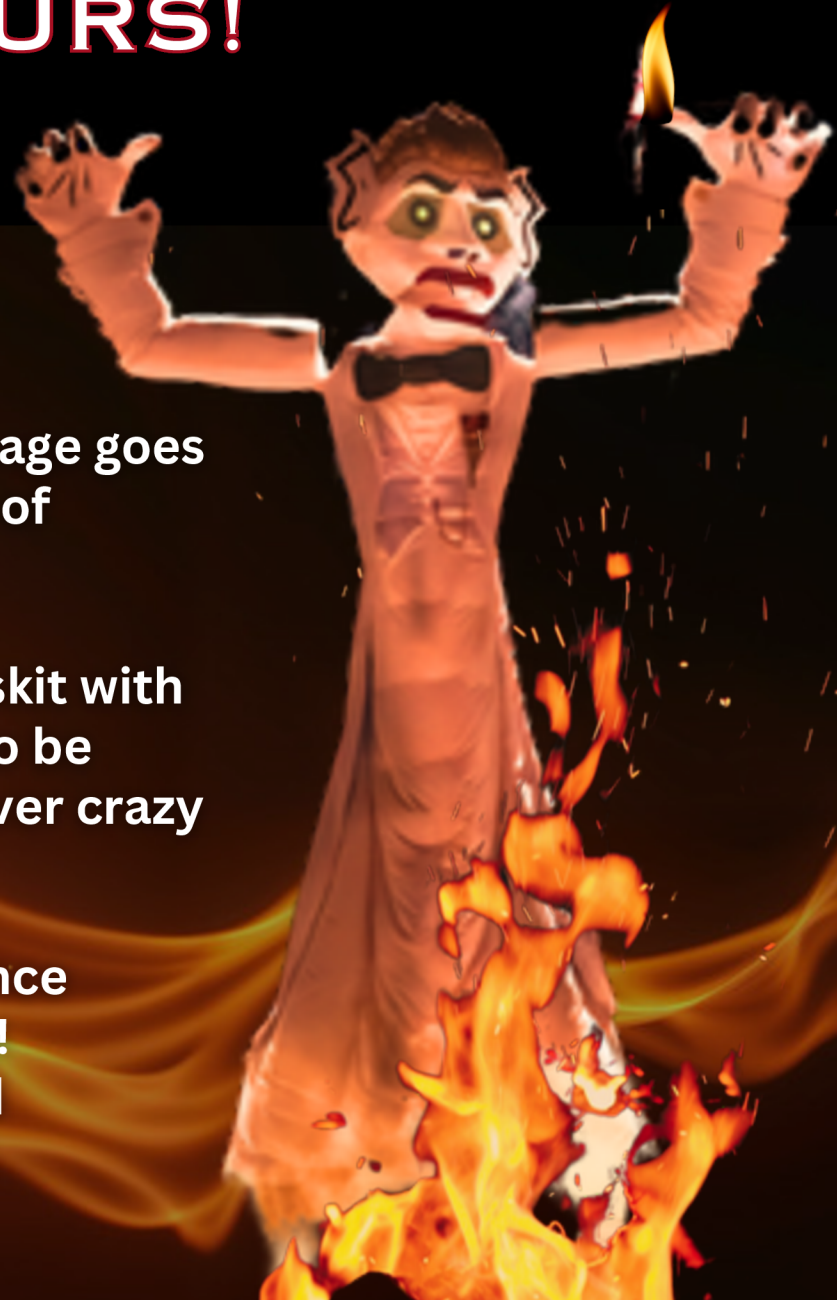
FLARE-UP SPONSOR: \$500-\$1000 FIVE MINUTES OF ZOZOBRA FAME CAN BE YOURS!

YOUR BUSINESS can connect with Zozobra's audience in whatever fun, innovative, and interactive way you choose! We have ideas, and we are totally open to your ideas too!

From 6 to 7 pm, your personally-crafted message goes out directly to Zozobra's worldwide audience of thousands of avid fans!

You can run a creative commercial, act out a skit with your colleagues, sing a song, or supply a gift to be given to random audience members in whatever crazy fun way you – or we – devise.

Your business is guaranteed maximum audience attention for your 5 minutes of Zozobra fame! You supply the gifts and delivery method and we'll supply the excited and attentive crowd!



YOU NAME IT!!! LET US CUSTOMIZE FOR YOU!

**LOOKING FOR A SPECIAL WAY TO MAKE A DIFFERENCE?
YOU KNOW YOUR NEEDS BETTER THAN WE DO – SO WE
INVITE YOU TO BUILD YOUR OWN!**

**If your business wants to make the ultimate
commitment to Zozobra with a contribution of
\$50,000 or more, we will customize an iconic
Zozobra Experience for you, your organization,
and your attendees!**

**This extra-special sponsorship includes tickets to our
exciting and festive premium experiences so don't be shy!
Throw out your wild ideas, and we'll make them happen!
Your logo will be displayed on the Kiwanis Foundation
Grant RFP web page and be featured as the lead sponsor
on the RFP and in the funding press releases.**

*** Sponsor acknowledges that it will have no role in soliciting, selecting, or determining grantees and will choose from a list after the Santa Fe Downtown Kiwanis Foundation has determined grant recipients. The Foundation is a separate entry from the Kiwanis Club of Santa Fe, which owns and runs the Zozobra event, and this sponsorship offer does not bind the SFDK Foundation in any way.**



READY TO JOIN US? LET'S TALK!



CONTACT: RAYMOND SANDOVAL
Zozobra Event Chair
BurnHim@BurnZozobra.com
855-Zozobra 855-969-6272



ZOZOBRA SPONSOR BENEFITS

RECOGNITION

Kiwanis to Name a grant in your business name for youth nonprofit	⚙️	⚙️	⚙️	⚙️	⚙️					
Attend grant presentation and be named in grant emails	⚙️	⚙️	⚙️	⚙️	⚙️					
Logo on Zozobra promotional materials	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️			
Logo on Zozobra wristbands		⚙️	⚙️							
:30 commercial at the Burning of Zozobra	⚙️	⚙️	⚙️							
Logo and business name on physical and online Zozobra tickets			⚙️							
Your business named as donating a portion to Kiwanis International Project Eliminate	⚙️					⚙️	⚙️	⚙️		

OFF-SITE EXPOSURE

Logo on Sponsors Digital Splash Wall at ZozoFest and Burning of Zozobra	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️	
Prominent banner placement at ZozoFest and the Burning of Zozobra	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️		
Live public "Thank You" on pageant stage at Burning of Zozobra	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️
Exclusive Zozobra First Look Private Party				⚙️						
Business name on ZFD T-shirts					⚙️					

ADDITIONAL BENEFITS

Ultimate Zozobra Experience Tickets	⚙️	⚙️	⚙️	⚙️	⚙️					
Premium Viewing Front & Center					⚙️					
Premium Viewing Fire Pit										
Bleacher Seating										
Traditional Viewing Experience									⚙️	⚙️
Limited Edition Zozobra Patches	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️		
Zozobra T-shirt	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️		
Zozobra Poster	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️
Zozobra Children's Poster	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️	
Tax Deduction Certificate	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️	⚙️
YOU TELL US!	⚙️									



THANK YOU





**HAPPY
250TH
AMERICA!**