


REID PARK
ZOO
60 WILD YEARS

2025 PARTNERSHIP OPPORTUNITIES

Partner With Southern Arizona's Most Visited Gated Attraction



OVERVIEW

Reid Park Zoo is open 363 days per year and there is always something new at the Zoo! Below is a list of event and program partnership opportunities:

NAME	MONTH OFFERED	CATEGORY
60th Anniversary Celebration	March	Daytime Event
Wild Wonders Exhibit	March-April	Daytime Event
Easter ExtravaganZOO	April	Daytime Event
Wine Gone Wild	April	Evening Event
Brew at the Zoo	May	Evening Event
Summer Safari Nights	May-August	Evening Event
DreamNight	September	Evening Event
Wildlife Ranger Challenge	September	Evening Event
ZOOcson	October	Evening Event
Boo at the Zoo	October	Evening Event
ZooLights Holiday Magic	December	Evening Event
Promotional Zoo Days	Year Round	Daytime Event

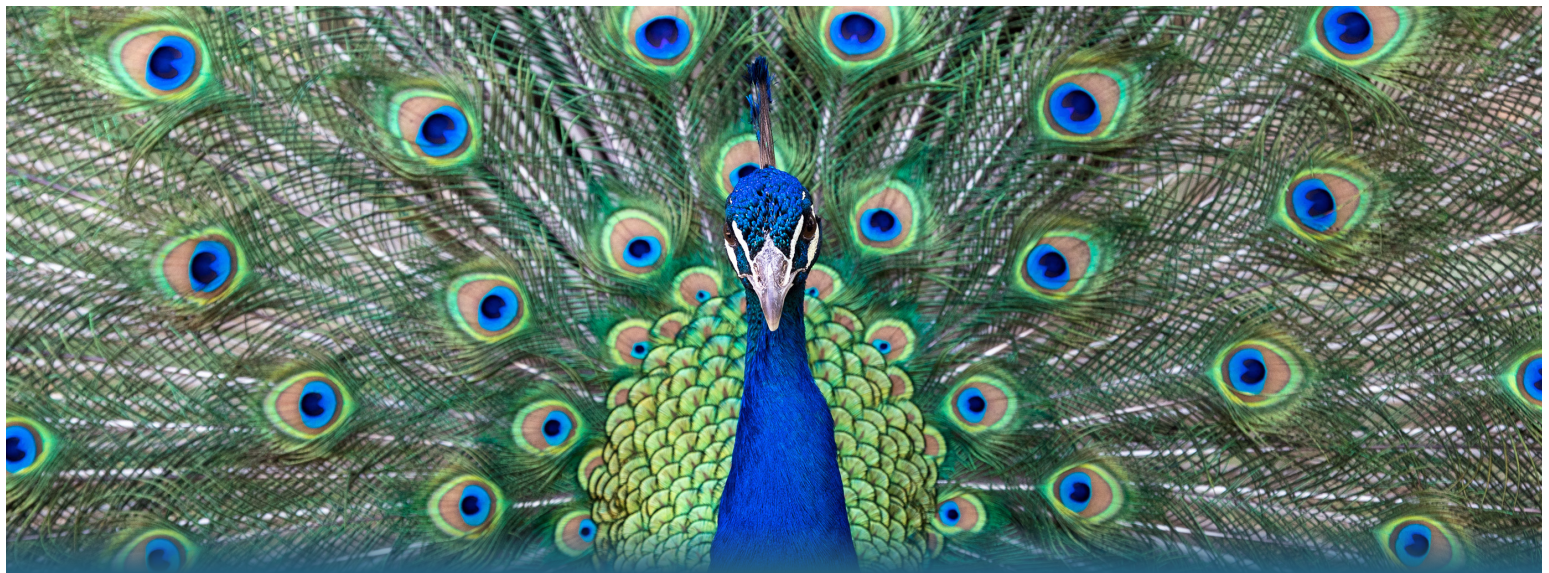
The above list does not reflect all the events and programs held throughout the year at Reid Park Zoo.

To inquire more about partnership opportunities with Reid Park Zoo, contact either

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**ASSOCIATION
OF ZOOS &
AQUARIUMS**



GET INVOLVED

Let's collaborate to create a partnership tailored to your company's goals and values on an annual or multi-year basis. Reid Park Zoo is a place where people come together to create memorable experiences and meaningful connections. With more than a half a million visitors annually, the Zoo is the most visited gated attraction in southern Arizona.

In 2025, Reid Park Zoo is celebrating *60 WILD Years* of capturing the excitement and the imagination of guests of all ages through dynamic events and innovative programming. With its active role in conservation, education, and species survival programs, the Zoo continues to have local, national, and international impact.

