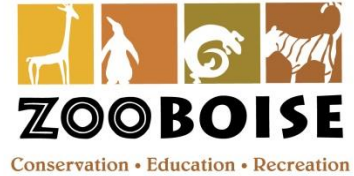


Sponsorship Opportunities 2021



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.

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.

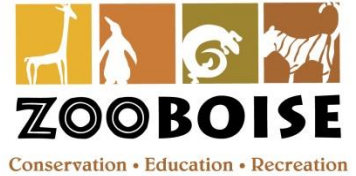
Zoo Boise's reach into the community:

- A comprehensive media plan including print, radio, and other community-based communications
- Bi-weekly e-mail newsletter (15,000+ subscribers). Zoo Boise averages a 24% open rate for the e-newsletters, above the industry average of 14%.
- Facebook (36,000+ followers), Twitter (2,600+ followers) and Instagram (10,600+ followers)
- Website, www.zooboise.org, with a monthly average of 22,250 visits per month and 14,000+ users per month

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:

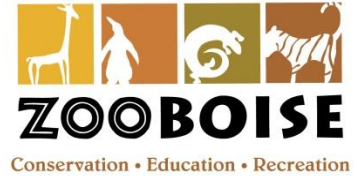
- Industry exclusivity, reaching the zoo's audience on a consistent basis
- Mention in promotional spots and print advertising, which may include logo or verbal mention according to spot
- Logo placement on zoo website
- Logo on all zoo marketing collateral including: Banners (5 annually), activity guides, and maps
- Hourly mentions in zoo announcements for the entire season
- Flag in corporate sponsor garden for 1 year
- Placement in newsletter and 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
- 150 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
- 10 tickets (1 table) to Zoobilee
- \$15 discount on Zoo Boise memberships for all employees
- Opportunity for up to 8 promotional events including giveaways or coupons to zoo visitors
- Co-presenting sponsor of Member Nights (May-September)

4-Year Season Sponsorship Cost:

\$120,000

Exclusive Automotive Sponsor-Zoo Boise
Friends of Zoo Boise will provide:

SOLD



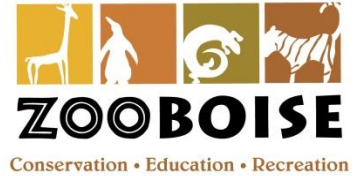
- On site location for up to two cars to be displayed throughout the year (or just at special events)
- Up to 10 onsite activation days annually (can include special event days) and associated signage (during public zoo hours) each year. Mutually agreeable dates.
- Up to 3 complimentary evening rentals of zoo annually for company employees or clients (up to 500 people each, catering costs not included). Non-exclusive daytime rentals can be considered as an alternative.
- 300 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
- Flag in corporate sponsor garden for each sponsorship year
- Placement in newsletters and Facebook page
- A minimum of 10(tickets), which includes 1 table, to Zoobilee
- 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), activity guides, and maps

3-Year Season Sponsorship Cost:

\$90,000

Butterflies in Bloom Sponsorship

Sold



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 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 newsletters and Facebook page and 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:

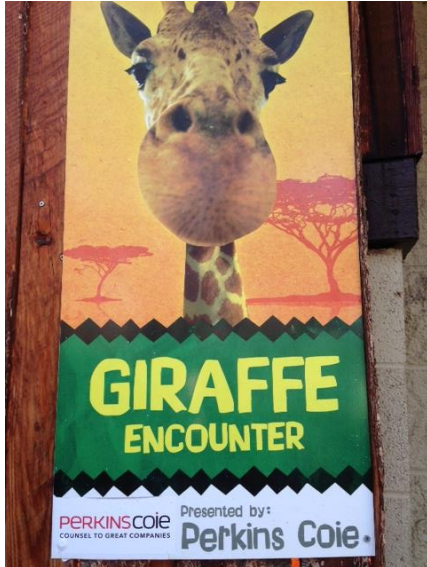
\$6,000



Giraffe Encounter Sponsorship

SOLD

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 newsletters
- Opportunities for free quarterly Giraffe Encounters for clients or staff
- 30 complimentary tickets to give away to staff or clients
- Presenting sponsorship for World Giraffe Day (June 21) activities

Season Sponsorship Cost: \$5,500

Sloth Bear Encounter Sponsorship

SOLD

Friends of Zoo Boise will provide:



Presented by:  Intermountain Eye Clinic

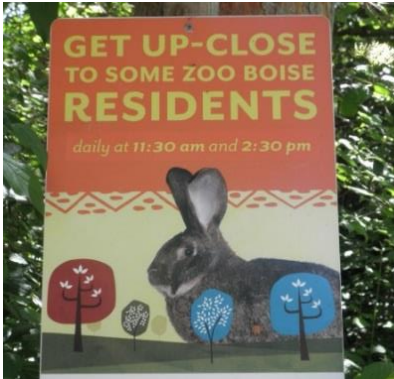
- Logo placement on zoo website
- Logo on marketing collateral including signage near feeding station, maps, advertisements
- Daily mentions in Sloth Bear Encounter announcements for the entire season
- Flag in corporate sponsor garden for 1 year
- Placement in newsletters
- Opportunities for free monthly Sloth Bear Encounters for clients or staff
- 30 complimentary tickets to give away to staff or clients

- Presenting sponsorship for featured animal day (date and animal TBD)

Season Sponsorship Cost: \$5,500

Keeper Chat Sponsorship

Zoo keepers give short educational talks throughout the summer season at animal exhibits and at our keeper talk station.



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 newsletters and Facebook page

Sponsorship cost: \$4,000

Carousel Sponsorship

What is on everyone's "to do" list at the zoo? Why, ride the carousel of course! This is a BRAND-NEW sponsorship for 2021- don't you want to be the first to sponsor our one and only ride?



