



DAILY ROAR

DINOS INVADE PHOENIX ZOO

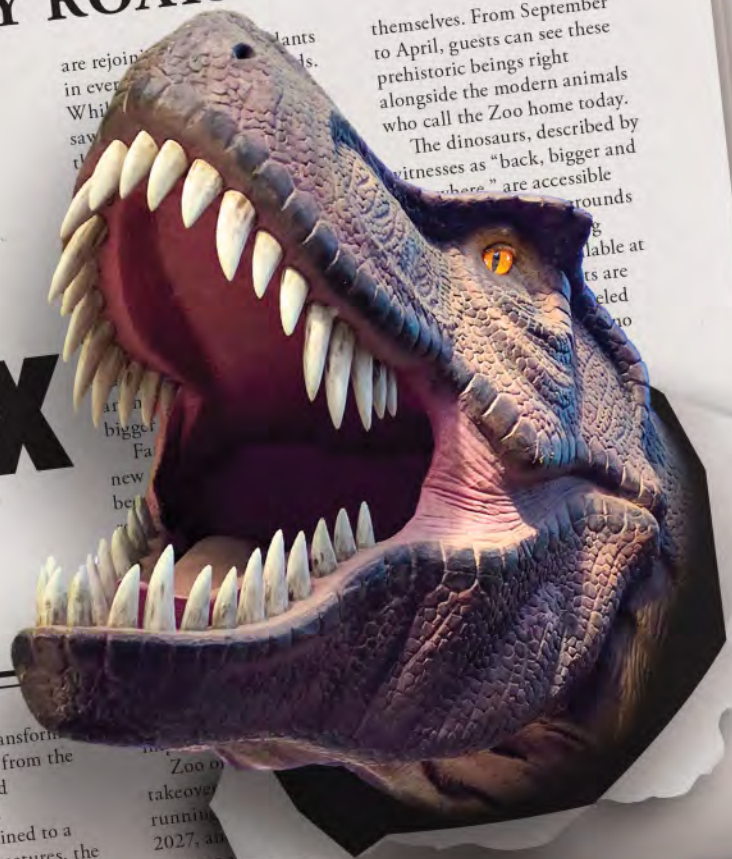
In a herd of what experts are calling "a whole lot of dinosaurs," the prehistoric creatures have returned to the Phoenix Zoo after a yearslong absence, now more massive than ever. This morning, Zoo employees opened the gates to

find the landscape transform into a scene straight from the Triassic, Jurassic and Cretaceous periods.

No longer contained to a single area, these creatures, the ancestors of every bird and reptile living in the Zoo today,

are rejoining plants and animals. While savanna, the dinosaurs, described by witnesses as "back, bigger and where" are accessible around the zoo. The dinosaurs are available at the zoo. The dinosaurs are available at the zoo.

The dinosaurs, described by witnesses as "back, bigger and where" are accessible around the zoo. The dinosaurs are available at the zoo. The dinosaurs are available at the zoo.



Zoo on takeover running 2027, and to come a ancient creatures for



DINOSAURS IN THE DESERT

PHOENIX ZOO

SEP 26 - APR 30

DINOSAURS IN THE DESERT PHOENIX ZOO

Sponsorships of this high-profile exhibition are available at a wide range of price points. You can customize your sponsorship to get the benefits that meet your unique marketing needs.

As one of the non-profit Phoenix Zoo's largest fundraisers, proceeds directly support the thousands of animals in our care. You'll also be helping forward the Zoo's mission to inspire and motivate people to care for the natural world.





DINOSAURS IN THE DESERT

🖐️🖐️ PHOENIX ZOO





DAILY ROAR

Prehistoric Herd Seen Migrating Towards Phoenix

Reports of a vision from the ancient past have been flooding in this week: dinosaurs traversing the Arizona desert. Paleontology experts have verified the reports of massive footprints and echoing calls from a colossal dinosaur herd migrating through our state. We officially have dinos among us once again.

The herd represents millions of years of Earth's history moving together, representing species across the Mesozoic era including ankylosaurus, pteranodon, mosasaurus and even velociraptor.

The dinosaurs have been confirmed to be heading east, and their destination has been identified as the Valley's very own Phoenix Zoo, the place they were last seen in 2023. They are predicted to arrive at the Zoo September 26, 2026.