Reid Park Zoo offers unique partnership opportunities for a variety of distinctive events and programs throughout the year. These opportunities assist partners in achieving their marketing goals including increased traffic, sales, and brand awareness to specific target audiences as well as engaging with current and potential clients in a fun and relaxed setting. 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).

By becoming involved in this highly visible partnership with Reid Park Zoo you will not only be supporting a cause that saves wild animals and wild places, you will also increase your exposure in the community. Through strategic partnerships, sponsors can gain exposure to a diverse audience, leverage brand visibility and demonstrate their dedication to corporate social responsibility.

Overview of Reid Park Zoo's Reach:



622,659
GUESTS



109,166
FACEBOOK FOLLOWERS



75,147
NEWSLETTER SUBSCRIBERS



8,634
TWITTER/X FOLLOWERS



39,362
INSTAGRAM FOLLOWERS



























4,242
YOUTUBE FOLLOWERS



Attendance: approx 60,000
Dates: March 29-April 30, 2025

Wild Wonders will feature nine monumental huichol animal sculptures created by Mexico City’s Menchaca Studios that will be staged throughout the Reid Park Zoo grounds. Exhibited in major destinations around the world including New York, Paris and Los Angeles, each sculpture is a vibrant folk-art masterpiece crafted in exquisite detail using the centuries-old tradition of Huichol beading. This exhibition, included free with Zoo admission, will be a celebration of art, Hispanic culture, the dignity and majesty of animals, and the importance of preserving them.



























Sponsorship Benefits	Title Sponsor (Limit 1)	Conservation Champion (Limit 2)	Wildlife Guardian (Limit 4)	Sculpture Sponsor (Limit 9)	Month Long Sponsor (Limit 5)
Customized Package					
Event Advertising (may be print or digital)					
Included on Promotional Materials					
Logo on Website (300,000+ unique monthly views)					
Recognition at Opening Celebration					
Mention in Social Media Post (130,000+ fans)	SOLD 				
Included in ENewsletter (75,000+ subscribers)					
On-site Exhibit Title Sign at Front of Zoo					
Display Table at Event					
Tickets to Event	200	100	50	25	10
Cost	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000

NOTE: Deadline for logo to meet print promotion is February 1, 2025.



Attendance: 600-800
Dates: April 5, 2025

Stroll through the Zoo as you sample a variety of fine wines and spirits from top regional wineries, distilleries, and beverage partners. Enjoy delicious food samples, live music, animal encounters, and activities. There is a Premium Ticket Hour before the event featuring a special animal encounter, private wine tasting and swag bag.

Sponsorship Benefits	Title Sponsor	Glass Sponsor	Entertainment Sponsor	Cuisine Sponsor	Shirt Sponsor	VIP Sponsor
Customized Package						
Event Advertising <small>(may be print or digital)</small>						
Mention in Social Media Post <small>(130,000+ fans)</small>						
Name Included on Facebook Event Page						
Included in ENewsletter <small>(75,000+ subscribers)</small>						
On-site Advertising with Banner Placement <small>(must provide)</small>						
Logo on Glass						
Logo on Shirt						
Logo on Website <small>(300,000+ unique monthly views)</small>						
Tickets to Event	20	15	10	10	6	6
Cost	\$5,000	\$3,000	\$2,500	\$2,500	\$2,000	\$1,000

NOTE: All promotional material must be received 60 days prior to the event. This is a 21 and older party.
Reid Park Zoo | 1030 S Randolph Wav. Tucson. AZ 85716 | ReidParkZoo.org



EASTER EXTRAVAGANZOO

Attendance: 600
Dates: April 19 & 20, 2025

Enjoy breakfast and photos with the Easter Bunny, gather ‘round for special animal encounters, enjoy kids activities, and take part in the wildest egg hunt in town. Each child will receive a bag of candy and goodies to take home. As a special treat for 2025, guests will also be able to enjoy the Wild Wonders exhibit featuring spectacular huichol art animal sculptures.

Sponsorship Benefits	Title Sponsor	Breakfast Sponsor	Egg Hunt Sponsor	Easter Bunny Sponsor	Candy & Prize Sponsor
Customized Package					
Event Advertising (may be print or digital)					
Mention in Social Media Post (130,000+ fans)					
Name Included on Facebook Event Page					
Included in ENewsletter (75,000+ subscribers)					
On-site Advertising with Banner Placement (must provide)					
Logo on Website (300,000+ unique monthly views)					
Inclusion in Candy Bag					
Promotional Table at Event					
Tickets to Event	20	4	15	10	2
Cost	\$5,000	\$4,000	\$3,500	\$2,500	\$1,000




























NOTE: All promotional material must be received 60 days prior to the event.



