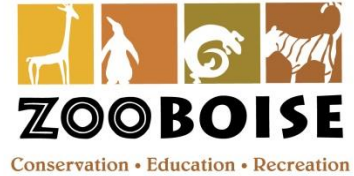


## Sponsorship Opportunities 2016



Imagine your company's name on an exhibit, banner, building or picnic table and your company's name on Zoo Boise's map, collateral material, or website. For a minimal cost per day, thousands of visitors to Zoo Boise will see your company's name and know that you support one of the most important educational and cultural institutions in the region.

Become involved in a highly visible partnership with Zoo Boise – one of Idaho's largest attractions with **more than 340,000 visitors every year** – and the opportunity to support a cherished community resource. Each year, through special events and innovative programming, Zoo Boise 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.

Zoo Boise 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.

We are always happy to customize packages to best meet your need for community involvement, branding and lead generation, client entertainment, marketing, public relations and employee benefits such as Zoo Boise membership discounts, volunteer opportunities, and free zoo or event passes.

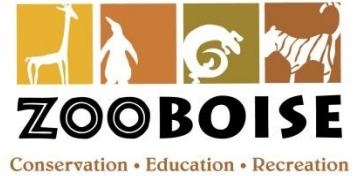
Zoo Boise's reach into the community:

- *Animal Tales* bi annual newsletter (4,750 households)
- Bi weekly e-mail newsletter (5,900 subscribers)
  - Zoo Boise averages a 29% open rate for the e-newsletters, above the industry average of 20%.
- Facebook (>18,000 fans) & Twitter (1150 followers)
- Website, [www.zooboise.org](http://www.zooboise.org), with more than 172,000 visitors and more than 432,000 page views
- Event fliers (40,000 fliers printed annually)

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.

## 2016 Season Sponsorship

**SOLD**



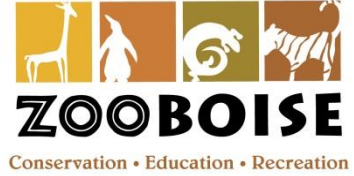
### **Friends of Zoo Boise will provide:**

- Industry exclusivity for 2016, reaching the zoo's audience on a consistent basis
- Mention in promotional spots and print advertising, which may include logo or verbal mention according to spot
- Logo placement on zoo website
- Logo on all zoo marketing collateral including:
  - Banners (5 annually), event flyers (40,000 flyers printed annually), maps (electronic copies on website, hard copies printed seasonally and available at the front gate)
- Hourly mentions in zoo announcements for the entire season
- Flag in corporate sponsor garden for 1 year
- Placement in *Animal Tales* newsletter
  - Opportunity to insert promotional coupons or other offers in newsletter
- Placement on Zoo Boise social media pages including Facebook and Twitter
- Booth space at Easter Eggstravaganza, Zoo Daze, Run Wild, Zoobilee, Boo at the Zoo, Claus 'n Paws and Wild at Heart. Total attendance for these events in 2015 was more than 33,000 (a 60% increase over 2014)
- 100 complimentary admission passes to Zoo Boise
- 1 complimentary evening rental of zoo for company employees or clients (catering costs not included)
- Logo on ZooTeen t-shirts. The ZooTeen program runs June through August and has 140 teenage volunteers around the zoo for the summer
- 10 tickets (1 table) to Zoobilee
- \$5 discount on Zoo Boise memberships for all employees
- Opportunity for up to 8 promotional events including giveaways or coupons to zoo visitors
- Opportunity for special encounters

