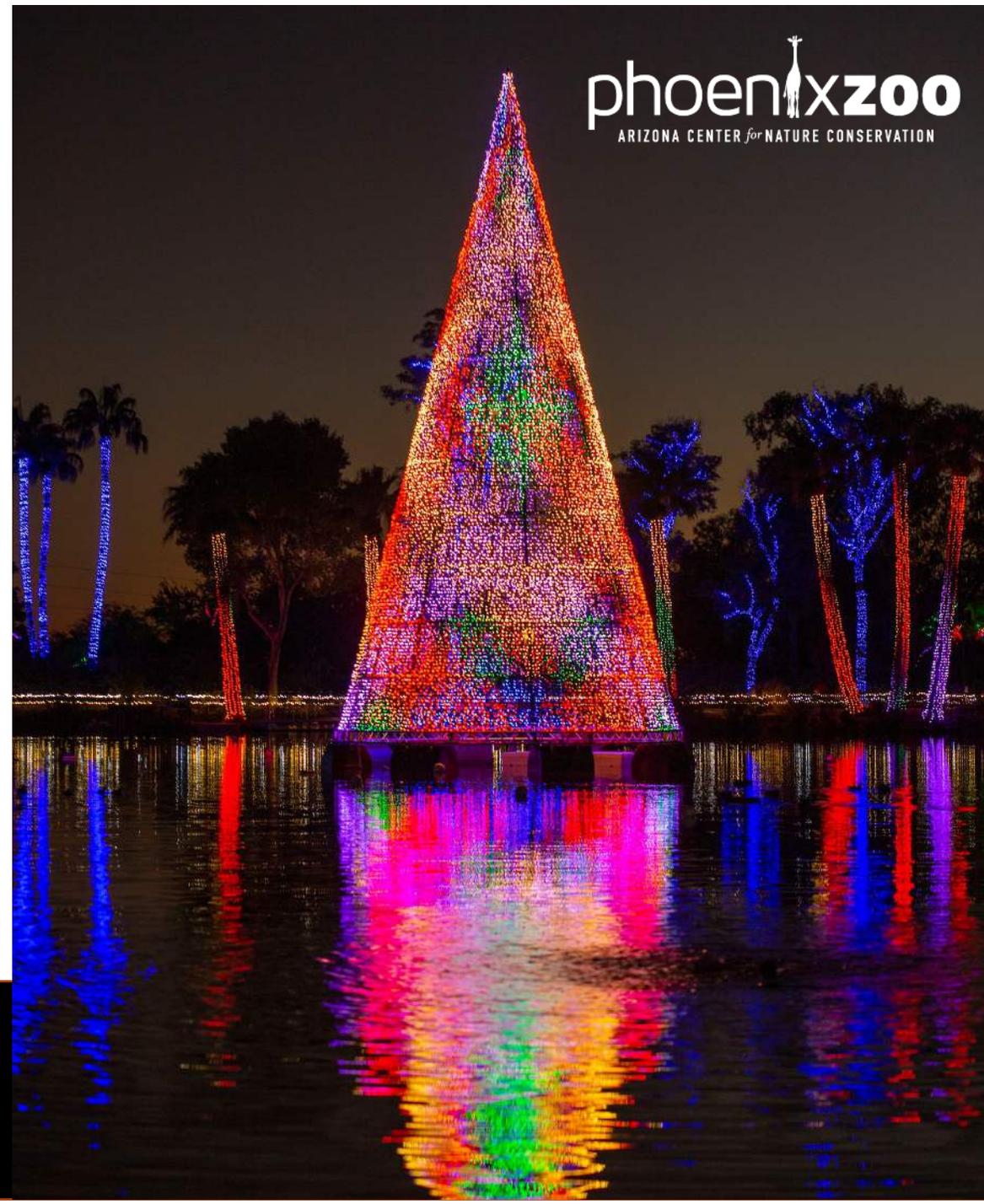




Sponsorship Opportunities 2023-24

Christine Boisen, Sponsorship Manager
cboisen@phoenixzoo.org | 602.286.3833



ZOOLIGHTS SPONSORSHIP

No holiday season is complete without a visit to ZooLights! It has become an important, much-loved tradition for Valley residents for over 30 years. Featuring millions of sparkling lights, dazzling animal displays and our stunning Lake Lights music and motion show, this festive event continues to grow in size and scope as well as in the hearts of our guests.

