

SPONSORSHIP PACKET - 2026

Partnerships that make an impact: helping wildlife, our community, and your business thrive together, one wild connection at a time.



WHY SPONSOR ZOO BOISE?

At Zoo Boise, our mission is to connect our guests with animals to inspire and involve our community in the conservation of wildlife worldwide.

Friends of Zoo Boise is a 501(c)(3) charitable organization (tax ID #82-6005995). All gifts are tax deductible and qualify for the Idaho State Education Tax Credit.

Our Impact

With more than 340,000 guests annually, Zoo Boise is one of the most visited attractions in Idaho. For comparison, Boise State University football attracts around 220,000 people per year. Zoo Boise provides school children, families, and adults opportunities to interact, learn, and be inspired to protect wildlife worldwide.

ZOO BOISE BY THE NUMBERS

700

ANIMALS

100

SPECIES

362 Days

DAYS OPEN PER YEAR

4,600+

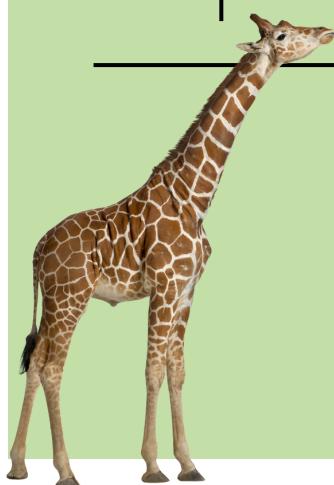
MEMBERSHIP HOUSEHOLDS

17 Acres

ALONG THE RIVER, IN THE HEART OF DOWNTOWN

\$4 million+ since 2007

RAISED FOR GLOBAL CONSERVATION PROJECTS



ACCREDITED BY THE ASSOCIATION OF ZOOS AND AQUARIUMS (AZA) SINCE **2004**

22,000+

PARTICIPANTS IN OUR EDUCATION PROGRAMS, CAMPS, AND SCHOOL FIELD TRIPS EACH YEAR



CONNECT WITH OUR HIGHLY ENGAGED AUDIENCE



Don't miss! Butterflies in Bloom's final day is Labor Day (Monday, September 1). Come visit our walkthrough greenhouse full of hundreds of Costa Rican butterflies as they flutter all around you.

Open daily from 10:30AM - 4PM and included with your Zoo Boise admission! Sponsored by Franz Witte and KTVB.

ROARS & POURS - FRIDAY, SEPTEMBER 12



Newsletter Subscribers

22,000+

Events - VIP Options Available

It's not just for adults!



