

# LOS ANGELES 2016 FUNNY ZOO ANNUAL SPONSORSHIPS



HAVE YOUR BRAND ASSOCIATED WITH THE PREMIERE  
**LOS ANGELES** EVENT IN 2016

ADOPT A FULL SIZE ANIMAL **ART** SCULPTURE  
AND SUPPORT A GOOD CAUSE.

SPONSORS HAVE THEIR BRANDED ANIMAL ART SCULPTURES  
PROMINENTLY DISPLAYED AT THE HOTTEST SPOTS ALL OVER  
LOS ANGELES. SPONSORSHIPS ALSO COME WITH **VIP**  
ACCESS FOR YOU AND YOUR GUESTS TO VERY PRIVATE AND  
EXCLUSIVE RED CARPET EVENTS, DINNERS AND SHOWS.

KEEP YOUR ANIMAL ART SCULPTURE TO **PROMOTE**  
YOUR BUSINESS, OR AUCTION IT TO THE HIGHEST BIDDER.

BE THE **FIRST**, LIMITED SPOTS





## ABOUT FUNNY ZOO

Funny Zoo is a playful, colorful public art movement designed to raise awareness of biodiversity, ecological and species preservation. A traveling display of life-sized animal sculptures, Funny Zoo's giraffes, lions, rhinos, kangaroos, polar bears and other beautiful creatures are all uniquely painted and designed by talented local artists.

Originally created in France, Funny Zoo debuted in 2013 with great success in Marseille.

"Thanks to Funny Zoo, the City of Marseille has been photographed by millions of tourists and inhabitants who associate the animals with our iconic landmarks," said Marseille mayor Jean-Claude Gaudin. "The sculptures have brought back wonderful memories in the minds of thousands!"

Now, Funny Zoo's founders Bernard Scoffié & Jean-Fabrice Brunel of French Pacific Events are bringing the animals to Los Angeles and its surrounding cities in 2016. Sponsorship of a Funny Zoo animal will bring the exhibit to life and with your help, untold numbers of people, young and older, can enjoy art, education and a love of Earth's most precious wildlife, unlike ever before!



# ABOUT THE SPONSORSHIP

Each Funny Zoo animal, or group of animals, has a sponsor. A sponsor can be anyone - a private individual, small business, large corporation or community organization, etc. Funny Zoo sponsors fund the creation and customization of each animal sculpture.

As a sponsor, you will be paired with local, emerging artists from a pre-determined list to create public testaments to biodiversity, each of which will be installed at prominent landmarks throughout Los Angeles and its immediate surrounding areas. (If the sponsor already knows an artist personally and would prefer to work with them, exceptions can be made.) Funny Zoo will build a unique public platform at the intersection of art and community, serving a meaningful cause, while promoting both local artists and businesses.

In addition to supporting a remarkable public art initiative and raising environmental and animal awareness, Funny Zoo sponsors will gain brand exposure and increased visibility throughout the event's 12-month duration. Sponsorship names and logos will be included not only on each animal, but in specific press materials, advertisements and other digital and print promotional materials.

After each Funny Zoo animal exhibition comes to a close, sponsors will have one of two choices. They can either forfeit donating their animal and instead choose to keep the sculpture for their own private usage, or they can allow the animal to be included in a culminating auction event. By choosing the latter, the sponsor's initial deposit would be given back to them, with the rest of the proceeds going towards a prominent animal charity selected by the Funny Zoo organization. This option will also offer sponsors additional publicity opportunities.



## SPONSOR BENEFITS

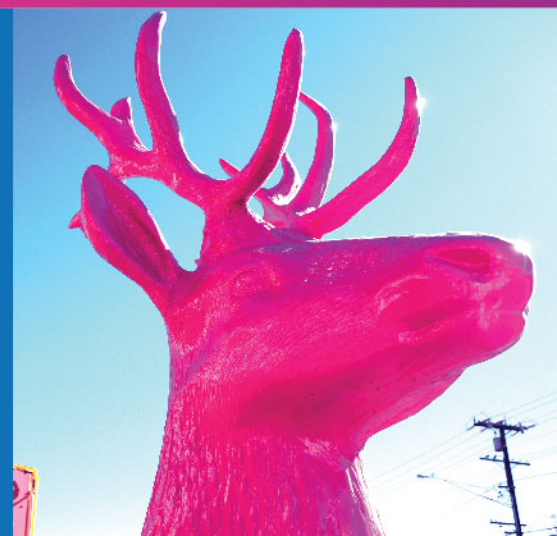
INCREASED BRAND VISIBILITY AND LOCAL ENGAGEMENT THROUGH PUBLIC PARTICIPATION

PROLONGED MEDIA COVERAGE

THE RIGHT TO INCORPORATE FUNNY ZOO ANIMALS INTO THEIR OWN EXISTING MARKETING CAMPAIGNS AND MERCHANDISING OPPORTUNITIES.

## More Information

The animal sculptures will be displayed throughout the host city's streets, landmarks, parks and other public places, including privately owned areas like malls and buildings. There are no limits! The entire city becomes an outdoor museum, all of which can be visited by the public, free of charge. The installation and display of the Funny Zoo animals can be any length of time, as it travels through cities and rotates its sculpture collection. Typically, Funny Zoo exhibits last approximately 12-months.





WWW.FUNNYZOO.US

