

SPONSORSHIP OPPORTUNITIES 2024

Program Sponsor

Support our educational programs and change the lives of thousands of children.

\$5,000-\$6,500

Encounter Sponsor

Would you rather sponsor a specific experience at the zoo? Consider an encounter sponsorship!

\$5,500-\$6,500

Event Sponsor

Sponsor a specific event at Zoo Boise with attendance ranging from 4,500-8,500 attendees.

\$2,000-\$6,500

ZOO BOISE

Zoo Boise connects our guests with animals to inspire and involve our community in the conservation of wildlife worldwide.

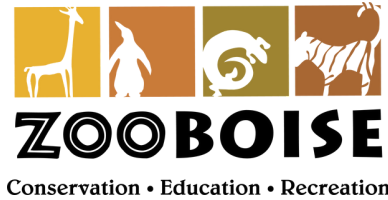
OTHER OPTIONS AVAILABLE FOR AS LOW AS
\$500 A YEAR!

WHY SPONSOR ZOO BOISE

With more than 340,000 guests annually, Zoo Boise is one of the most visited attractions in Idaho. For a minimal cost per day, thousands of guests to Zoo Boise will see your company's name and know that you support one of the region's top education and cultural institutions.

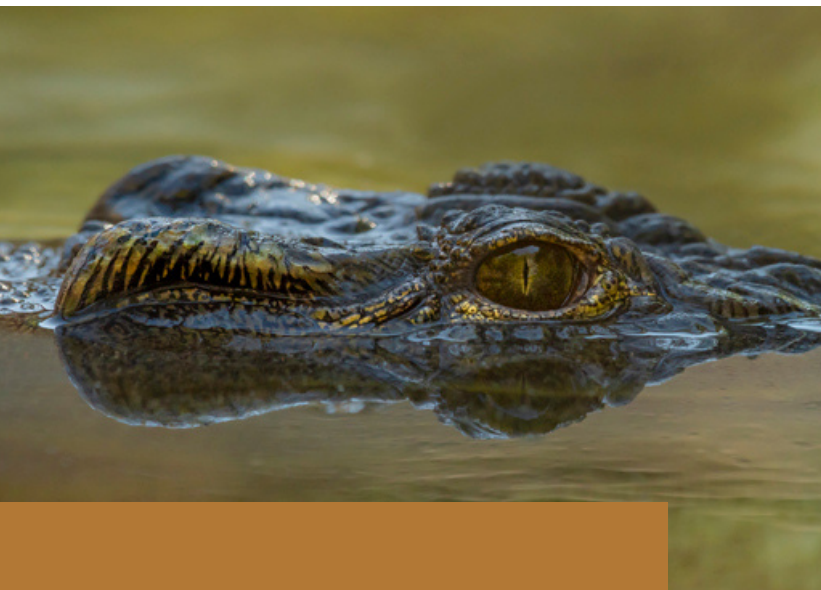


SPONSORSHIP OPPORTUNITIES 2024



We are always happy to customize packages to best meet your needs

for community involvement, branding and lead generation, client entertainment, marketing, public relations, and employee benefits – such as Zoo Boise membership discounts or volunteer opportunities.



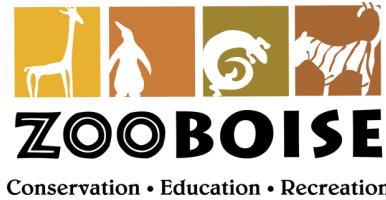
By partnering with Zoo Boise – a venue where families come together for fun and hands-on learning – you will be supporting a great cause while increasing your market exposure in the Treasure Valley.

Zoo Boise's Community Reach:

- A comprehensive media plan including print, radio, television, and other community-based communications.
- Bi-weekly email newsletter (**22,000+ subscribers**). Zoo Boise e-newsletters average a **36%** open rate.
- Facebook (**44,750+** followers), Twitter (**3,750+** followers), Instagram (**26,700+** followers) and TikTok (**5,500+** followers).
- Website, zooboise.org, with a monthly average of **31,000+** visits, **80,000+** page views, and **20,000+** users.