Attendance: 2,000
Dates: May 17, 2025

Taste a wide selection of craft beer, hard ciders, lagers, and ales from Arizona's finest brewing companies as you travel around the Zoo in this one-of-a-kind sampling event. The event features live music, games and fun photo ops, and a commemorative tasting glass. Guests can join the fun an hour early with a VIP ticket.

BREW AT THE ZOO

























Sponsorship Benefits	Title Sponsor	Glass Sponsor	Entertainment Sponsor	Shirt Sponsor	VIP Sponsor	Table Sponsor (3 Available)
Customized Package						
Event Advertising (may be print or digital)						
Mention in Social Media Post (130,000+ fans)						
Name Included on Facebook Event Page						
Included in ENewsletter (75,000+ subscribers)						
On-site Advertising with Banner Placement (must provide)						
Logo on Glass						
Logo on Shirt						
Logo on Website (300,000+ unique monthly views)						
Tickets to Event	20	10	15	8	8	2
Cost	\$5,000	\$3,500	\$2,500	\$2,000	\$2,000	\$1,000

NOTE: All promotional material must be received 60 days prior to the event. This is a 21 and older party.
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**Attendance: 800-1,500/
Night**
**Dates: Fridays &
Saturdays May 23 thru
August 9, 2025**

Come to Summer Safari Nights, presented by TMC Health, and enjoy the Zoo in the cooler evening hours! Each week will feature keeper chats, animal encounters, artifact stations and giraffe feedings. Activities include face painting, glitter tattoos, carousel rides, games, crafts, and more.
















Sponsorship Benefits	Title Sponsor	Entertainment Sponsor	Activity Sponsor	Keeper Chat Sponsor	Enrichment Sponsor	Table Sponsor*
Customized Package						
Event Advertising (may be print or digital)						
Mention in Social Media Post (130,000+ fans)						
Name Included on Facebook Event Page						
Included in ENewsletter (75,000+ subscribers)	SOLD 					
Logo on Website (300,000+ unique monthly views)						
Promotional Table at Event						
Tickets to Event	50	30	20	30	20	10
Cost	\$10,000	\$5,000	\$3,000	\$2,500	\$1,000	\$250 per night*

NOTE: All material must be received 60 days prior to event. Table opportunity special rate of \$1,000 for 5 nights.



Attendance: 1,000
Dates: September 13, 2025

DreamNight is a one-of-a-kind, private event for children with specialized health care needs, children with chronic illnesses, and children with disabilities, as well as their parents and siblings. This event is for these children to experience an evening of fun and learning in community with other families, free of charge. Activities include animal encounters, keeper chats, arts and crafts, carousel rides plus the chance to meet intergalactic characters, superheroes, princesses and local police and firefighter heroes.

Sponsorship Benefits	Title Sponsor	Entertainment Sponsor	Activity Sponsor	Keeper Chat Sponsor
Customized Package				
Event Advertising (may be print or digital)				
Mention in Social Media Post (130,000+ fans)				
Name Included on Facebook Event Page				
Included in ENewsletter (75,000+ subscribers)				
On-site Advertising with Banner Placement (must provide)				
Logo on Website (300,000+ unique monthly views)				
Cost	\$5,000	\$2,500	\$2,500	\$1,000







NOTE: All promotional material must be received 60 days prior to the event.



WILDLIFE RANGER CHALLENGE

Attendance: 500
Dates: Septmber 20, 2025

Reid Park Zoo's team is partnering with wildlife rangers from Africa. Rangers protect many African species including lions, wild dogs, Grevy's zebra, black rhinos, and Kenya's largest single elephant population. Funds raised from the event will help field conservation efforts to protect wild animals in Africa. The walk includes a commemorative t-shirt, visit to the Zoo, keeper chats, and animal encounters.























Sponsorship Benefits	Title Sponsor	T-shirt Sponsor	Activity Sponsor	Entertainment Sponsor
Customized Package				
Event Advertising (may be print or digital)				
Mention in Social Media Post (130,000+ fans)				
Name Included on Facebook Event Page				
Included in ENewsletter (75,000+ subscribers)				
On-site Advertising with Banner Placement (must provide)				
Logo on T-shirt				
Logo on Website (300,000+ unique monthly views)				
Tickets to Event	20	15	10	10
Cost	\$5,000	\$4,000	\$2,500	\$1,000

NOTE: All promotional material must be received 60 days prior to the event.



Attendance: 600-800
Dates: October 3, 2025

The must-attend social event of the fall, ZOOcson, features Tucson's favorite restaurants, auctions, animal ambassador presentations, and live music! Enjoy a specialty cocktail as you outbid your friends for a chance to win amazing experiences during the live auction. Event also includes the option to upgrade a ticket for a Premium Experience which includes an animal experience.