Facebook Annual Reach

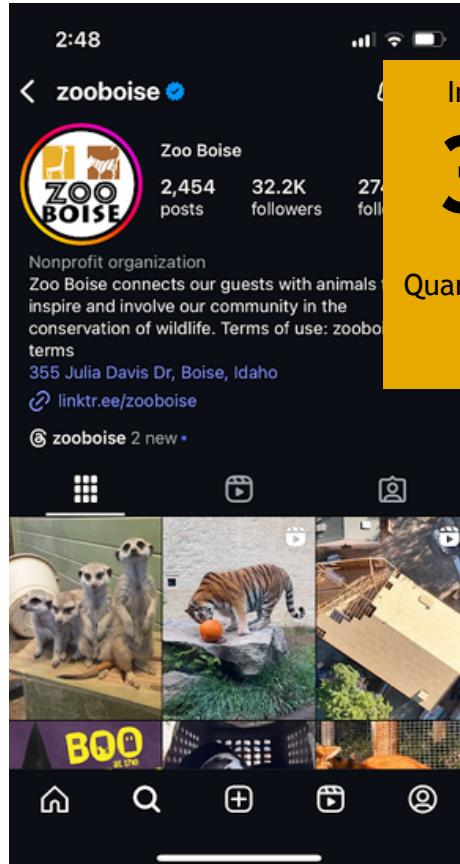
3.4 million+

Facebook Followers

60K+

65K+
Website Monthly Visits

80K+
Website Page Views

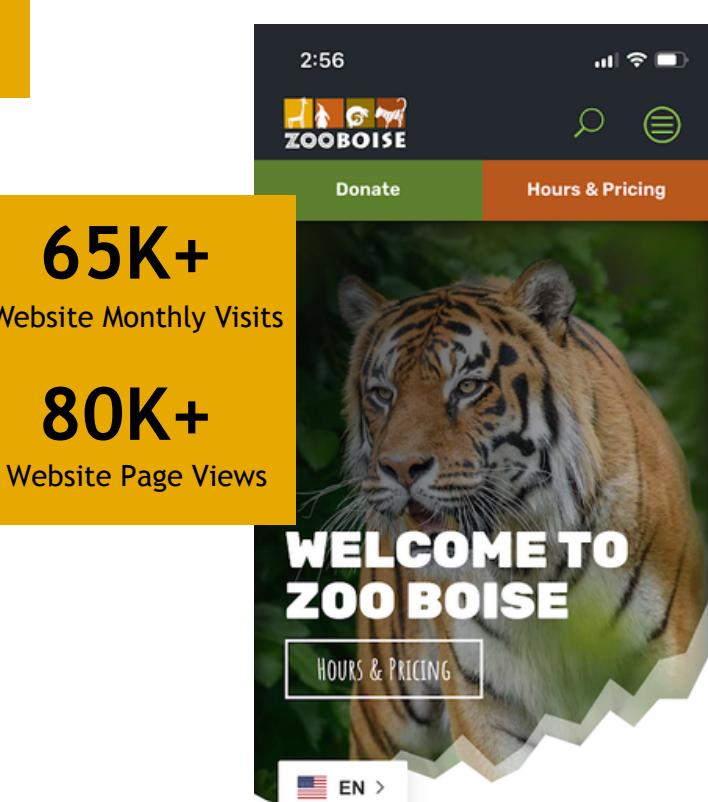


Instagram Followers

32K+

Quarterly Avg. Impressions

940k+



PROGRAM SPONSORSHIPS

Support our zoo programs and change the lives of thousands of children, adults, and families.

SOLD

EDUCATION PROGRAM SPONSOR



Zoo Boise's education department offers a variety of programs for all ages, focusing on a wide variety of topics. Zoo program activities can include up-close animal encounters, zoo tours, ecology games and simulations, science-based investigations and explorations, and zookeeper presentations.

ZOOTEN PROGRAM SPONSOR

\$5,000

The Zoo Boise ZooTeen Program focuses on educating our guests and helps teens gain experience with teaching, leadership, and public speaking. Approximately 180 Treasure Valley 13-17-year-olds join us each year.

The ZooTeen program runs May - September.
Non-exclusive.



ENCOUNTER SPONSORSHIPS

Zoo Boise's special encounters let you get nose-to-nose with some of your favorite animals! Plus, these amazing experiences also raise money for global conservation efforts.

These sponsorships include:

- Your logo on website, marketing materials, and mention in relevant social media posts
- A flag in our corporate sponsorship garden
- A sign near the encounter space in the zoo
- and more!



Photo by zoo volunteer Nancy

SOLD

GIRAFFE ENCOUNTER

Daily feedings of Zoo Boise's giraffes give our guests the opportunity to experience these graceful giants up close.

This encounter runs April - November and is weather and animal dependent.

SLOTH BEAR ENCOUNTER

\$6,500

The sloth bear encounter is a one-of-a-kind opportunity to feed Paji, our sloth bear! Guests can give mealworm treats then hear and feel how she sucks bugs right out of your hand!



SOLD

BUTTERFLIES IN BLOOM



Photo by @kthrnelynn

Butterflies in Bloom runs seasonally June 1 through Labor Day. It is an up-close encounter with hundreds of beautiful, exotic, and colorful butterflies that is included with every admission!



ZOO FARM

\$6,500

Get up close and personal to feed and pet Zoo Boise's goat herd daily! A family favorite, hands on experience.



ZOO ATTRACTIONS

Support the places that make Zoo Boise a favorite destination for families year-round! From the beloved carousel that delights guests of all ages to the Zoo Kitchen where our animals' nutritious meals are prepared.

These sponsorships connect your brand to memorable moments and everyday magic at the zoo.

