

PHOENIX ZOO

zoolights

Presented by

A vibrant nighttime photograph of a zoo path illuminated with colorful lights. The path is lined with trees and bushes wrapped in red, blue, and green lights. In the background, there are large, illuminated animal figures, including a giraffe and a zebra. The overall scene is festive and colorful.

2020

Sponsorship & Marketing Opportunities

phoenixzoo
ARIZONA CENTER for NATURE CONSERVATION

Saturday, November 7, 2020 – Sunday, January 31, 2021

5:30 – 10:30 p.m. Nightly

Expected Attendance: 260,000+

Separate Ticketed Event



Since opening in 1992, ZooLights has become one of the Valley's most cherished holiday traditions. Guests of all ages will be dazzled by millions of twinkling lights, amazing animal sculptures, the Music-in-Motion Light Show and back by popular demand, our stunning Wildlife Lantern Safari featuring a new assortment of creatures all aglow.

Plus this year, guests can view ZooLights in a whole new way as we host our very first drive-thru experience, Cruise ZooLights.

Join us! Not only will sponsorship increase your brand awareness, it will enhance your cause marketing strategy by supporting the non-profit Phoenix Zoo's daily costs of animal care and vital operations during the ongoing challenges of COVID-19.

ZooLights 2020 Activities

- Millions of sparkling lights
- Wildlife Lantern Safari
- Santa Claus photo ops
- The Music-in-Motion Light Show
- Jengo and his friend Tortuga, the talking giraffe and Galápagos tortoise
- Three-story Christmas tree
- Cruise ZooLights drive-thru experience* **
- Festive food and drinks*
- Stingray Bay*
- Carousel and camel rides*
- 4-D Theater*

*Separate Fee

**Select dates only



**Funded by
The Kemper & Ethel Marley Foundation**

Cruise ZooLights

There's a brand new way to enjoy the magic of **ZooLights**. On select evenings, the Phoenix Zoo will be hosting our first ever drive-thru experience. All the sights, sounds and excitement that guests have come to love, now from the comfort of their own vehicles. It's a unique addition to **ZooLights** that is definitely not to be missed!



Sponsorship Investment: \$20,000

Wildlife Lantern Safari

ZooLights is glowing wild once again! Our stunning life-sized 3-D animal lanterns are back by popular demand. Featuring a diverse mix of species from all over the world, this unique lantern safari truly allows guests to see animals in a whole new light!

Sponsorships available of the entire Wildlife Lantern Safari or separate groups of lanterns.



Sponsorship Investment: \$20,000

Music-in-Motion Light Show

Located in the heart of **ZooLights**, our Music-in-Motion Show is a dazzling display of synchronized lights centered around a giant sphere in our main lake. Taking place every 15 minutes, these breathtaking sequences are choreographed to the epic music of Trans-Siberian Orchestra and provide the perfect chance for guests to take a break and enjoy the show!



Sponsorship Investment: \$10,000 (each)

Three-story Christmas Tree

Beautifully lit and decorated, our giant tree has become a favorite backdrop for holiday photos with friends and family. Located in the heart of **Zoo-Lights**, this festive feature is available for viewing during regular daytime hours and during the event.



Jengo & Tortuga

For over 15 years, Jengo the giraffe and his pal Tortuga the Galápagos tortoise have delighted families as a much anticipated part of our **ZooLights** entertainment.

Each night, this animatronic duo will welcome guests to the newly lit Tropics Trail, Jengo and Tortuga's home for the holidays.



Sponsorship Investment: \$2,500 (each)

Wildlife Lanterns

Align your brand with one of our amazing Wildlife Lantern displays. Many are new to **ZooLights** 2020 and are as beautiful in the daylight as they are in the evening. Animals may be single lanterns or in multiples depending on the species.

They include:

- Sumatran Rhino
- Snow Leopard
- Sumatran Tiger
- Mammoth
- Polar Bear — *Funded*
- Ring-tailed Lemur
- Madagasdan Tortoise
- Peacock
- Koala
- Kangaroo
- Jaguar
- Coyote
- Cougar
- Blue Magpie



ZooLights Sculptures

Custom built and one of a kind, these amazing lighted animal sculptures are guest favorites and are available for individual sponsorship. Choose between a variety of 2-D and 3-D dazzling displays.

Available sculptures include:

- Alligator
- Spider and Web
- Bees and Hive
- Tiger
- Peacock
- Oryx
- Lion
- Scorpion
- Flamingos
- Candyland Scene
- Hummingbird and Flower



ZooLights Sponsor Benefits	\$50,000	\$20,000	\$10,000	\$2,500
Marketing (logo and/or name recognition within/on)				
All paid radio	✓			
All paid outdoor media	✓	✓		
All paid print media	✓	✓	✓	
Zoo Media - phoenixzoo.org, Wild Times digital magazine, email newsletter, on-grounds promotional signage, digital event brochure and program	✓	✓	✓	
Social media	✓	✓		
Music-in-Motion Light Show sphere		✓		
Well lit, prominently placed promotional signage beside selected sculptures or lanterns				✓
Onsite Presence				
Opportunity to interact with guests throughout the night from one (1) exhibit area. This area will include one (1) table with table covering and two (2) chairs. Exact dates to be mutually agreed upon.	10'x20' exhibit area during three (3) weekend nights and three (3) weeknights	10'x10' exhibit area during two (2) weekend nights and two (2) weeknights	10'x10' exhibit area during two (2) weekend nights and one (1) weeknight	
Additional Benefits				
Category Exclusivity	✓			
Right to use the Phoenix Zoo and ZooLights logos in your marketing and community relations	✓	✓	✓	
ZooLights Walk-Thru tickets	200	120	60	20
Cruise ZooLights tickets	40	20	10	2
Opportunity to purchase additional ZooLights tickets at a discount	✓	✓	✓	✓
First right of refusal ZooLights 2021	✓			

Sponsorship commitment must be received by deadlines to ensure recognition.

Promotional Signage: September 30, 2020

Print: September 30, 2020

Activity Signage, Brochure and Program: October 1, 2020

For questions regarding ZooLights sponsorship opportunities, please contact:

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