Sponsorship Benefits	Elephant Sponsor	Giraffe Sponsor	Squirrel Monkey Sponsor	Otter Sponsor	Table of 8 Sponsor	Table of 4 Sponsor
VIP Access						
Customized Package						
Event Advertising <small>(may be print or digital)</small>						
Mention in Social Media Post <small>(130,000+ fans)</small>						
Included on Invitation & Save the Date						
Name Included on Facebook Event Page						
Included in ENewsletter <small>(75,000+ subscribers)</small>						
On-site Advertising with Banner Placement <small>(Must provide)</small>						
Logo on Website <small>(300,000+ unique monthly views)</small>						
Tickets to Event	20	20	10	8	8	4
Cost	\$15,000	\$10,000	\$5,000	\$2,500	\$2,000	\$1,000



NOTE: All promotional material must be received 60 days prior to the event. This is a 21 and older party.



Attendance: 15,000
Dates: October TBD

Meet princesses, mythical creatures, superheroes, pirates, and other costumed characters at Boo at the Zoo! Guests will enjoy festive scenes and decorations, entertainment, activities, and treats. This family friendly event is for all ages and has minimal “boos.”

BOO AT THE ZOO

Sponsorship Benefits	Title Sponsor	Fall Festival Sponsor	Musical Light Show Sponsor	Theme Zone Sponsor	Table Sponsor**
Customized Package					
Event Advertising (may be print or digital)					
Mention in Social Media Post (130,000+ fans)					
Name Included on Facebook Event Page					
Included in ENewsletter (75,000+ subscribers)					
On-site Advertising with Banner Placement (must provide)					
Logo on Website (300,000+ unique monthly views)					
On-Site Treat Station					
Tickets to Event	40	20	14	6	2
Cost	\$5,000	\$3,000	\$2,500	\$1,000	Free!

NOTE: All promotional material must be received 60 days prior to the event.

**There is no fee for table sponsor but the requirement is to participate in all 6 nights and provide candy for 2,000 children each night.



Attendance: 40,000
Dates: December 4 - 23
Encore Nights:
December 26-30 2025,
January 2-4, 2026

Enjoy hundreds of thousands of twinkling lights, musical light shows, animal-themed light sculptures, falling snow, Santa, and other special holiday characters during ZooLights. Event includes holiday entertainment, carousel rides, and hot cocoa.

Sponsorship Benefits	Title Sponsor	Entertainment Sponsor	Light Show Sponsor	Snow Sponsor	Santa's Workshop Sponsor	Theme Zone Sponsor	Table Sponsor*
Customized Package							
Event Advertising (may be print or digital)							
Mention in Social Media Post (130,000+ fans)							
Included in Light Show Audio							
Included in ENewsletter (75,000+ subscribers)							
Onsite Advertising with Banner Placement (Must provide)					SOLD 		
Name Included on Facebook Event Page							
Logo on Website (300,000+ unique monthly views)							
Display Table at Event (Limited availability)							
Tickets to Event	60	50	40	40	20	10	2
Cost	\$10,000	\$7,500	\$5,000	\$5,000	\$2,500	\$1,000	\$250





NOTE: All material must be received 60 days prior to event. *Limited days available for tabling opportunities. 5 nights for \$1,000



PROMOTIONAL ZOO DAYS

Promotional Zoo Days are fun ways to recognize holidays, special promotions, and animal birthdays. These are held during daytime hours except for Dream Night. Anticipated attendance ranges from 800 to 2,000.

NAME	MONTH OFFERED	NAME	MONTH OFFERED
I Love Zoo	February 14 & 15	School's Out &	
Navy Day with Concert	February 21	Teacher Celebration	May 23
60th Anniversary Celebration	March 1 & 2	Memorial Day	May 26
Extended Spring		\$3 Ticket Tuesdays	June-July
Break Hours	March 8 - 16	Father's Day	June 15
Meru & Penzi Birthday Celebration	March 8	Red, White & Blue Promotion	July 4
Senior Celebration &		Grandparent's Day	September 7
Opera in the Wild	March 21	First Responder's Day	September 27
Party for the Planet/ Earth Day	April 27	Smash Bash	October
Mother's Day	May 11	Veterans Day	November 11

Sponsorship Benefits	Title Sponsor	Promotional Table October - May	Promotional Table June - September
Mention in Social Media Post (130,000+ fans)			
Included in ENewsletter (75,000+ subscribers)			
Display Table at Event			
Cost	\$2,000	\$800	\$500



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