EXCLUSIVE AUTOMOTIVE SPONSORSHIP



SOLD

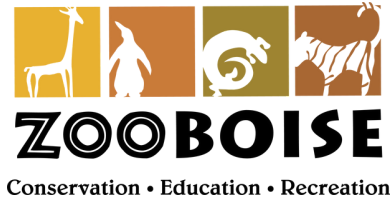
Friends of Zoo Boise will provide:

- Mention in promotional spots and print advertising, which may include logo or verbal options
- Logo placement on zoo website
- Logo on all zoo marketing collateral: banners (5 annually), activity guides, and online maps
- Mentions up to 4 times daily in Zoo Boise PA announcements for the entire season
- Flag in corporate sponsor garden for each sponsorship year
- Placement in email newsletters
- Placement on Zoo Boise social media pages including Facebook and Instagram
- Onsite location for up to two vehicles to be displayed, which may include special events
- Up to 3 complimentary evening rentals of zoo annually for company employees or clients (up to 500 people each, *catering costs not included*). Non-exclusive daytime rentals can be considered as an alternative.
- Logo on ZooTeen T-Shirts
- A minimum of 10 tickets, which includes one table, to Zoobilee
- Up to 10 onsite activation days annually (can include special event days) and associated signage (during public zoo hours) each year. Mutually agreeable dates.

3-Year Season Sponsorship Cost: \$120,000



EDUCATION SPONSORSHIPS



Zoo Boise's education department offers a variety of programs for people of any age, focusing on a wide variety of topics. Early childhood classes are designed for children ages 3 – 5, with 1 attending adult. Youth camps and classes are designed for children in grades 1 – 6 and are offered in the summer and during school breaks. Family programs are designed for adults and children ages 6 and older. Zoo program activities include up-close animal encounters, zoo tours, ecology games and simulations, science-based investigations and explorations, and zookeeper presentations.

EDUCATION PROGRAM SPONSOR

Friends of Zoo Boise will provide:

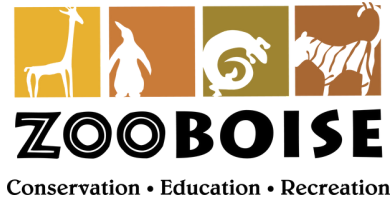
- Logo placement on zoo website
- Logo on any marketing collateral
- Logo on Zoo Boise education department name tags
- Signage at entrance of education offices
- Flag in corporate sponsor garden
- Placement in electronic newsletters, weekly summer camp newsletters, and social media

SOLD

Education Program Sponsorship Cost: \$6,500



EDUCATION SPONSORSHIPS



The Zoo Boise ZooTeen program inspires teens to increase and share their knowledge of animals, conservation, and the environment. ZooTeens will focus on educating Zoo Boise guests and will gain experience with teaching, leadership, and public speaking. They also learn about animals and raise awareness about conservation projects supported by the Zoo Boise Conservation Fund. The ZooTeen program runs from **May to September**.

ZOOTeen PROGRAM SPONSOR

Friends of Zoo Boise will provide:

- Non-exclusive sponsorship of ZooTeen Program
- Logo placement on zoo website
- Logo on all ZooTeen uniforms (around 180 uniforms)
- Placement in newsletters and social media
- Logo on signage outside education offices (where ZooTeens are based)

ZooTeen Program Sponsorship Cost: \$5,000



ENCOUNTER SPONSORSHIPS

Butterflies in Bloom runs June 1 through Labor Day. It is an up close encounter with our beautiful pollinators.

BUTTERFLIES IN BLOOM

Friends of Zoo Boise will provide:

- Logo placement on zoo website
- Mention in on-air exhibit promotional spots, which may include logo or verbal mention
- Logo on all exhibit marketing collateral including online maps
- Signage at entrance of exhibit
- Verbal recognition to every exhibit guest as part of their exhibit welcome
- Flag in corporate sponsor garden
- Placement in email newsletters and social media

Butterflies in Bloom Sponsorship Cost: \$6,500

GIRAFFE ENCOUNTER

Have you been dreaming of getting nose-to-nose with a Zoo Boise giraffe? Here's your chance! This encounter runs March through October.

Friends of Zoo Boise will provide:

- Logo placement on zoo website
- Logo on marketing collateral including maps, advertisements, and signage near feeding station
- Daily mentions in Giraffe Encounter announcement
- Flag in corporate sponsor garden
- Placement in newsletters
- 25 complimentary Giraffe Encounter tickets for clients or staff

Season Sponsorship Cost: \$6,500



The sloth bear encounter is a one-of-a-kind opportunity to feed Paji, our sloth bear! Guests can give her a meal worm treat and hear and feel how she catches bugs and worms.

SLOTH BEAR ENCOUNTER

Friends of Zoo Boise will provide:

- Logo placement on zoo website
- Logo on marketing collateral including maps, advertisements, and signage near encounter
- Daily mentions in Sloth Bear Encounter announcements
- Flag in corporate sponsor garden
- Placement in email newsletters
- 25 complimentary Sloth Bear Encounter tickets for clients or staff

Season Sponsorship Cost: \$6,500



ZOO FARM

Get up close and personal with Zoo Boise's goat herd! Guests can feed and pet the goats year round.