**Season Sponsorship Cost:**

**\$20,000**

## **2016 *Butterflies in Bloom* Sponsorship**

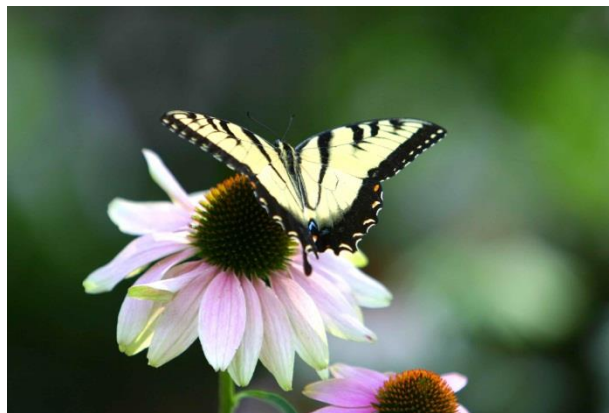


### **Friends of Zoo Boise will provide:**

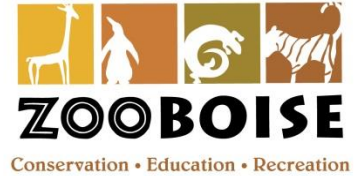
- Exclusive title sponsorship of *Butterflies in Bloom* for summer 2016 (June 1 through Labor Day). Over 120,000 visitors come to the zoo during this time period, and this exhibit is our most popular summertime exhibit
- Logo placement on zoo website
- Mention in on-air exhibit promotional spots, which may include logo or verbal mention according to spot
- Logo on all exhibit marketing collateral including banners and maps
- Signage at entrance of exhibit
- Verbal recognition to every exhibit visitor as part of their exhibit welcome.
- Flag in corporate sponsor garden for 1 year
- Placement in e-mail alerts to Friends of Zoo Boise members, *Animal Tales* newsletter and Facebook page
  - Opportunity to insert promotional coupons or other offers in alerts
- 50 complimentary tickets to give away to staff or clients
- Opportunity for promotional events including giveaways or coupons to zoo visitors
- Opportunities for special encounters for employees or clients

***Butterflies in Bloom* Exhibit Sponsorship Cost:**

**\$7,500**



## **2016 Exhibit/Attraction Sponsorship**



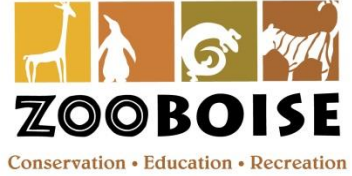
### **Friends of Zoo Boise will provide:**

- Attraction sponsorship of *Wallaby Walkabout, Conservation Cruise, Animal Presentation Area, Penguins, Sloth Bear Encounter, or Giraffe Encounter* for summer season (spring break – Halloween)
  - 25 complimentary tickets to give away to staff or clients
  - Flag in corporate sponsor garden for 1 year
  - Signage near feeding station, maps
- Large exhibit sponsorship of *Tiger, Red Panda, Snow Leopard, Patas Monkeys, Striped Hyena, Visayan Warty Pigs, or Zebras*
  - 10 complimentary tickets to give away to staff or clients
- Small exhibit sponsorship of *Servals, Binturong, Ocelot, Porcupine, various animals in the Small Animal Kingdom, or most birds*
  - 10 complimentary tickets to give away to staff or clients
- Logo placement on zoo website
- Logo on any exhibit marketing collateral
- Signage at entrance of exhibit
- Placement in e-mail alerts to Friends of Zoo Boise members), *Animal Tales* newsletter and Facebook page
  - Opportunity to insert promotional coupons or other offers in alerts
- Opportunities for special encounters for employees or clients

<b>Attraction Sponsorship Cost:</b>	<b>\$5,000</b>
<b>Large Exhibit Sponsorship Cost:</b>	<b>\$2,500</b>
<b>Small Exhibit Sponsorship Cost:</b>	<b>\$1,000</b>