Sponsorships of this high-profile festival are available at a range of price points and proceeds help care for the thousands of animals in our care and support the non-profit Phoenix Zoo's mission of nature conservation and education.

Join us and be a part of the magic of





ZOO LIGHTS 2023-24
NOV 22 – JAN 14
5:30 – 10:30 p.m.
Separate Ticketed Event

ESTIMATED ATTENDANCE
300,000+

ATTENDEES
All ages | Families
Avg \$75,000+ household income



- 2023- 24 ZooLights Activities include:**
- Millions of sparkling lights
 - 50 ft. LED Lake Lights Show - **AVAILABLE**
 - Illuminated sculptures and lanterns - **AVAILABLE**
 - Santa Claus photo ops - **AVAILABLE**
 - Three-story Christmas tree – **FUNDED**
 - 200 ft. light tunnel - **FUNDED**
 - Live animal presentations
 - Weekly Community Performances - **AVAILABLE**
 - Festive food and drinks* - **AVAILABLE**
 - Carousel and camel rides*
- *Separate fee

\$50,000 – LAKE LIGHTS SHOW STOPPER

Be a part of the Phoenix Zoo’s spectacular music and light show! Located on our main lake in the heart of ZooLights, this stunning, immersive experience features a 50-ft LED tree programmed to play a variety of imagery and music, including your logo and an audio shout-out every 15 minutes.



Sponsorship Benefits	\$50,000
Inclusion in paid media: Radio, Print, OOH, Social	✓
Logo placement on and audio recognition at Lake Lights	✓
Inclusion in Zoo media: <ul style="list-style-type: none"> • phoenixzoo.org • zNews email newsletter and Wild Times digital magazine • On-grounds promotional signage (digital and print) • Social media posts (minimum 5) 	✓
Opportunity to interact with Zoo guests during the evening from one (1) 10'x10' exhibit area*	2x weekends 1x weeknights
ZooLights admission tickets	300
ZooLights Preview Night tickets	25
Right to use Phoenix Zoo and ZooLights logos	✓
First right of refusal for 2024-5 season	✓

*Date and location to be mutually agreed upon

\$20,000 SPONSORSHIP LEVEL

Santa Claus Photo Ops *Separate fee*

Nightly from November 19 – December 23

Santa Claus is coming to town... and he's heading right to the Phoenix Zoo! Whether naughty or nice, it's one of our most popular and beloved ZooLights traditions.

Glow Garden *Included with admission*

Nightly throughout the run of ZooLights

Centrally located in Savanna Park, guests can 'glow' wild in this family-friendly area. Complete with a giant inflatable igloo and interactive glow swings, it's the perfect place to chill and take some holiday selfies!



Sponsorship Benefits	\$20,000
Inclusion in paid media	Print, OOH
Inclusion in Zoo media: <ul style="list-style-type: none"> • phoenixzoo.org • zNews email newsletter • Wild Times digital magazine • On-grounds promotional signage • Social media posts (minimum 3) 	✓
Opportunity to interact with Zoo guests during the evening from one (1) 10'x10' exhibit area*	1x weekend 1x weeknight
ZooLights admission tickets	120
ZooLights Preview Night tickets	15
Right to use Phoenix Zoo and ZooLights logos	✓
First right of refusal for 2024-5 season	✓

*Date and location to be mutually agreed upon

\$10,000 SPONSORSHIP LEVEL

S'mores Station *Separate fee*

Nightly throughout the run of ZooLights

Guests of all ages flock to our s'mores firepits to indulge in these gooey, tasty treats.

Community Performances *Included with admission*

Wednesdays and Thursdays throughout the run of ZooLights

This high visibility sponsorship supports the Zoo and the talent who grace our 500-seat amphitheater. Performers include Dance Connection, School of Rock and the AZ Opera.