Officials are encouraging Arizonans not to panic, and instead to start getting excited for these ancient creatures to arrive at the Zoo, where guests can enjoy them safely until April 30, 2027.



The Phoenix Zoo's new Dinosaurs in the Desert exhibit is a million years in the making. This immersive experience is among the largest dinosaur exhibits in the country, offering a one-of-a-kind opportunity to make your mark on Zoo guests.

Dinosaurs in the Desert runs from September 26 to April 30, including evenings during the ZooLights season. That means more than 12 hours of brand exposure on some days!

Now is the time to put your brand at the center of one of the season's most talked-about attractions.

Let's create a sponsorship presence that's as bold and unforgettable as the experience itself.



Extinction is Overrated!

Why does it work for sponsors?

- ✎ Greater reach through overlapping exposure of many of the Zoo's most-attended events such as Spooky Safari, Día de los Muertos, ZooLights and more.
- ✎ Aligns your brand with one of Arizona's most trusted family destinations.
- ✎ Built-in repeat exposure through visits, photos, social sharing and word of mouth.

Why is this experience special for guests?

- ✎ 60+ life-size animatronic dinosaurs with movement and sound.
- ✎ Interactive elements, fossil digs, photo ops and more that engage all ages.
- ✎ One-of-a-kind experience that's among the largest dinosaur exhibitions in the southwest.

What's the proven impact?

- ✎ 350,000+ guests during previous run in 2022-23, with more anticipated this year.
- ✎ Custom-built dinosaurs and sponsor visuals designed for maximum impact.

DINOSAURS
IN THE DESERT

PHOENIX ZOO
SEP 26 – APR 30



MORE EYES. MORE ROARS. MORE REACH.

The dinosaurs are coming and so are the selfies, reels, TikToks, tags, shares and social buzz!

For seven months, more than a million guests will flood feeds across the Zoo's powerful social network delivering Jurassic-sized visibility for your brand.

Layer on fan-favorite events like ZooLights, Día de los Muertos and Spooky Safari, the exposure gets T-Rex-sized.

SOCIAL MEDIA STATS



275K+
followers



206+
followers



28K+
followers



80k+
followers



6K+
followers



24K+
followers

75,000	email subscribers
37,000 +	member households
5 million +	unique annual page views
1.5 million +	unique annual website views





DINOSAURS IN THE DESERT PHOENIX ZOO



Marketing Benefits

Creature Sponsorship Benefits & Elements	Presenting \$50,000	Colossal \$15,000	Mega \$10,000
Inclusion in paid media: Radio, Print, OOH, and Social [logo inclusion where specs permit]	🖐	🖐	🖐
Your logo added to the main Dinosaurs in the Desert title and logo	🖐		
Exhibit entrance signage	🖐	🖐	🖐
Individual dinosaur signage		🖐	🖐
Exhibit page at phoenixzoo.org w/ clickout URL	🖐		
zNews email newsletter	10+ w/ URL	10+ w/ URL	5x
Promotional/offer inclusion in Zoo member emails	5x	5x	3x
On-grounds digital promotional signage	🖐	🖐	🖐
On-grounds print promotional signage	🖐	🖐	
Wild Times digital magazine ad inclusion	🖐	🖐	
Social media mentions when promoting event	🖐	🖐	
Onsite Presence			
Interact with Zoo guests from a 10'x10' footprint during additional daytime non-event dates	6	4	2
Hospitality			
Daytime Zoo general admission tickets	125	60	35
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	🖐	🖐	



COLOSSAL DINOSAURS. COLOSSAL IMPACT.

When something is this big, people stop and stare. Standing more than 25 feet long, our Colossal dinosaurs create unforgettable moments and unmatched visibility.

Go big and put your brand alongside one of these towering giants for a larger-than-life presence and a truly massive impact.