**Event Title Sponsorship:**



**Wild at Heart – Saturday, February 6, 2016**

**2015 Attendance 11,510**

**Easter Eggstravaganza- Saturday, March 19, 2016**

**2015 Attendance: 5,922**

**Zoo Daze – Sunday, May 22**

**2015 Attendance: 2,576**

**Run Wild at Zoo Boise – Saturday, July 23, 2016**

**2015 Participants: 500**

**Boo at the Zoo – Saturday, October 29, 2016**

**2015 Attendance: 8,056**

**Claus ‘n Paws – Saturday, December 3, 2016**

**2015 Attendance: 5,291**

- Naming rights: company name will appear as title sponsor, e.g. *Company presents Zoo Daze*
- Placement on zoo website
- Logo Placement: Logo placed on promotional print ads, television ads, banner, event maps, promotional e-mails, and on the Zoo Boise website.
- Publicity: 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
- Booth space: Standard 10’x10’ space along main walkway
- Announcements: Company will be mentioned and thanked on day of event every half hour in announcements.
- 25 complimentary admission passes to event
- Candy for company’s booth will be provided by Zoo Boise (*Easter Eggstravaganza/Boo at the Zoo*)

**Event Title Sponsorship Cost:**

**Boo at the Zoo (SOLD), Easter Eggstravaganza, or Zoo Daze**

**\$5,000**

**Wild at Heart, Run Wild, or Claus ‘n Paws**

**\$2,500**

**Non-title Sponsorship:**

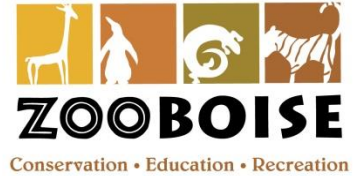
**\$1,000-\$3,000**

\*Category exclusivity available for Title sponsorships only.



## 2016 Education Program Sponsorship

**SOLD**



Zoo Boise's Education Department offers a variety of classes for people of any age focusing on a wide variety of topics. Early childhood classes are designed for adults and children age 3 – 5 (all children must be accompanied by an adult). Children's camps and classes are designed for children in grades 1-6 and are offered in the summer, spring break, and holiday breaks. Family programs are designed for adults and children ages 6 and older (all children must be accompanied by an adult). Zoo program activities include up-close animal encounters, zoo tours, ecology games and simulations, science-based investigations and explorations, and zookeeper presentations.

2015 Education Program Attendance: 1,213

### **Friends of Zoo Boise will provide:**

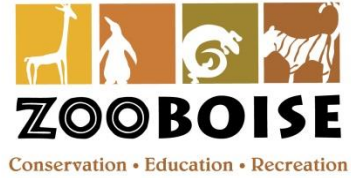
- Title sponsorship of Zoo Boise education programs
- Logo placement on zoo website
- Logo on any marketing collateral
- Logo on Zoo Boise educator t-shirts
- Signage at entrance of education offices
- Flag in corporate sponsor garden for 1 year
- Placement in e-mail alerts to Friends of Zoo Boise members, *Animal Tales* newsletter and Facebook page
  - Opportunity to insert promotional coupons or other offers in alerts
- 25 complimentary tickets to give away to staff or clients
- Opportunities for special encounters for employees or clients

**Education Program Sponsorship Cost:**

**\$5,000**



## **2016 Snooze at the Zoo Sponsorship**



Zoo Boise hosts a variety of Snooze at the Zoo overnight programs for families, scout troops, and school groups. Snooze at the Zoo provides a unique opportunity to sleep under the stars right in the middle of the city! Participants enjoy programs led by education department staff or explore the zoo on their own after regular zoo hours.

### **Friends of Zoo Boise will provide:**

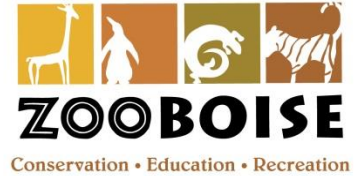
- Title sponsorship of *Snooze at the Zoo* for summer season (spring break – Halloween)
- Logo placement on zoo website
- Logo on any marketing collateral
- Signage at entrance of Safari Camp
- Verbal recognition at beginning of each overnight program
- 25 complimentary Zoo Boise tickets to give away to staff or clients
- 4 complimentary spots at a Snooze at the Zoo
- Placement in e-mail alerts to Friends of Zoo Boise members, *Animal Tales* newsletter and Facebook page
  - Opportunity to insert promotional coupons or other offers in alerts