CAROUSEL SPONSOR

SOLD



Your business can put joy and smiles on the face of thousands of children (and many adults!) that come to Zoo Boise by sponsoring our zoo carousel.

\$4,000

ZOO KITCHEN SPONSOR

Our Zoo Kitchen makes over 400 fresh and healthy meals for our animal residents every day! Plus, they host educational talks with the public and makes food enrichment to keep our animals happy and engaged.



EVENT SPONSORSHIPS

From family favorites like Boo at the Zoo to festive celebrations like Breakfast with Santa, Zoo Boise events bring our community together for unforgettable experiences. Event sponsors help make these moments possible, while gaining exposure to engaged, family-oriented audiences who care about animals and conservation.

EASTER EGGSSTRAVAGANZA

At Easter EGGStravaganza, a one-day event on Saturday, April 4, 2026, the Easter bunny and helpers pass out thousands of pieces of candy.

With more than 6,000 guests in attendance, Easter EGGStravaganza is the place to be.



Presenting Sponsorship - \$6,000

- Exclusive naming rights: company name will appear as title sponsor - “Your Company presents Easter EGGStravaganza”
- Includes two (2) standard 10'x10' booth spaces at the event in prime locations
- Company will be named in any radio ads, press releases, media alerts, and promotional emails for the event

Non-title Sponsorship - \$2,500

- Includes logo on advertising and booth space at event
- Non-exclusive

BOO AT THE ZOO

Boo at the Zoo is a two day, fun-fest for the whole family on October 24 and 25, 2026. Boo at the Zoo features a variety of fun activities such as candy stations, costume contests for all ages, animal enrichment, vendors, and more. This event welcomes more than 10,000 attendees - on average - over two days.

Presenting Sponsorship - \$7,000



SOLD

- Exclusive naming rights: company name will appear as title sponsor - “Your Company presents Boo at the Zoo”
- Includes two (2) standard 10'x10' booth spaces at the event in prime locations
- Company will be named in any radio ads, press releases, media alerts, and promotional emails for the event

Non-title Sponsorship - \$3,500

- Includes logo on advertising and booth space at event
- Non-exclusive



\$2,000

ANIMAL CELEBRATION DAYS



Sponsor events throughout the year that celebrate national or world days for some of our favorite species. These celebrations are included with guest admission and include animal-themed activities like crafts and keeper chats. Examples are International Red Panda Day and International Giraffe Day.

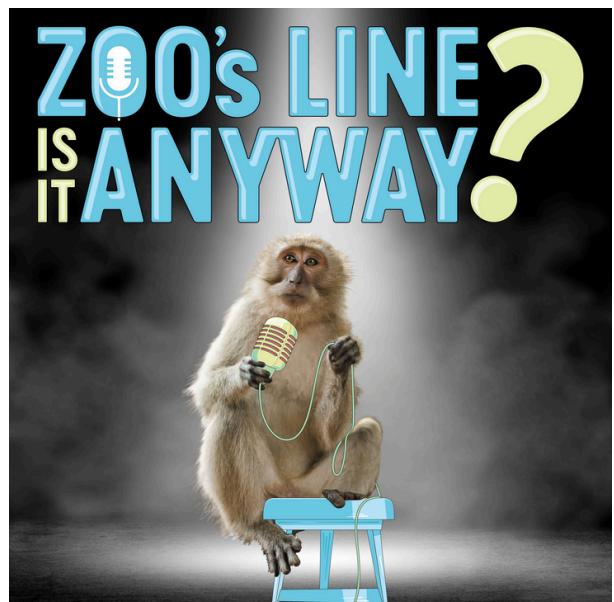
- This sponsorship has a guarantee of three (3) event days annually with the potential for more.

ZOO'S LINE IS IT ANYWAY? SPONSOR

\$3,000

Improv comedy meets conservation for wildly funny evenings at Zoo Boise! An after-hours event where guests can explore the zoo, grab a drink, and enjoy animal-themed improv comedy.

Two Friday evening events:
May 29, 2026 and July 17, 2026



ZOOBILÉE ANNUAL GALA

Zoo Boise's premier fundraising gala brings together community leaders for an unforgettable evening of food, music, and animals encounters.