Sponsorship Benefits	\$10,000
Inclusion in Zoo media: <ul style="list-style-type: none">• phoenixzoo.org• zNews email newsletter and Wild Times digital magazine• On-grounds promotional signage• Social media posts (minimum 2)	✓
Opportunity to interact with Zoo guests during the evening from one (1) 10'x10' exhibit area*	1x weekend or weeknight
ZooLights admission tickets	60
ZooLights Preview Night tickets	4
Right to use Phoenix Zoo and ZooLights logos	✓

*Date and location to be mutually agreed upon



\$2,500 SPONSORSHIP LEVEL

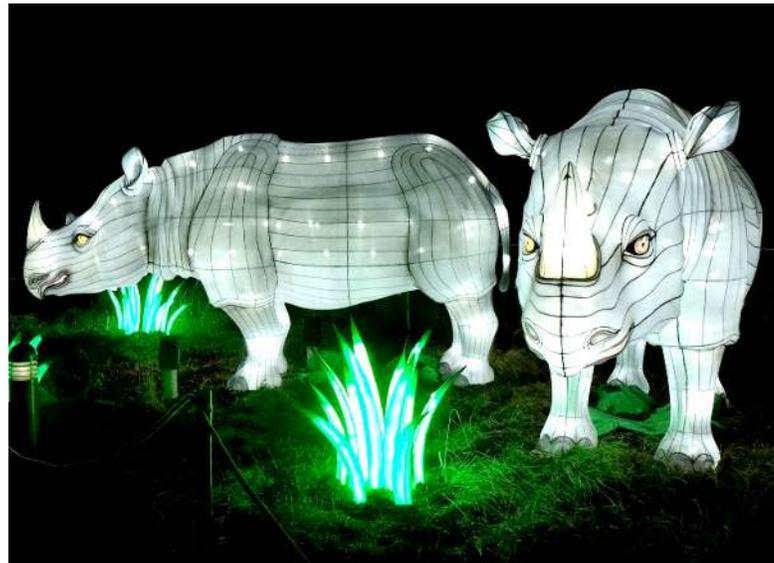
ZooLights Sculptures and Lanterns *Incl. with admission* **Nightly throughout the run of ZooLights**

Custom-built lighted sculptures and stunning animal lanterns are found throughout ZooLights and are available for individual sponsorship. Choose between a variety of 2-D, 3-D and lantern displays.

Themes include - land and marine mammals, insects, flowers, Candyland, fantasy figures, and word play. Full list available upon request.



Sponsorship Benefits	\$2,500
Inclusion in Zoo media: <ul style="list-style-type: none">phoenixzoo.orgzNews email newsletterOn-grounds promotional signage	✓
ZooLights admission tickets	20
50% off event onsite activations in 2024	✓
Right to use Phoenix Zoo and ZooLights logos	✓



Inclusivity & Equity at ZooLights!



Monday, December 4, 2023

5:30 – 10:30 p.m.

Capacity Managed: 2,500 per evening

Separate Ticketed Event

The magic of ZooLights is for everyone and we are very proud to be hosting our third annual Sensor ZooLights night. This special evening is designed for guests who thrive in a sensory-supportive environment.

Sensory Friendly ZooLights includes:

- Reduced guest capacity
- Quieter music volume throughout the experience
- Static or slow-moving light displays
- The Lake Lights show turned off to reduce flashing lights
- Sensory stations available throughout the Zoo
- Social story available to help guests plan for the evening



Sensory ZooLights Audience & Promotion

By becoming a sponsor, your company can demonstrate its commitment to inclusivity and equity for members of our community affected by PTSD, autism, ADHD, ADD, early onset dementia, anxiety and stroke.



Event promotion includes:

- Website (9,000+ pageviews)
- Email (275,000+ subscribers)
- Social Media (300,000+ followers)
- On-grounds signage
- Community Calendars
- And more!



Sponsorship Benefits	Supporting \$2,500	Contributing \$1,500
Recognition within/on Zoo channels: <ul style="list-style-type: none"> • Event page at phoenixzoo.org • zNews email newsletter event promotion (with URL) • Wild Times digital magazine • On-grounds pre-event promo signage • On-grounds event day signage • Tagging in social media posts 		
	✓	✓
	✓	✓
	✓	
	✓	
	✓	✓
	✓	
Interact with guests from 10'x10' area for duration of event	✓	✓
Opportunity to promote special offer in Phoenix Zoo Member email (40,000+ emails)	✓	
Phoenix Zoo daytime general admission tickets	20	10
Right to use Phoenix Zoo and event logos in your marketing / community relations	✓	✓