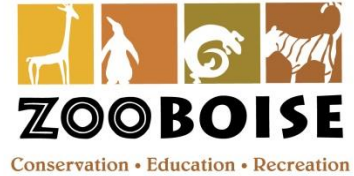


Sponsorship Opportunities 2020



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. **With our new Gorongosa Nation Park and Centennial Plaza exhibits that opened in 2019**, we have seen a steady increase in attendance, and expect that to continue in 2020.

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 needs 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.

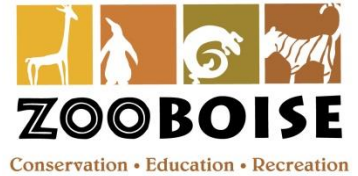
Zoo Boise's reach into the community:

- *Animal Tales* bi annual print newsletter (6,500+ households)
- A comprehensive media plan including print, radio, and other community-based communications
- Bi weekly e-mail newsletter (13,800+ subscribers). Zoo Boise averages a 24% open rate for the e-newsletters, above the industry average of 14%.
- Facebook (32,000+ followers), Twitter (2,500+ followers) and Instagram (7,300+ followers)
- Website, www.zooboise.org, with a monthly average of 30,318 visits per month and 16,000+ users per month
- Event fliers (more than 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.

Season Sponsorship

SOLD



Friends of Zoo Boise will provide:

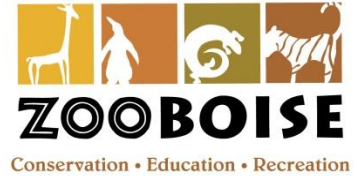
- Industry exclusivity, reaching the zoo's audience on a consistent basis
- Mention in promotional spots and print advertising, which may include logo or verbal mention according to spot
- Logo placement on zoo website
- Logo on all zoo marketing collateral including:
 - Banners (5 annually), event flyers (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.
- 125 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 170 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

3-Year Season Sponsorship Cost:

\$90,000

Exclusive Automotive Sponsor-Zoo Boise

SOLD



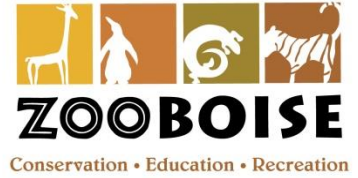
Friends of Zoo Boise will provide:

- Vehicles on site (one of the following):
 - On site location for up to two cars to be displayed throughout the year;
 - 10 onsite activation days annually (can include special event days) and associated signage (during public zoo hours) each year. Mutually agreeable dates.
- Up to 3 complimentary evening rentals of zoo annually for company employees or clients (up to 500 people each, catering costs not included)
- 200 complimentary tickets to give away annually
- Mentions up to 4 times each day in Zoo Boise PA announcements for the entire season
- Logo on ZooTeen shirts
- Display area (min 20' x 20') for products and possible Enter to Win contest, lead capture
- 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
- 14 tickets to Zoobilee
- Opportunity for special encounters
- 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)

3-Year Season Sponsorship Cost:

\$90,000

Butterflies in Bloom Sponsorship



Friends of Zoo Boise will provide:

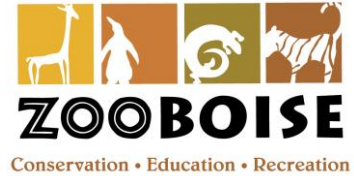
- Over 160,000 visitors come to the zoo during this time period (June 1-September 2), and this exhibit is our most popular summertime exhibit
- Logo placement on zoo website
- Mention in on-air exhibit promotional spots, which may include logo or verbal mention according to spot
- Logo on all exhibit 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 e-alerts
- 30 complimentary tickets to give away to staff or clients
- Opportunity for promotional events including giveaways or coupons to zoo visitors

Butterflies in Bloom Exhibit Sponsorship Cost:

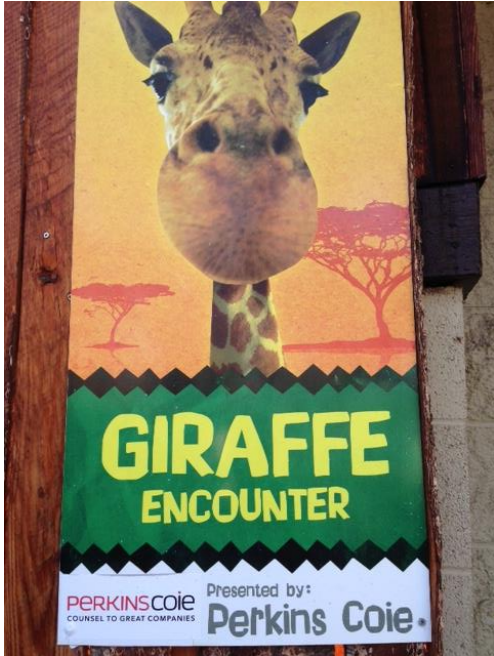
\$6,000



Giraffe Encounter Sponsorship



Friends of Zoo Boise will provide:

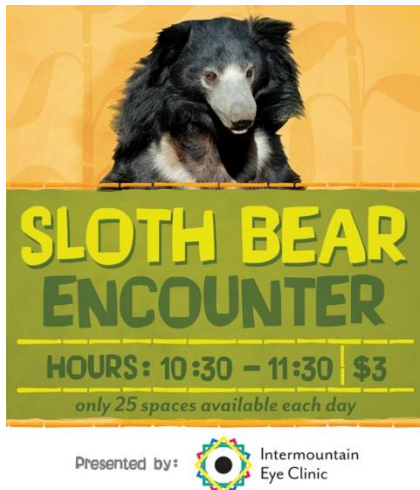


- Logo placement on zoo website
- Logo on marketing collateral including
 - Signage near feeding station, maps, advertisements
- Daily mentions in Giraffe Encounter announcements for the entire season
- Flag in corporate sponsor garden for 1 year
- Placement in e-mail alerts to Friends of Zoo Boise members
- Placement in *Animal Tales* newsletter
- Opportunities for free quarterly Giraffe Encounters for clients or staff
- 30 complimentary tickets to give away to staff or clients

Season Sponsorship Cost: \$5,500

Sloth Bear Encounter Sponsorship

Friends of Zoo Boise will provide:



- Logo placement on zoo website
- Logo on marketing collateral including
 - Signage near feeding station, maps, advertisements
- Daily mentions in Sloth Bear Encounter announcements for the entire season
- Flag in corporate sponsor garden for 1 year
- Placement in e-mail alerts to Friends of Zoo Boise members
- Placement in *Animal Tales* newsletter
- Opportunities for free monthly Sloth Bear Encounters for clients or staff
- 30 complimentary tickets to give away to staff or clients

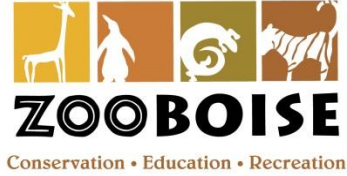
Season Sponsorship Cost: \$5,500

Penguin Pavilion Sponsorship



Friends of Zoo Boise will provide:

- 25 complimentary tickets to give away to staff or clients
- Flag in corporate sponsor garden for 1 year
- Logo placement on zoo website
- Signage at entrance of exhibit and on maps
- 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 e-alerts
- Opportunity for free quarterly penguin encounters for employees or clients



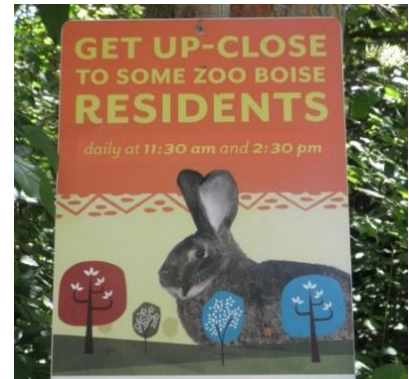
Attraction Sponsorship Cost:

\$5,000

Keeper Chat Sponsorship

Friends of Zoo Boise will provide:

- 20 complimentary tickets to give away to staff or clients
- Logo on keeper chat signs and on zoo maps
- Logo placement on zoo website
- Mention in announcements for Keeper Chats (held in the summer season)
- 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 e-alerts

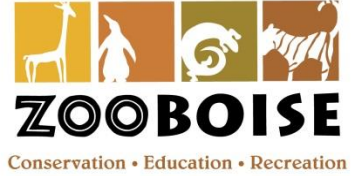


Attraction Sponsorship Cost:

\$4,000

Event Title Sponsorship:

Zoo Boise holds events throughout the year with between 4,000 and 18,000 attendees for each event.



2020 events will include:

- **Wild at Heart**
- **Easter Eggstravaganza**
- **Zoo Daze**
- **Run Wild at Zoo Boise**
- **Zoobilee**
- **Boo at the Zoo**
- **Claus ‘n Paws**

As an event sponsor, you will receive:

- 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 (not including Run Wild or Zoobilee)

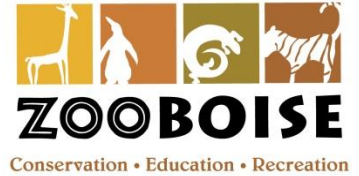
Event Title Sponsorship Cost:

Boo at the Zoo, Zoobilee	\$5,500
Easter Eggstravaganza, Galactic Days	\$3,500
Wild at Heart, Run Wild, or Claus ‘n Paws (sold)	\$2,500

Non-title Sponsorship: **\$1,000-\$3,000**

*Category exclusivity available for Title sponsorships only.

