DINOSAURS IN THE DESERT

They’re Back...
And They Brought Friends!

October 1, 2022 - April 30, 2023

SPONSORSHIP & MARKETING OPPORTUNITIES

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

October 2022 – April 2023
Estimated Attendance: 1,000,000+
Included with Zoo admission

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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

**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

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

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

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# Presenting Sponsor

$100,000

## Marketing Benefits

Organizations 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

<table>
<thead>
<tr>
<th>Creature Sponsorship Benefits &amp; Elements</th>
<th>Colossal</th>
<th>Mega</th>
<th>Huge</th>
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<tbody>
<tr>
<td>Colossal</td>
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#### Marketing Benefits (Logo and/or Name Recognition)

- Exhibit entrance signage
- Sponsored creature signage
- Exhibit page at phoenixzoo.org w/ clickout URL
- zNews email newsletter
- 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

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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

Titanoboa

Pachycephalosaurus

Kentrosaurus

Suchomimus

Titanis
Terror Bird

Euoplocephalus

Huge Creatures - $7,500 Level

Dimetrodon

Jaekelopterus
Sea Scorpion

Compsognathus

Troodon
Thank you for considering a Dinosaurs in the Desert sponsorship!

To further discuss this sponsorship opportunity, please contact:

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