

CORPORATE PARTNERSHIP OPPORTUNITIES



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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 gated attraction in Southern Arizona with more than a half-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 continuing 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 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:

- **617,000 visitors in 2014**
- ***Zoo & You Quarterly Magazine* (14,000 households)**
- ***@ The Zoo Monthly eNewsletter* (35,000 subscribers)**
- **Facebook & Twitter (50,000 fans)**
- **Website (230,000 page views, 60,000 visitors monthly)**

By partnering with Reid Park Zoo - 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.



OVERVIEW OF SPONSORSHIP OPPORTUNITIES

Reid Park Zoo is open 363 days per year, and there's always something going on at the Zoo!

The following is a list of event and program sponsorship opportunities:

Signature Events for 2015-2016

- | | |
|-------------------------------|------------|
| ■ ZOOcson | October |
| ■ Howl-o-Ween | October |
| ■ Zoo Lights | December |
| ■ Summer Safari Friday Nights | May - July |
| ■ Brew at the Zoo | June |



Year Round Education Opportunities

- Special Days @ the Zoo
- Animal Encounters @ the Zoo
- Zoo Cams



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

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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 programming is central to the mission of Reid Park Zoo and serves our community's teachers and students. Funding provides 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, both 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 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 community support makes a difference for our animals at the Zoo. Upcoming projects include a new gibbon habitat, a new veterinary health center, and a fantastic wildlife carousel.

Care of the Animals: The Zoological Society supports the daily care of the Zoo animals with funding for zoo keeper apprentices, veterinarian, veterinary technician, and educational animal keeper.



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



















ZOOcson



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 8 Sponsor	\$500 Table of 4 Sponsor
Customized Package						
Event Advertising (may be print, outdoor, broadcast)						
Included on Social Media (50,000+ reached)						
Included in eNewsletter (35,000+)						
Logo on Promotional Materials						
On-site Advertising with Banner at Event						
Included on <i>Save the Date</i> eBlast and Invitation						
Name in <i>Zoo and You</i> Magazine (14,000+)						
Logo on Website (60,000 visitors per month)						
Tickets to Event	20	10	10	8	8	4



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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 – and minimal “boo’s.”

**Friday through Sunday
October 23, 24 & 25, 2015**

Estimated Attendance: 10,000

	\$5,000 Title Sponsor	\$2,500 Event Sponsor	\$1,000 Theme Zone Area Sponsor	\$500 Treat Sponsor
Customized Package				
Event Advertising (may be print, outdoor, broadcast)				
Included on Social Media (50,000+ reached)				
Included in eNewsletter (35,000+)				
Logo on Promotional Materials				
On-site Advertising with Banner at Event				
Name in <i>Zoo and You</i> 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

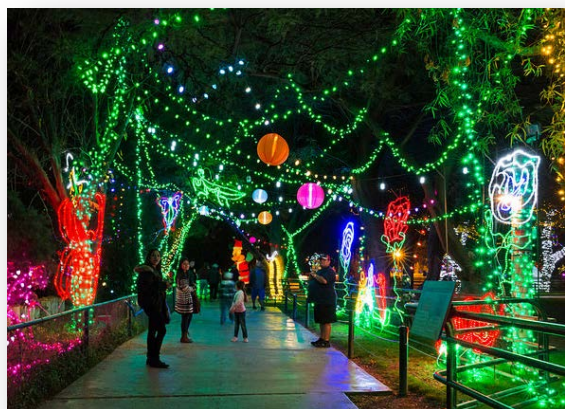
** For treat stations, we prefer palm-oil friendly candy.



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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.

Daily December 4-23, 2015 from 6-8pm

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



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SUMMER SAFARI FRIDAY NIGHTS























**An opportunity to visit the Zoo
during the cooler summer evenings.**

These special Fridays from May to July feature live music, animal encounters, activities, face painting and more.

Eight Fridays - May-July 2016

Expected attendance: 6,000 over 8 weeks

	\$5,000 Title Sponsor	\$2,500 Event Sponsor	\$1,000 Friend of the Zoo	Booth Sponsor \$100/night or \$500 all nights
Customized Package				
Event Advertising (may be print, outdoor, broadcast)				
Included on Social Media (50,000+ reached)				
Included in eNewsletter (35,000+)				
Logo on Promotional Materials				
Onsite Advertising with Banner at Event				
Name 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	



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BREW AT THE ZOO





Experience Arizona's best breweries in the extraordinary setting of Reid Park Zoo!

