

CORPORATE PARTNERSHIP OPPORTUNITIES

**Contact:**

Nancy Schlegel
RPZS President
520.887.8215
nancy@reidparkzoo.org

Gail Brown
Mktg & Events Director
520.887.8221
gail@reidparkzoo.org

Reid Park Zoological Society
1030 S Randolph Way, Tucson, AZ 85716
www.reidparkzoo.org

Become involved in a highly visible partnership with Reid Park Zoo - the most-visited attraction and destination in southern Arizona with more than half a million visitors every year - and the opportunity to support a cherished community resource.

Each year, through special events and innovative programming, Reid Park Zoo seeks to capture the excitement and the imagination of visitors while helping to continue its active conservation, education, and species preservation programs of local, national, and international impact.

Reid Park Zoo offers sponsorship opportunities for a variety of exciting special events held throughout the year as well opportunities for projects, programs, or exhibits. Corporate sponsorships are created to assist partners in achieving their marketing goals including increased traffic, sales, and brand awareness to specific target audiences. Packages may also be customized to best meet a company's need for community involvement, branding and lead generation, client entertainment, marketing, public relations and employee benefits such as Zoo membership discounts, volunteer opportunities, and free Zoo or event passes.

Reid Park Zoo's reach into the community:

- Zoo & You Quarterly Magazine (14,000 households)
- Monthly ENewsletter, @ The Zoo (35,000 subscribers)
- Facebook & Twitter (50,000 fans)
- Website (230,000 page views, 60,000 visitors monthly)

By partnering with Reid Park Zoo - the #1 most visited attraction in Tucson (over 600,000 visitors annually) and a venue where families come together for fun and hands-on learning - you will be supporting a great cause while increasing your exposure in the Mass Market Community.



EVENT SPONSORSHIP OPPORTUNITIES

Reid Park Zoo is open 363 days per year. There is always something going on at the Zoo. The following is a list of event and program sponsorship opportunities:

Wine Gone Wild: TBD

Summer Safari Friday Nights: May - July

Brew at the Zoo: June 20, 2015

ZOOcson: October 16, 2015

Howl-o-Ween: October 24 - 26, 2015

Zoo Lights: December 2015

Education Opportunities
(Year Round)

Animal Encounters

Education Events

Outreach Programs

Zoo Cams



For more information regarding this sponsorship opportunity and other custom recognition packages, please contact 520.881.4753 or gail@reidparkzoo.org.

Reid Park Zoological Society
1030 S. Randolph Way
Tucson, AZ 85716
520.881.4753
www.reidparkzoo.org

WHY SPONSOR

Funds raised through sponsorship opportunities directly benefit programs and projects at Reid Park Zoo. As a 501 (c)(3) nonprofit, Reid Park Zoological Society was formed to raise resources to support the Zoo, its exhibits, education programs, conservation efforts and capital projects.

EDUCATION: Educational Programing is central to the mission of Reid Park Zoo and serves our community's teachers and students. Funding helps provide camp scholarships, workshops for teachers, onsite education programs for Zoo visitors and schoolchildren, and outreach programs for local organizations and schools.

CONSERVATION: At Reid Park Zoo we are actively involved with conservation programs around the world and locally. With help from you, we are able to



address a wide range of issues that impact animals in the wild. Some of the in-situ (in the wild) projects we work with involve conservation efforts for tigers, elephants, zebras, polar bears, and rhinos. Local programs we support are spay/neuter programs for companion animals and wildlife rescue and rehabilitation.

CAPITAL PROJECTS / HABITAT

IMPROVEMENTS: Expedition Tanzania, the 7-acre elephant habitat, is just one example of how support from our community makes a difference for our animals at the Zoo. Upcoming projects include a renovaton of our gibbon habitat, a new veterinary health center and wildlife carousel.

CARE OF THE ANIMALS: The Zoological Society supports the daily care of the Zoo animals with funding for zoo keeper apprentices, veterinarian and educational animal keeper.



For more information regarding this sponsorship opportunity and other custom recognition packages, please contact 520.881.4753 or gail@reidparkzoo.org.

Reid Park Zoological Society
1030 S. Randolph Way
Tucson, AZ 85716
520.881.4753
www.reidparkzoo.org





















WINE GONE WILD



Sample a variety of exquisite wines in the extraordinary setting of Reid Park Zoo. Enjoy food samples, live music and culinary tips. Whether you are a seasoned expert or an intrigued beginner, winemakers and winery representatives welcome you as they mix useful knowledge with superb samples of their art. 21 and older event.