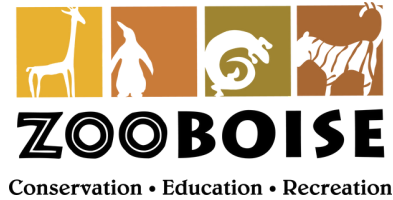
Friends of Zoo Boise will provide:

- Title sponsorship of Zoo Farm
- Logo placement on zoo website and online zoo map
- Logo on sign at exhibit
- Flag in corporate sponsor garden
- Education signage opportunities at the Zoo Farm (signs provided by sponsor)
- Daily mentions in Zoo Farm announcements
- Placement in email newsletters

Zoo Farm Sponsorship Cost: \$5,500



ATTRACTION SPONSORSHIPS



CAROUSEL SPONSOR



Photo: Jessica DeMers Photography

Friends of Zoo Boise will provide:

- Logo on a sign at the carousel and on zoo maps
- Logo placement on zoo website
- Placement in email newsletters and on social media

Sponsorship Cost: \$4,000

*Sponsorship runs July through June

SOLD

ZOO KITCHEN SPONSOR

Our Zoo Kitchen makes fresh, healthy food for all of our inhabitants every day.

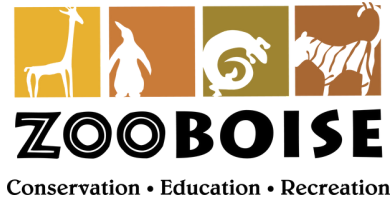
Friends of Zoo Boise will provide:

- Logo on sign at commissary and on zoo maps
- Logo placement on zoo website
- Placement in email newsletter and on social media

Attraction Sponsorship Cost: \$3,000



EVENT SPONSORSHIPS



Zoo Boise holds events throughout the year with between 4,500 and 8,500 attendees for each event. Becoming an event sponsor is a great way to reach thousands of families in the Treasure Valley.

EGGSTRAVAGANZA SPONSOR

At Easter Eggstravaganza, a one day event on **Saturday, March 30, 2024**, the Easter bunny and animal helpers pass out thousands of pieces of candy- always a huge hit that time of year! There are also Easter Bunny photo-ops, face painting, special treats for the animals, and much more! With more than 6,000 guests in attendance, Easter Eggstravaganza is the place to be.

Friends of Zoo Boise will provide:

- Flag in corporate flag garden at front of Zoo Boise
- Naming rights: company name will appear as title sponsor - *"Your Company presents Easter Eggstravaganza" **
- Logo placed on promotional ads, event maps, promotional e-mails, event site, and on the Zoo Boise website.
- Company will be named in any on-air radio mentions of the event and will also be listed in all press releases and/or media alerts for the event.
- Banner placement: Company may display up to 4 banners during event
- Booth space: Two standard 10'x10' spaces in prime location
- Announcements: Company will be mentioned and thanked on day of event every half hour in announcements.

Event Title Sponsorship Cost: \$5,000

Non-title Sponsorship: \$2,000

(includes logo on advertising and booth space at event)

**Category exclusivity available for Event Title sponsorships only*



Zoobilee is our fundraising gala to be held on **August 16, 2024**. At Zoobilee, up to **500 guests** will be treated to an unforgettable evening of extraordinary cuisine and drinks from local restaurants and caterers, live music, live auctions and special zoo experiences. There are three different levels to sponsor Zoobilee, so you can pick the one that best fits your needs.

Presenting Sponsor: \$6,500

- 30 VIP tickets to Zoobilee
- Two reserved tables at live auction with your corporate logo on them
- Company recognition on event website, social media posts, Zoobilee brochure, any paid media, and at live auction
- Recognition in event name - "Zoobilee, *presented by your company*"
- Company flag in sponsor garden at Zoo Boise
- Full page ad in Zoobilee brochure
- Opportunity to have booth at event
- Opportunity to welcome guests at beginning of program (5 minutes)



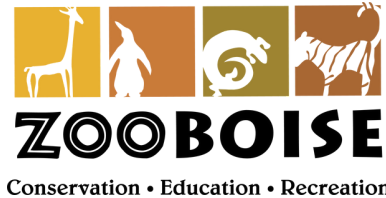
Event Sponsor: \$3,500

- 10 VIP tickets to Zoobilee
- Reserved table at live auction with your corporate logo on it
- Company recognition on event announcements, event website, in Zoobilee brochure, and at live auction as an event sponsor
- 3/4 page ad in Zoobilee brochure
- Opportunity to have banner (provided by you) at event
- Opportunity to have booth at event

Corporate Table: \$2,000

- 8 tickets to Zoobilee
- Reserved table at live auction with your corporate logo on it
- Company recognition on event website, in Zoobilee brochure, and at live auction
- 1/4 page ad in Zoobilee brochure

BOO AT THE ZOO



Boo at the Zoo is a *two day*, merry-not-scary fun-fest for the whole family on **Saturday October 26, 2024** and **Sunday October 27, 2024**. Boo at the Zoo features a variety of fun activities such as candy stations, costume contests, animal enrichment, and more! This event welcomes more than 10,000 attendees, on average, over the two days and is a Treasure Valley favorite!