Sample tastings from elite brewpubs while enjoying live entertainment, fun activities, and up-close animal encounters.

21 and older event

June 2016

Expected Attendance: 2,000

	\$5,000 Title Sponsor	\$2,500 Event Sponsor	\$1,000 Friend of the Zoo
Customized Package			
Event Advertising (may be print, outdoor, broadcast)			
Included on Social Media (50,000+ reached)			
Included in eNewsletter (35,000+)			
Logo on Promotional Materials			
On-site Advertising with Banner at Event			
Name 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



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SPECIAL DAYS @ THE ZOO

Throughout the year, Reid Park Zoo offers a variety of special themed days that provide added-value entertainment. The goal is to provide innovative Zoo experiences that deliver key education messages in a fun way. While the themes vary throughout the year, every event has the following characteristics:

- Participation is free to all with regular Zoo admission.
- The event takes place on a Saturday, Sunday, or holiday.
- It is conducted for approximately two hours during peak visitation times.
- It is promoted via the Zoo's website and publications.

Along with celebrations for various animal birthdays, examples of recent Special Days include:

- ✿ *I Love Zoo (Valentine's Day)*
- ✿ *Rodeo Day at the Zoo*
- ✿ *World Oceans Day*
- ✿ *Easter Treats for the Animals*
- ✿ *Earth Day Party for the Planet*
- ✿ *Mother's Day*
- ✿ *Father's Day*
- ✿ *World Giraffe Day*
- ✿ *Batty for Bats Day*
- ✿ *Vulture Celebration Day*



Attendance varies by season, but it is not unusual to have 1,500+ visitors during these events.

	Title Sponsor for 2015- 16 (9 events annually) \$7,500	Single Event Sponsor \$1,000
Mention on Social Media (50,000+ reached)		
Name in Zoo & You Magazine (1 year - 13,000 households)		
Included in @ theZoo eNewsletter (35,000+ subscribers)		
Logo on Reid Park Zoo website (60,000 visitors per month)		
Banner and/or Display Table at Event		



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ANIMAL ENCOUNTERS @ THE ZOO



Animal Encounters are "pop-up" events that provide Zoo guests with up-close animal-related experiences during their Zoo visit. Encounters are held at various times through-out the month, and at locations around the Zoo including the otters and tigers exhibits, the Expedition Tanzania elephant habitat, and the Zoo's Conservation Learning Center. Zoo Educators and Keepers talk to guests and conduct demonstrations about animal background and characteristics, enrichment, training, and care.

Sponsors will receive exposure on the event board at the front of the Zoo which shows the time and location of the presentation. A banner* with logo will also be displayed at the presentation location. At the end of each presentation, staff will verbally thank the sponsor for their generous underwriting.

Sponsors will receive recognition on the Zoo's website and/or social media announcing the sponsorship of an animal encounter for the day. Year-long Title Sponsor will also get name and logo included in Zoo electronic newsletter and print magazine.

*Single-month sponsors must provide their own banner. Banners for year-long sponsor can be provided by the sponsor or RPZS, at the sponsor's discretion.



One month of Animal Encounters Sponsorship (4 presentations) - \$750

One year of Animal Encounters Sponsorship (50+ presentations) - \$7,500



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ZOO CAM SPONSORSHIP

Your business can sponsor one or more of Reid Park Zoo's live, streaming webcams that are available on the Zoo's website. The Zoo has eight cameras that allow people everywhere to have on-line, continuous viewing of our most popular animals.

The cameras were generously contributed to support a children's program and curriculum developed by the Zoo's education department. These cameras also offer the general public the opportunity to view animals in their habitats, along with unlimited access to watch the development of young animals such as our lion cubs and elephant calf.

There are 8 webcam pages available for sponsorship on the Zoo's website *reidparkzoo.com*. We offer monthly and yearly sponsorship options:

	Business Name only	Business Name and Logo
Elephant Webcam (18,000 unique visitors/month on average)	\$400/month \$4,400/year	\$600/month \$6,600/year
Lion, Grizzly Bear, Lemur, Flamingo or Giraffe Webcams (12,000 unique visitors/month on average)	\$300/month \$3,300/year	\$500/month \$5,500/year

All webcam sponsorship requests are subject to approval by Reid Park Zoological Society. The image below illustrates how a sponsorship is displayed on the website.



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