Date: TBD

Expected Attendance: 800

	\$5,000 Title Sponsor	\$2,500 Event Sponsor	\$1,000 Friend of the Zoo
Customized Package*			
Logo in Event Advertising (may be print, outdoor, or broadcast)			
Logo on Social Media (50,000+ reached)			
Logo included in ENewsletter (35,000+)			
Logo on Promotional Materials			
Onsite Advertising with Banner at Event			
Name Listed in Zoo and You Magazine (14,000+)			
Logo on Website (60,000 visitors per month)			
Display Table at Event			
Tickets to Event	20	10	4



For more information regarding this sponsorship opportunity and other custom recognition packages, please contact 520.881.4753 or gail@reidparkzoo.org.

Reid Park Zoological Society
1030 S. Randolph Way
Tucson, AZ 85716
520.881.4753
www.reidparkzoo.org



BREW AT THE ZOO





















Experience Arizona's best breweries in the extraordinary setting of Reid Park Zoo. Sample tastings from elite brewpubs, enjoy live entertainment, fun activities and up close animal encounters. 21 and older event.

Saturday, June 20, 2015, 6-9:30pm

\$5,000
Title Sponsor

\$2,500
Event Sponsor

\$1,000
Friend of the Zoo

Customized Package*			
Logo in Event Advertising (may be print, outdoor, or broadcast)			
Logo on Social Media (50,000+ reached)			
Logo included in ENewsletter (35,000+)			
Logo on Promotional Materials			
Onsite Advertising with Banner at Event			
Name Listed in Zoo and You Magazine (13,000+)			
Logo on Website (60,000 visitors per month)			
Display Table at Event			
Tickets to Event	20	10	4



For more information regarding this sponsorship opportunity and other custom recognition packages, please contact 520.881.4753 or gail@reidparkzoo.org.

Reid Park Zoological Society
1030 S. Randolph Way
Tucson, AZ 85716
520.881.4753
www.reidparkzoo.org

SUMMER SAFARI FRIDAY NIGHTS



Visit the Zoo during the cooler summer evenings. Fridays from May to July will feature live music, animal encounters, a variety of activities, face painting and more.

Friday, May 22 – July 10, 2015

Expected attendance: 6,000 over 8 weeks

\$5,000
Title Sponsor

\$2,500
Event Sponsor

\$1,000
Friend of the Zoo

\$100 Per Night
Booth Sponsor
\$500 all nights

Customized Package*				
Logo in Event Advertising (may be print, outdoor, or broadcast)				
Logo on Social Media (40,000+ reached)				
Logo included in ENewsletter (35,000+)				
Logo on Promotional Materials				
Onsite Advertising with Banner at Event				
Name Listed in Zoo and You Magazine (13,000+)				
Logo on Website (60,000 visitors per month)				
Display Table at Event				
Tickets to Event	20	10	4	



For more information regarding this sponsorship opportunity and other custom recognition packages, please contact 520.881.4753 or gail@reidparkzoo.org.

Reid Park Zoological Society
1030 S. Randolph Way
Tucson, AZ 85716
520.881.4753
www.reidparkzoo.org



























ZOOcson



The Reid Park Zoo's premier gala, ZOOcson is a night of great food, entertainment, auctions, animal encounters and surprises.

October 16, 2015

Expected attendance: 800

	\$25,000 Title Sponsor	\$10,000 Live Auction Sponsor	\$5,000 Silent Auction Sponsor	\$2,500 Event Sponsor	\$1,000 Table of 10 Sponsor	\$500 Table of 4 Sponsor
Customized Package*						
Event Advertising (may be print, outdoor, broadcast)						
Logo on Social Media (50,000+ reached)						
Logo included in ENewsletter (35,000+)						
Logo on Promotional Materials						
Onsite Advertising with Banner at Event						
Logo on Save the Date EBlast & Invitation						
Name Listed in Zoo and You Magazine (14,000+)						
Logo on Website (60,000 visitors per month)						



For more information regarding this sponsorship opportunity and other custom recognition packages, please contact 520.881.4753 or gail@reidparkzoo.org.

Reid Park Zoological Society
1030 S. Randolph Way
Tucson, AZ 85716
520.881.4753
www.reidparkzoo.org























HOWL-O-WEEN



Princesses, mythical creatures, super heroes, kid-wizards and other costumed guests enjoy a safe Trick-or-Treat alternative with lots of goodies, activities and festive decorations. Minimal “boo’s.” For treat stations, we prefer palm-oil friendly candy.

