



## **2015 Season Sponsorship**

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

- Category exclusivity for 2015, reaching the zoo's audience on a consistent basis. Zoo visitors totaled 330,000 people in FY 2014 and live across the Treasure Valley, and all of Southwestern Idaho and Eastern Oregon.
- Mention in promotional spots and print advertising, which may include logo or verbal mention according to spot.
- Logo placement on zoo website. Zoo Boise's website ([www.zooboise.org](http://www.zooboise.org)) hosted more than 172,000 visits from more than 121,000 people in the last year.
- Logo on all zoo marketing collateral including:
  - Banners (5 annually), event flyers (40,000 flyers printed annually), maps (Maps printed seasonally and available at the Front Gate).
- Daily mentions in zoo announcements for the entire season.
- Flag in corporate sponsor garden for 1 year.
- Placement in e-mail alerts to Friends of Zoo Boise members (2,300 members). Zoo Boise averages a 25% open rate for the e-newsletters, above the industry average of 20%.
  - Opportunity to insert promotional coupons or other offers in email alerts.
- Placement in *Animal Tales* newsletter (~4,750 recipients), sent twice annually.
  - Opportunity to insert promotional coupons or other offers in newsletter.
- Placement on Zoo Boise social media pages including Facebook (16,000 fans), Twitter (1150 followers).
- Event presence 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 2014 was nearly 20,000.
- 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 120 teenage volunteers around the zoo for the summer.
- Opportunity for promotional events including give-aways or coupons to zoo visitors.
- Opportunity for special encounters.

**Season Sponsorship Cost:**

**\$20,000**

**Contact:** Liz Littman, Director of Development & Communications to request more details or a personalized marketing proposal at (208) 384-4125 x202 or [llittman@cityofboise.org](mailto:llittman@cityofboise.org).



## 2015 *Butterflies in Bloom* Sponsorship

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

- Category exclusivity as title sponsors of *Butterflies in Bloom* for Summer 2015 (June 1 through Labor Day)
- 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
- Flag in corporate sponsor garden for 1 year
- Placement in e-mail alerts to Friends of Zoo Boise members (2,300 members), *Animal Tales* newsletter (4,750 recipients) and Facebook page (16,000+ fans)
  - Opportunity to insert promotional coupons or other offers in alerts;
- 50 complimentary tickets to giveaway to staff or clients
- Opportunity for promotional events including give-aways or coupons to zoo visitors;
- Opportunities for special encounters for employees or clients.

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

**\$10,000**



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## 2015 Exhibit/Attraction Sponsorship

### Friends of Zoo Boise will provide:

- Title sponsorship of *Wallaby Walkabout*, *Conservation Cruise*, *Animal Presentation Area*, *Sloth Bear Encounter*, or *Giraffe Encounter* for Summer Season (Spring Break – Halloween); other exhibits also available
- Logo placement on zoo website
- Logo on all exhibit marketing collateral including
  - Signage near feeding station, maps
- Signage at entrance of exhibit
- Flag in corporate sponsor garden for 1 year
- Placement in e-mail alerts to Friends of Zoo Boise members (2,300 members), *Animal Tales* newsletter (4,500 recipients) and Facebook page (16,000+ fans)
  - Opportunity to insert promotional coupons or other offers in alerts;
- Opportunities for special encounters for employees or clients.

### Exhibit/Attraction Sponsorship Cost:

**\$5,000**



\*Exhibit/Attraction sponsorship does not include category exclusivity.

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**Event Title Sponsorship:**

<b>Wild at Heart – Saturday, February 8, 2015</b>	<b>2013 Attendance: 4,147</b>
<b>Easter Eggstravaganza- Saturday, April 12, 2015</b>	<b>2013 Attendance: 3,768</b>
<b>Zoo Daze – TBD – June 2015</b>	<b>2013 Participants: 200</b>
<b>Run Wild at Zoo Boise – Saturday, July 26, 2015</b>	<b>2013 Attendance: 11,445</b>
<b>Boo at the Zoo – Saturday, October 25, 2015</b>	<b>2013 Attendance: 1,218</b>
<b>Claus ‘n Paws – Saturday, December 6, 2015</b>	

- 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:**

<b>Boo at the Zoo, Easter Eggstravaganza, Zoo Daze</b>	<b>\$5,000</b>
<b>Wild at Heart, Run Wild, Claus ‘n Paws</b>	<b>\$2,500</b>
<b>Non-title Sponsorship:</b>	<b>\$1,000-\$3,000</b>

\*Category exclusivity available for Title sponsorships only.



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## 2015 ZooTeen Program Sponsorship

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

- Title sponsorship of *ZooTeen Program* for Summer 2015
- Logo placement on zoo website
- Signage at entrance of *J.R. & Esther Simplot Education Center*
- Logo on ZooTeen uniforms
- Flag in corporate sponsor garden for 1 year
- Placement in e-mail alerts to Friends of Zoo Boise members (2,300 members), *Animal Tales* newsletter (4,500 recipients) and Facebook page (16,000+ fans)
- 25 complimentary tickets to giveaway to staff or clients
- Opportunities for special outreach visit by ZooTeen participants

***ZooTeen Program Sponsorship Cost:***

**\$2,500**



\*ZooTeen Program sponsorship does not include category exclusivity.

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