Friends of Zoo Boise will provide:

- 20 complimentary tickets to give away to staff or clients
- Logo on a sign at the carousel and on zoo maps
- Logo placement on zoo website
- Placement in newsletters and Facebook page

Photo: Jessica DeMers Photography

Introductory sponsorship cost: \$4,000

Event Title Sponsorships:

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

Events may be adjusted in response to the COVID-19 pandemic. We would work with sponsors on any changes.



Easter Eggstravaganza or Boo at the Zoo Sponsorships

Boo at the Zoo is a merry-not-scary fun-fest for the whole family! This is a great chance to visit and experience the zoo at night, jam-packed with Halloween decorations and lights! Boo at the Zoo features a variety of fun activities such as candy stations, costume and pumpkin decorating contests, zoo keeper chats, and more! **SOLD**

At **Easter Eggstravaganza**, the Easter Bunny and animal helpers pass out over 30,000 pieces of candy and eggs! Some of the eggs contain very EGG-citing zoo prizes! Also there are Easter Bunny photo-ops, face painting, special treats for the animals, and much more!

As an event sponsor of either event, you will receive:

- Flag in corporate flag garden at front of Zoo Boise for 1 year.
- Naming rights: company name will appear as title sponsor, e.g. *Company presents Easter Eggstravaganza*
- Logo placed on promotional print ads, television ads, banner, event maps, promotional e-mails, event site, event ticketing 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
- 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

Event Title Sponsorship Cost: \$5,500

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

*Category exclusivity available for Title sponsorships only

Run Wild at Zoo Boise Sponsorship

SOLD

As a fun run specifically targeted for families and young children, Run Wild is an excellent way for people in our community to learn about improving their health through exercise and nutritious food choices. For many kids in our community, Run Wild is the first race they participate in, because it has a short length and is located in the zoo, a favorite place for many.

As an event sponsor, you will receive:

- Flag in corporate flag garden at front of Zoo Boise for 1 year.
- Logo placement on zoo website, promotional print ads, banner, and on promotional e-mails.
- Sponsor 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: allowed to display up to 4 banners
- Booth space:
 - At event: Standard 10'x10' space, as well as additional areas for educational games
 - Other dates: sponsor can have a table/booth set up at Zoo Boise up to 3 other additional dates throughout the year, on mutually agreeable dates
- Announcements: Sponsor will be mentioned and thanked on day of event every half hour in announcements. Sponsor is welcome to have a representative give remarks during the event (a welcome, etc).
- A minimum of 10 complimentary registrations for the event.
- Logo placement on event t-shirt (or similar item).

Zoobilee Sponsorship

Zoobilee is our fundraising gala held on August 27, 2021. At Zoobilee, up to 500 guests will be treated to an unforgettable evening featuring extraordinary cuisine and drinks from local restaurants, live music, live and silent auctions, and special zoo experiences.

Corporate table: TBD

- Reserved table at live auction with your corporate logo on it
- Company recognition on event website, in Zoobilee brochure, and at live auction
- ¼ page ad in Zoobilee brochure
- Event sponsor: \$3,500
 - 10 tickets to Zoobilee
 - Reserved table at live auction with your corporate logo on it
 - Company logo recognition on event announcements, event website, in Zoobilee brochure, and at live auction as event sponsor
 - ¾ page ad in Zoobilee brochure
 - Opportunity to have banner (provided by you) at event
 - Opportunity to have booth at event

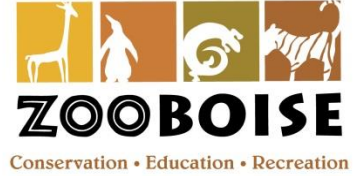
- Presenting sponsor: \$5,000- (one available)

SOLD

- 30 tickets to Zoobilee
- 10 family day passes to Zoo Boise
- Three reserved tables at live auction
- Company recognition on event website, in social media posts, in 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 for 1 year
- Full page ad in Zoobilee brochure
- Opportunity to have booth at event
- Opportunity to welcome guests at beginning of program (5 minutes)

SOLD

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 and at education tent
- Flag in corporate sponsor garden for 1 year
- Placement in newsletters, weekly summer camp newsletter, and Facebook page
- 30 complimentary tickets to give away to staff or clients

Education Program Sponsorship Cost:

\$6,000



Zoo Farm Sponsorship

SOLD

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

Friends of Zoo Boise will provide:

- Title sponsorship of Zoo Farm
- Logo placement on zoo website and zoo map
- 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
- Placement in newsletters

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 newsletter and Facebook page



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
 - Snooze at the Zoo signage on site
 - Verbal recognition at beginning of each overnight program
 - 25 complimentary Zoo Boise tickets to give away to staff or clients
- Placement in newsletters and Facebook page

Snooze at the Zoo Sponsorship Cost:

\$3,000

Sanitizer Station Sponsor

Sold

These stations are spread throughout the zoo in high visibility locations. Used frequently by visitors, 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. \$500 for 5 stations or \$1,000 for 14 stations.

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 newsletters 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:



ZooTeens are based)

- Non-exclusive sponsorship of *ZooTeen Program* for 2021
- Logo placement on zoo website
- Logo on all ZooTeen uniforms (50-170 uniforms)
- Placement in newsletters and Facebook page
- 30 complimentary tickets to give away to staff or clients
- Logo on signage outside education offices (where

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 newsletters 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 newsletters and Facebook page

**Tiger, Red Panda, Snow Leopard, Patas Monkeys, or Zebras:
\$2,000**

**Porcupine, various animals in the Small Animal Kingdom, or most birds:
\$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

Website Sponsorship Options

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.



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.