Friday through Sunday
October 23-25, 2015

Estimated Attendance: 10,000

	\$5,000 Title Sponsor	\$2,500 Event Sponsor	\$1,000 Theme Zone Area Sponsor	\$500 Treat Sponsor
Custom Package*				
Event Advertising (may be print, outdoor, broadcast)				
Logo on Social Media (50,000+ reached)				
Logo included in ENewsletter (35,000+)				
Logo on Flyer, Poster, Promotional Materials				
Onsite Advertising with Banner at Event				
Name Listed in Zoo and You Magazine (14,000+)				
Logo on Website (60,000 visitors per month)				
On-site Treat Station during the event**				
Tickets to Event	30	20	10	4

**Requires 9,000 child friendly giveaways

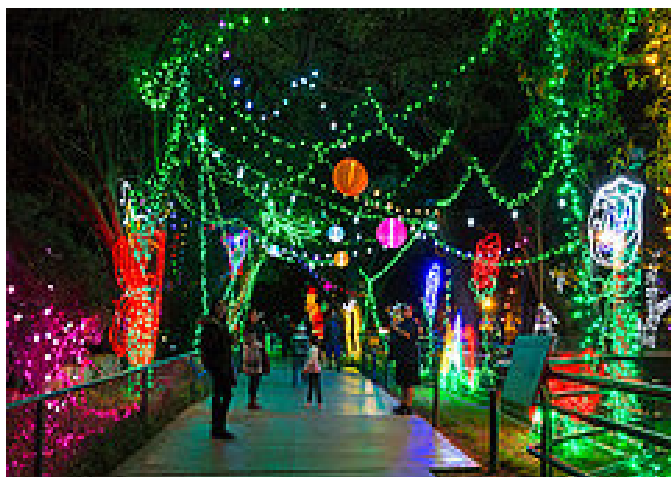


For more information regarding this sponsorship opportunity and other custom recognition packages, please contact 520.881.4753 or gail@reidparkzoo.org.

Reid Park Zoological Society
1030 S. Randolph Way
Tucson, AZ 85716
520.881.4753
www.reidparkzoo.org



ZOO LIGHTS



Twinkling lights, jingle bells, animal-themed light sculptures, falling snow and Santa are sure to enthrall visitors to Zoo Lights. Event includes holiday entertainment, hot cocoa and cookies.

December 4th through 23rd, 2015, 6-8pm

	\$10,000 Title Sponsor	\$5,000 Coupon Sponsor	\$2,500 Snowflake Sponsor	\$100 Booth Sponsor
Custom Package				
Event Advertising (may be print, outdoor, broadcast)				
Logo on Social Media (50,000+ reached)				
Logo included in ENewsletter (35,000+)				
Logo on Promotional Materials				
Onsite Advertising with Banner at Event				
Name Listed in Zoo and You Magazine (14,000+)				
Logo on Website (60,000 visitors per month)				
Tickets to Event	100	50	20	
Display Table at Event				Per night; limited availability



For more information regarding this sponsorship opportunity and other custom recognition packages, please contact 520.881.4753 or gail@reidparkzoo.org.

Reid Park Zoological Society
1030 S. Randolph Way
Tucson, AZ 85716
520.881.4753
www.reidparkzoo.org



ANIMAL ENCOUNTER



Animal Encounters are held at a variety of locations around the Zoo including otters, tigers, Expedition Tanzania, the Conservation Learning Center. Zoo educators and keepers talk to our Zoo guests and hold demonstrations about enrichment, training, and animal care.

Sponsor will receive exposure on signage at the front gate showing the time and location of the presentation. A banner, provided by the business, with logo exposure will also be displayed at the presentation location. At the end of each of the presentations, staff will verbally thank the sponsor for their generous underwriting. Sponsor will also get recognition on social media. announcing the time and location of the animal encounter for the day.



\$500 funds 10 presentations



For more information regarding this sponsorship opportunity and other custom recognition packages, please contact 520.881.4753 or gail@reidparkzoo.org.

Reid Park Zoological Society
1030 S. Randolph Way
Tucson, AZ 85716
520.881.4753
www.reidparkzoo.org



EDUCATION EVENTS



Teddy Bear Clinic: Saturday, February 1st, 9:00-12:00pm; Bring your teddy bear for an exam!

I Love Zoo: Saturday, February 14th, 11:00am-1:00pm, Celebrate Valentine's Day.

Rodeo Day at the Zoo: Sunday, March 1st, 9:00am-11:00am

Easter Egg Hunt: Friday, Saturday or Sunday, April 3rd, 4th and 5th, 8:00-9:00am.

Party for the Planet / Bike to the Zoo, Sunday, April 18th, 9:00am-4:00pm

Pedal your way to the Zoo, show your helmet and get one free admission in celebration of Earth Day.

Mother's Day: Sunday, May 10th, 9:00-11:00am
Celebrate with your Mom and our Zoo animal Moms.