TOTAL INVESTMENT \$15,000 per dinosaur

Allosaurus

Amargasaurus

Apatosaurus

Brachiosaurus

Carnotaurus

Mamenchisaurus

Pycnonemosaurus

Parasaurolophus

Quetzalcoatlus

Sonorasaurus

Spinosaurus

Arizona's State Dinosaur

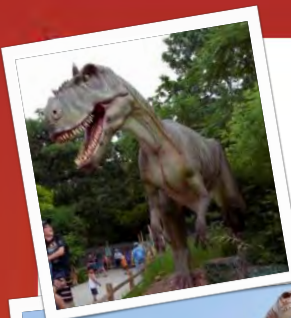
T-Rex 26'

Spinosaurus Skeleton

T-Rex 50'

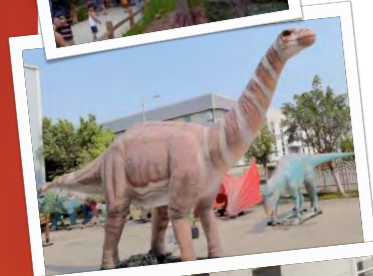
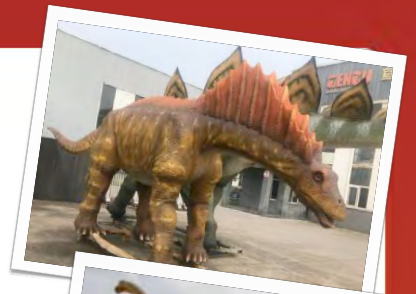
Tricerotops





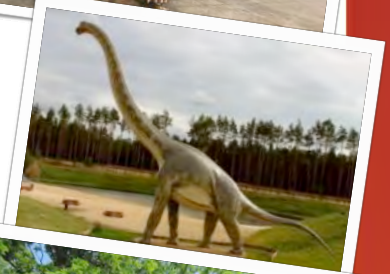
Allosaurus

Amargasaurus



Apatosaurus

Brachiosaurus



Carnotaurus

Mamenchisaurus



Pycnonemosaurus

Spinosaurus
Skeleton



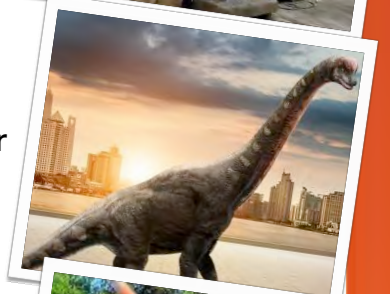
Quetzalcoatlus

Parasaurolophus



Spinosaurus

Sonorasaurus
Arizona's State Dinosaur

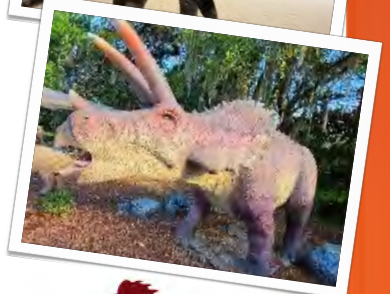


T-Rex 26'



T-Rex 50'

Triceratops



COLOSSAL



THINK BIG. GO MEGA.

Mega means big in all the right ways including choices! You can customize a package and keep your eye on the right fit for your interests and budget.

Going Mega means dinosaurs 24 feet or below, so these prehistoric giants will command attention and invite guests to stop, look, and engage.

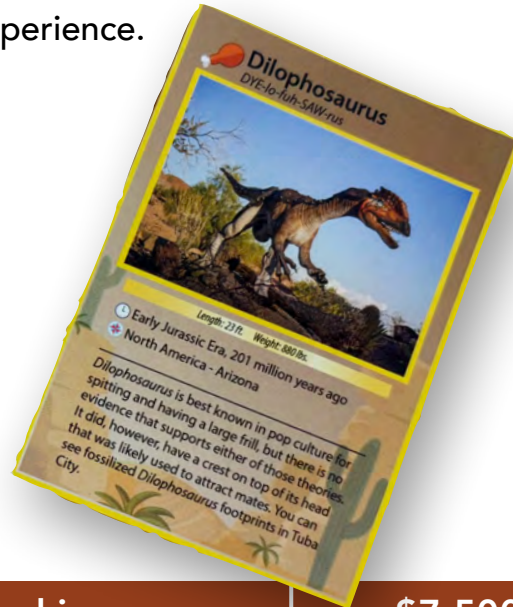
Align your brand with a Mega sponsorship and enjoy a opportunity that delivers outsized visibility and exceptional value.

