



DINOSAURS IN THE DESERT

**They're Back...
And They Brought Friends!**

October 1, 2022 - April 30, 2023

**SPONSORSHIP & MARKETING
OPPORTUNITIES**

phoenixzoo
ARIZONA CENTER *for* NATURE CONSERVATION

Contact Valerie Burgad, Sponsorship Manager | vburgad@phoenixzoo.org | 602.286.3851

October 2022 – April 2023

Estimated Attendance: **1,000,000+**

Included with Zoo admission



THEY'RE BACK! In 2017, the Phoenix Zoo proudly presented Dinosaurs in the Desert, a ticketed experience featuring 23 life-size animatronic prehistoric beasts. During its seven-month run, over 350,000 guests bought tickets to this exciting exhibit, making it a Jurassic-sized success.

This October, the Zoo welcomes back an all-new Dinosaurs in the Desert with **17 animatronic dinos PLUS six ancient beasts** including dinosaurs seen in this summer's "Jurassic World Dominion." Each life-size creature is custom built with great attention to detail in color, features, movement, and sound.

Once again located on the Zoo's scenic Desert Lives trail, the exhibit gives guests a fascinating and realistic glimpse into prehistoric life and will be featured in events including Roars & Pours, ZooLights and more.

Our new Dinosaurs in the Desert is **included with Zoo admission...** and promises to be bigger than ever!



WHY SPONSOR DINOSAURS IN THE DESERT?

Dinosaurs in the Desert will be a significant fixture of the Phoenix Zoo's marketing initiatives throughout its seven-month run, and during this time **over a million guests** are projected to visit the Zoo. Not only does sponsorship support the non-profit Zoo's conservation and education efforts, it also provides high brand visibility and aligns your organization with one of the best opportunities available at the Zoo.

1+ million

projected visitors to the Zoo during Dinosaurs in the Desert's run

42,000+

engaged Zoo member households

5+ million

unique pageviews at phoenixzoo.org each year

250,000

subscribers to zNews, the Zoo's biweekly email newsletter

More people visit AZA-accredited zoos & aquariums annually than the NFL, MLB, NBA & NHL combined

Demand for cultural experiences such as Zoos is **significantly stronger** versus pre-pandemic levels

Guest Demographics

51% are ages 25-44

27% are of Hispanic origin

47% have a HHI of \$75k+

72% have one or more children

41% have children ages 5 and under

ACCREDITED BY THE
**ASSOCIATION
OF ZOOS &
AQUARIUMS**



Sources: Association of Zoos and Aquariums, IMPACTS Experience, PHOENIX; Scarborough R1 2020: Jan 19-Jan 20; Metro; P 18+;

PRESENTING SPONSOR

\$100,000

Marketing Benefits

Organization logo integration in Dinosaurs logo as presenting sponsor, including:

- All exhibit signage
- Souvenir photo frame
- Staff t-shirts

Inclusion in all paid media:

- Digital
- Out of home
- Radio
- Print

Inclusion in all Zoo media:

- Maps (on-grounds, digital)
- Exhibit page at phoenixzoo.org, above-the-fold w/ clickout URL
- zNews email newsletter w/ clickout URL
- Social media
- Wild Times digital magazine
- On-grounds promotional signage

Inclusion in media alerts

Sponsor signage at Giganotosaurus (dinosaur featured on exhibit logo)

Onsite Presence

Opportunity to interact with Zoo guests from a 20'x10' footprint during Grand Opening Weekend (3 days)

Opportunity to interact with Zoo guests from a 20'x10' footprint during five (5) additional daytime dates

Hospitality

Invitation for 50 guests to attend Preview Night

300 daytime Zoo general admission tickets

Opportunity to offer Zoo admission discount to your customers. Exact details to be mutually agreed upon.

Additional Benefits

Right to use Phoenix Zoo and Dinosaurs in the Desert logos in your marketing and community relations

Category exclusivity throughout all sponsorable Zoo elements and events for duration of Dinosaurs exhibit

Sponsorship package customization - we will work with you on modifying elements in this proposal to best suit your marketing and community relations needs



Additional Sponsorship Opportunities

There are several ways to align with this educational and unique exhibit, as each prehistoric creature is available for individual sponsorship. Join the fun!



Creature Sponsorship Benefits & Elements (Exact Creatures on Following Page)	Colossal \$20,000	Mega \$12,500	Huge \$7,500
Marketing Benefits (Logo and/or Name Recognition)			
Exhibit entrance signage	👉	👉	👉
Sponsored creature signage	👉	👉	👉
Exhibit page at phoenixzoo.org w/ clickout URL	👉	👉	👉
zNews email newsletter	10+ w/ URL	5x	2x
On-grounds digital promotional signage	👉	👉	
On-grounds print promotional signage	👉		
Wild Times digital magazine	👉		
Social media	👉		
Onsite Presence			
Opportunity to interact with Zoo guests from a 10'x10' footprint during Grand Opening Weekend	2	1	1
Opportunity to interact with Zoo guests from a 10'x10' footprint during additional daytime non-event dates	2	1	
Hospitality			
Invitations to attend Preview Night	20	10	5
Daytime Zoo general admission tickets	60	35	20
Additional Benefits			
Right to use Phoenix Zoo and Dinosaurs in the Desert logos in your marketing and community relations	👉	👉	👉
Category exclusivity for Dinosaurs in the Desert	👉		
Sponsorship package customization - we will work with you on modifying elements in this proposal to best suit your marketing and community relations needs	👉		

Colossal Creatures - \$20,000 Level



Photo Op Para

Pose for photos on this climbable Parasaurolophus, whose name alludes to the bony crest on its head



Tyrannosaurus w/ Baby & Nest

The terrifying, 12-foot tall T-rex is one of the most powerful dinosaurs, seen on the trail protecting its young



Deinonychus Slasher & Jumper

With powerful jaws and large talons, watch out for these two vicious predators as they take down prey



Dino Dig Deinonychus

This interactive and educational activity lets kids excavate "fossils" like a real paleontologist!



Arctotherium

Possibly the largest carnivorous land animal ever, the 3.5-ton giant short-faced bear looms at 12 feet tall



Allosaurus

"Jurassic World" fans will recognize this clawed carnivore from its rampage in the latest film

Mega Creatures - \$12,500 Level



Smilodon
Sabertooth Tiger



Megalania



Titanaboa



Pachycephalosaur



Kentrosaurus



Suchomimus



Titanis
Terror Bird



Euoplocephalus

Huge Creatures - \$7,500 Level



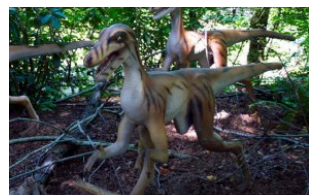
Dimetrodon



Jaekelopterus
Sea Scorpion



Compsognathus



Troodon

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Thank you for considering a Dinosaurs in the Desert sponsorship!

To further discuss this sponsorship opportunity, please contact:

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