**Snooze at the Zoo Sponsorship Cost:**

**\$3,000**



## 2016 Lodging Partner



### **Friends of Zoo Boise will provide:**

- Highlighted as exclusive lodging partner on a separate page on the Zoo Boise website (example at [http://arestravel.com/5510\\_lodging.html](http://arestravel.com/5510_lodging.html))
- Placement in e-mail alerts to Friends of Zoo Boise members, *Animal Tales* newsletter and Facebook page
  - Opportunity to insert promotional coupons or other offers in alerts
- 40 complimentary tickets to give away to guests of lodging partner
- Opportunities for special encounters for guests of lodging partner

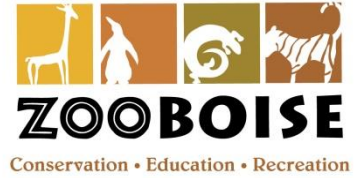
### **Lodging Partner Sponsorship Cost:**

**\$3,000**





## 2016 ZooTeen Program Sponsorship



### Friends of Zoo Boise will provide:

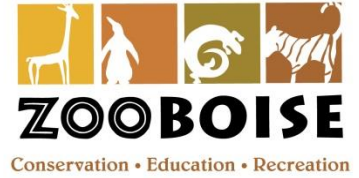
- Non-exclusive sponsorship of *ZooTeen Program* for summer 2016
- Logo placement on zoo website
- Logo on all 140 ZooTeen uniforms
- Placement in e-mail alerts to Friends of Zoo Boise members *Animal Tales* newsletter and Facebook page
- 25 complimentary tickets to give away to staff or clients
- Opportunities for special outreach visit by ZooTeen participants

***ZooTeen Program Sponsorship Cost:***

**\$2,500**



## **2016 Picnic Table Sponsorship**



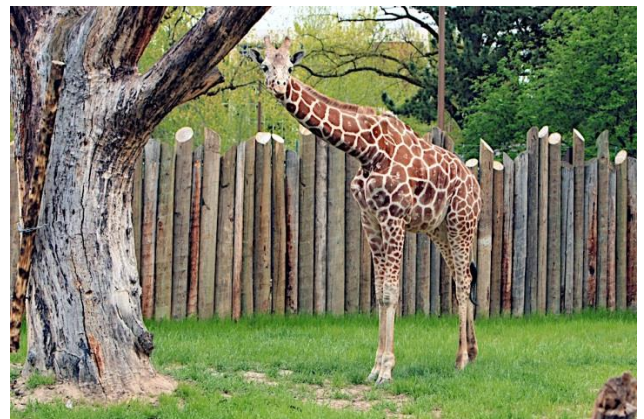
### **Friends of Zoo Boise will provide:**

- A name plate for recognition on each table (one per sponsorship)
- Placement on Facebook page
- 5 complimentary tickets to give away to staff or clients

**Picnic Table Sponsorship Cost:**

**\$1,000**

***Don't see the 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 or [rwiner@cityofboise.org](mailto:rwiner@cityofboise.org).***



**Summary of Key Sponsorship Benefits**

	Cost	Signage at exhibit	Flag in corporate garden	Tickets	Logo on uniform	Verbal recognition	Logo on relevant marketing collateral	Logo on website, emails, newsletters
Season sponsor	\$20,000		x	100	ZooTeens	x	x	x
Butterflies in Bloom	\$7,500	x	x	50		x	x	x
Attraction	\$5,000	x	x	25				x
Large Exhibit	\$2,500	x		10				x
Small Exhibit	\$1,000	x		10				x
Event Title	\$2,500-\$5,000			25 event admission			x	x
Non-title event	\$1,000-\$3,000			25 event admission			x	x
Education Program	\$5,000	x	x	25	Educators		x	x
Snooze at the Zoo	\$3,000	x		25 admission, 4 Snooze at the Zoo		x	x	x
Lodging Partner	\$3,000			40				x
Zoo Teen	\$2,500	x		25	ZooTeens			x
Picnic Table	\$1,000	x		5				