Friends of Zoo Boise will provide:

- Flag in corporate flag garden at front of Zoo Boise
- Company name will appear as title sponsor- "*Your Company presents Boo at the Zoo*" *
- Logo placed on promotional ads, event maps, promotional emails, event site, and on the Zoo Boise website
- Company will be named in any on-air radio mentions of the event and will also be listed in all press releases and/or media alerts for the event
- Banner placement: company may display up to 4 banners during event
- Booth space: two standard 10'x10' spaces in prime locations
- Announcements: company will be mentioned and thanked on day of event regularly in announcements.

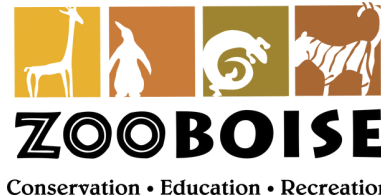
Event Title Sponsorship Cost: \$6,500

Non-title Sponsorship: \$2,500

(includes logo on advertising and booth space at event)

*Category exclusivity available for Event Title Sponsorships only

ROARS AND POURS



Roars and Pours is an adults only event held on **Friday, June 21, 2024** and **Friday, August 2, 2024**. Enjoy music and local beers with friends while experiencing the zoo after hours.

Friends of Zoo Boise will provide:



- Logo placed on promotional ads, event maps, promotional emails, and on the Zoo Boise website
- Company will be named in any on-air radio mentions of the event and will also be listed in all press releases and/or media alerts for the event
- Banner placement: company may display up to 4 banners during event

Event Sponsorship Cost for One Day: \$3,000

Event Sponsorship Cost for Both Days: \$5,000

BREAKFAST WITH SANTA

A family favorite, Breakfast with Santa is held on **Saturdays, December 7 and 14, 2024** - with the option for more dates depending on demand!

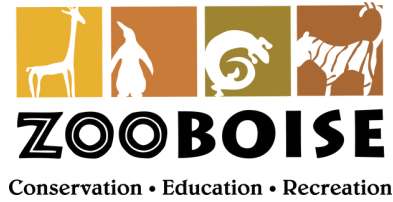


Friends of Zoo Boise will provide:

- Logo placed on promotional ads, event maps, promotional emails, and on the Zoo Boise website.
- Company will be named in any on-air radio mentions of the event and will also be listed in all press releases and/or media alerts for the event.
- Banner placement: company may display a banner during event

Event Sponsorship Cost: \$3,000

OTHER SPONSORSHIPS



CONSERVATION SPONSOR

As the Zoo Boise Conservation Sponsor, your donation will directly support conservation programs that protect animals in the wild.

Friends of Zoo Boise will provide:

- Signage at voting vortex at front entrance to zoo
- Logo on ZooTeen shirts
- Logo placement on zoo website and email newsletters
- Daily mentions in announcements
- Flag in corporate sponsor garden
- Mentioned in press releases relating to Zoo Boise conservation work

Zoo Boise Conservation Sponsorship Cost: \$5,500



SANITIZER STATIONS

These stations are spread throughout the zoo in high visibility locations. Used frequently by guests, they are a great opportunity to promote your logo and branding!

You can design the sticker that will be at the station for one year.

Sanitizer Station Sponsorship Cost: \$1,000 for 5 stations or \$2,000 for 14 stations

WEBSITE

Friends of Zoo Boise will provide:

- On our web page highlighting sponsors, your name would be listed with a link to your site: **\$500**
- You could be an activity sponsor of one of our online education activities, and we can list your name and link on that page for **\$500** or logo and link for **\$750**



LODGING PARTNER

Friends of Zoo Boise will provide:

- Highlighted as exclusive lodging partner on a separate page on the Zoo Boise website
- Placement in newsletters and social media

Lodging Partner Sponsorship Cost: \$2,000



DON'T SEE A PERFECT FIT?

We'd be happy to work with you to design a sponsorship opportunity that best meets your needs.

Contact Rachel Winer
(208) 608-7764
rwiner@cityofboise.org

Thank you for supporting Zoo Boise!