Education Program Sponsorship



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.

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 for 1 year
- Placement in e-mail alerts to Friends of Zoo Boise members, *Animal Tales* newsletter, weekly summer camp newsletter, and Facebook page
 - Opportunity to insert promotional coupons or other offers in e-alerts
- 30 complimentary tickets to give away to staff or clients

Education Program Sponsorship Cost:

\$6,000



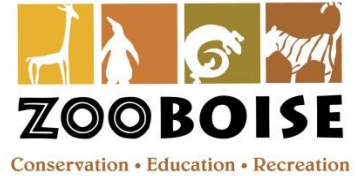
Zoo Farm Sponsorship

One of the zoo's most popular exhibits, the zoo farm provides opportunities for visitors to feed, touch, and learn all about a variety of farm animals.

Friends of Zoo Boise will provide:

- Title sponsorship of Zoo Farm
- Logo placement on zoo website
- Logo on sign at exhibit
- Flag in corporate sponsor garden for 1 year
- Education signage opportunities at the zoo farm (signs provided by sponsor)
- Daily mentions in Zoo Farm announcements for the entire season & on zoo map
- Placement in e-mail alerts to Friends of Zoo Boise members
- Placement in *Animal Tales* newsletter
- Opportunities for free monthly Zoo Farm Encounters

Zoo Farm Sponsorship Cost: **\$5,500**



Commissary (Zoo Kitchen) Sponsorship

Friends of Zoo Boise will provide:

- 20 complimentary tickets to give away to staff or clients
- Logo on sign at commissary and on zoo maps
- Logo placement on zoo website
- 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 e-alerts



Attraction Sponsorship Cost: **\$3,000**

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:

- 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 e-alerts

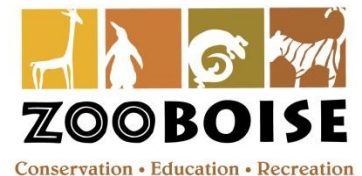
Snooze at the Zoo Sponsorship Cost:

\$3,000

Conservation Cruise Sponsor



- Logo placement on zoo website
- Signage at Departure Dock of Conservation Cruise
- Verbal recognition at beginning of each cruise
- Logo on name tags
- 25 complimentary Zoo Boise tickets to give away to staff or clients



- 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 e-alerts

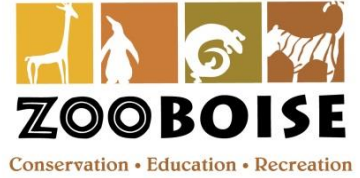
Conservation Cruise Sponsorship Cost:

\$2,500

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)
- 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 guests of lodging partner

Lodging Partner Sponsorship Cost:
\$2,000

ZooTeen Program Sponsorship

Friends of Zoo Boise will provide:



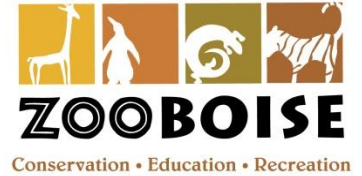
- Non-exclusive sponsorship of *ZooTeen Program* for summer 2020
- Logo placement on zoo website
- Logo on all ZooTeen uniforms (150-170 uniforms)
- Placement in e-mail alerts to Friends of Zoo Boise members *Animal Tales* newsletter and Facebook page
- 30 complimentary tickets to give away to staff or clients

ZooTeen Program Sponsorship Cost:

\$3,500

Giraffe Slide Sponsorship

Sold



One of the zoo's most popular attractions, the giraffe slide is a "must visit" for most families coming to the zoo.

Friends of Zoo Boise will provide:

- Logo placement on zoo website
- Signage at entrance of exhibit
- Placement in e-mail alerts to Friends of Zoo Boise members *Animal Tales* newsletter and

Facebook page

- 30 complimentary tickets to give away to staff or clients

Giraffe Slide Sponsorship Cost:

\$3,500

Animal Exhibit Sponsorship



Friends of Zoo Boise will provide:

- 10 complimentary tickets to give away to staff or clients
- Logo placement on zoo website
- 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 e-alerts

Tiger, Red Panda, Snow Leopard, Patas Monkeys, or Zebras Exhibit Sponsorship Cost:

\$2,000

Porcupine, various animals in the Small Animal Kingdom, or most birds Exhibit Sponsorship Cost:

\$1,000

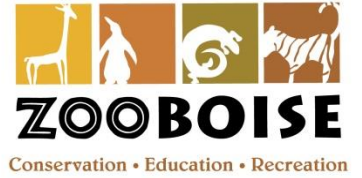
Picnic Table Annual Sponsorship

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:

\$500



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.