Sponsoring Zoo Boise connects your business with a passionate audience and showcases your commitment to making a difference for our community and conservation.



Presenting Sponsorship - \$6,500

SOLD

- Exclusive naming rights: company name will appear as title sponsor - “Zoobilee, presented by your company”
- Includes up to three VIP tables for ten (10) people each at the event
- Company recognition on event website, social media posts, Zoobilee program, any paid media and at live auction

Event Sponsorship - \$3,700

- Includes one VIP table for ten (10) people at the event
- Non-exclusive
- Company recognition on event announcements, event website, in Zoobilee program, and at live auction

Corporate table

- Eight (8) to ten (10) tickets and reserved table at event
- Company recognition on event website, in Zoobilee program, and at live auction

ROARS AND POURS

Roars and Pours is an adults-only event held once or twice a year. Enjoy music, local beers, and wild experiences at the zoo.



- Title sponsorship (exclusive) **SOLD**
- Non-title sponsorship **\$2,500**

BREAKFAST WITH SANTA

One of Zoo Boise's most beloved holiday traditions, Breakfast with Santa brings families together for a morning of tasty food, festive fun, and photos with Santa Clause. Sponsoring this event connects your business with local families and highlights your commitment to creating joyful community memories.



\$4,500 - Exclusive presenting sponsorship
\$2,000 - Non-exclusive non-title sponsorship

OTHER SPONSORSHIPS

VORTEX CONSERVATION SPONSOR \$5,000

Your logo will be hung at the voting vortexes near the front gate that encourages families to 'vote' with loose change to support different global conservation initiatives. This donation method thrills kids as they love to watch coins spiral down and around the vortex.



WEBSITE SPONSOR \$500

Have your business's name and link on and engage with the 30,000+ visitors to Zoo Boise's website.

NAME A COCKROACH PROGRAM \$2,500

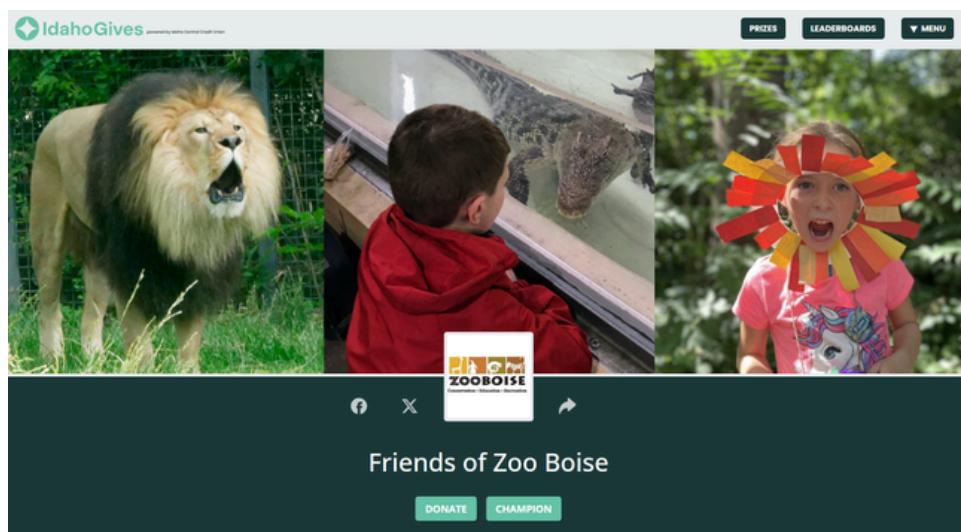
Sponsor our popular Name a Cockroach list where our guests get to bestow names and titles to Zoo Boise's hissing cockroaches.



ZOO BOISE IDAHO GIVES SPONSOR \$1,000+

Idaho Gives brings the state together to raise money and awareness for Idaho's non-profits. Be Zoo Boise's champion and provide a matching donation that will engage donors and inspire more gifts during this important fundraising event.

Idaho Gives will take place May 4-7, 2026.



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 Mackenzie Platt
(208) 608-7737
mgplatt@cityofboise.org



Zoo Boise is owned by the City of Boise and managed by the Boise Parks and Recreation Department in partnership with the Friends of Zoo Boise, a private non-profit organization.