World Giraffe Day: Saturday, June 13th

Batty for Bats: Saturday, August 29th. What would happen to ecosystems without bats?

Vulture Celebration: Sunday, September 6th.
Celebrate vultures important role in the environment.



	\$5,000 Title Sponsor for the Series	\$1,000 Per Event Sponsor
Logo on Social Media (50,000+ reached)		
Name Listed in Zoo and You Magazine (1 year - 48,000 households)		
Logo Included in ENewsletter (35,000+)		
Logo on Promotional Materials		
Logo on Website (60,000 visitors per month)		
Onsite Display Table at Event		



For more information regarding this sponsorship opportunity and other custom recognition packages, please contact 520.881.4753 or gail@reidparkzoo.org.

Reid Park Zoological Society
1030 S. Randolph Way
Tucson, AZ 85716
520.881.4753
www.reidparkzoo.org

ZOO CAM SPONSORSHIP



A unique opportunity is available to sponsor Reid Park Zoo's web cam pages. There are six pages dedicated to views of our most popular animals: elephants, lions, lemurs, giraffes, grizzly bears and flamingos.

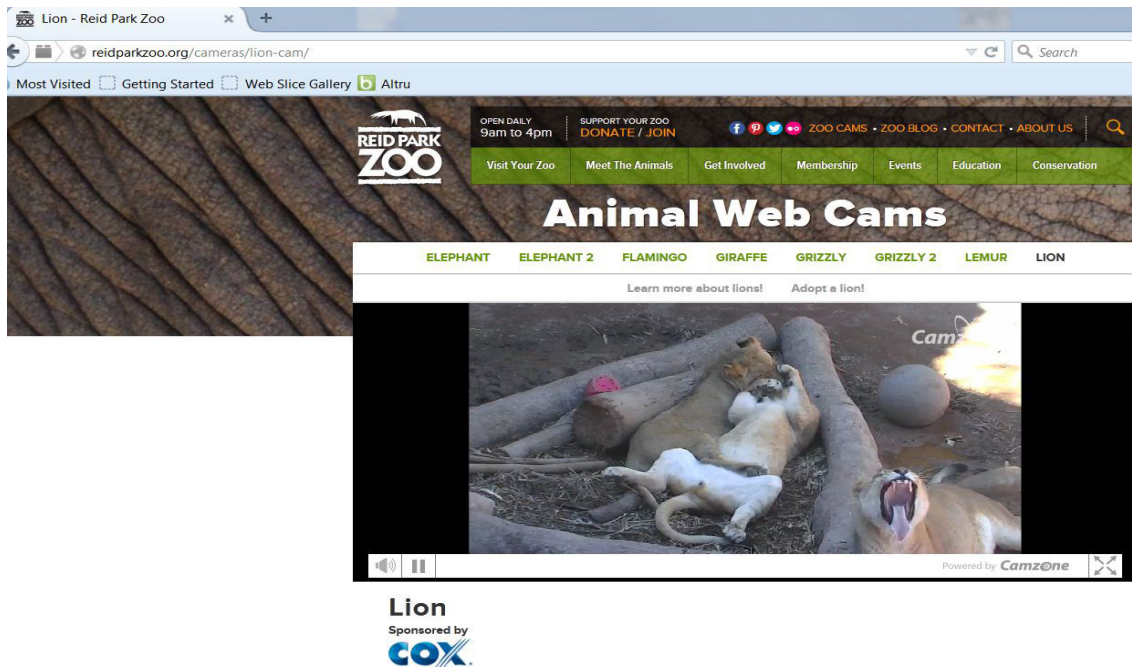
The cameras were generously underwritten for a school-based program and curriculum developed by the Zoo's education department. It also gives the general public access to view the animals in their habitat and watch new animals such as the lion cubs and elephant calf.

There are eight web cam pages. On average, page views for the two elephant cameras are 18,000 unique visitors per month. The other camera page views, on average, are 12,000 unique visitors per month (lion, 2 grizzly bear, lemur, flamingo, giraffe)

RPZS offers two monthly and two yearly sponsorship options:

Logo:	\$500 per month; \$600 per month for elephant cam
Business Name:	\$300 per month; \$400 per month for elephant cam
Logo:	\$5,500 per year; \$6,600 per year for elephant cam
Business Name:	\$3,300 per year; \$4,400 per year for elephant cam

All sponsorships must be approved by Reid Park Zoological Society. Snapshot below highlights how a sponsorship will be displayed on the website.



For more information regarding this sponsorship opportunity and other custom recognition packages, please contact 520.881.4753 or gail@reidparkzoo.org.

Reid Park Zoological Society
1030 S. Randolph Way
Tucson, AZ 85716
520.881.4753
www.reidparkzoo.org