

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:

- Teddy Bear Clinic
- 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
- World Giraffe Day
- Vulture Celebration Day



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

Title Sponsor
(8 events annually)
\$5,000

Single Event
Sponsor
\$1,000

Mention on Social Media (50,000+ reached)		
Name in Zoo & You Magazine (14,000 households)		
Include in @ the Zoo eNewsletter (46,000+ subscribers)		
Logo on Reid Park Zoo website (60,000 visitors per month)		
Banner and/or Display Table at Event		