TOTAL INVESTMENT \$10,000 per dinosaur



COLLECT. TRADE. SHARE.

Put your brand in the hands of fans with a limited edition set of seven dinosaur **Trading Cards**. A new card is released each month! With your logo on every card, this sponsorship delivers fun facts and repeat visibility, and aligns your company with an amazing experience.



Trading Card Sponsorship		\$7,500
Marketing Benefits		
Your logo included on every card		👉
Trading card page at phoenixzoo.org w/ clickout URL		👉
zNews email newsletter		2x
Promotional/offer inclusion in Zoo member emails		1x
Onsite Presence		
Opportunity to interact with Zoo guests from a 10'x10' footprint during additional daytime non-event dates		1
Hospitality		
Daytime Zoo general admission tickets		20
Additional Benefits		
Right to use Phoenix Zoo and Dinosaurs in the Desert logos in your marketing and community relations		👉



GIDDY UP!

Capture attention all season long with your brand placement on **Dino Rides**! These six dinosaur-themed rides invite kids to climb on and ride throughout the exhibit's seven-month run, giving your company repeated exposure to families while reinforcing a fun, playful and high-energy attraction kids love.



Dino Rides	\$7,500
Marketing Benefits	
Logo and/or name recognition on signage at Dino Rides	👉
Logo and/or name recognition on Dino Rides thumbnail at phoenixzoo.org	👉
Inclusion in Zoo's email newsletter	2x
Promotional/offer inclusion in Zoo member emails	1x
Onsite Presence	
Opportunity to interact with Zoo guests from a 10'x10' footprint during additional daytime non-event dates	1
Hospitality	
Daytime Zoo general admission tickets	20
Additional Benefits	
Right to use Phoenix Zoo and Dinosaurs in the Desert logos in your marketing and community relations	👉



LOOK WHAT I FOUND!

Make your brand part of the **Fossil Dig** adventure, where kids and adults uncover dinosaur bones like real archaeologists. Guests will dig this memorable, interactive moment for their families while giving your company logo prominent placement at all three dig sites.



Fossil Dig	\$7,500
Marketing Benefits	
Logo and/or name recognition on signage at all three (3) sites	👉
Logo and/or name recognition on Fossil Dig thumbnail at phoenixzoo.org	👉
zNews email newsletter	2x
Promotional/offer inclusion in Zoo member emails	1x
Onsite Presence	
Interact with Zoo guests from a 10'x10' footprint during additional daytime non-event dates	1
Hospitality	
Daytime Zoo general admission tickets	20
Additional Benefits	
Right to use Phoenix Zoo and Dinosaurs in the Desert logos in your marketing and community relations	👉

PREHISTORIC ROCK!

Make some noise for your brand with sponsorship of a four-piece animatronic dinosaur rock band. This fun, music-filled attraction adds energy to Dinosaurs in the Desert while giving your logo visibility and proving rock and roll is here to stay!



Dino Rockers!		\$7,500
Marketing Benefits (Logo and/or Name Recognition)		
Logo and/or name recognition at Dinosaur Rock Band		👉
Logo and/or name recognition on Dino Rock Band thumbnail at phoenixzoo.org		👉
zNews email newsletter		2x
Promotional/offer inclusion in Zoo member emails		1x
Onsite Presence		
Interact with Zoo guests from a 10'x10' footprint during additional daytime non-event dates		1
Hospitality		
Daytime Zoo general admission tickets		20
Additional Benefits		
Right to use Phoenix Zoo and Dinosaurs in the Desert logos in your marketing and community relations		👉



THE SELFIE EGGS-PERIENCE!

Give guests an unforgettable "eggs-perience" with sponsorship of Selfie Dino Eggs, oversized dinosaur eggs you can get into for photo-worthy moments. These playful selfie stations will have Zoo guests smiling alongside your brand and sharing your logo at three locations around the Zoo.



Selfie Fossil Eggs Photos		\$7,500
Marketing Benefits		
Logo and/or name recognition at all three (3) Selfie Egg locations		👉
Logo and/or name recognition on Selfie Egg thumbnail at phoenixzoo.org		👉
zNews email newsletter		2x
Promotional/offer inclusion in Zoo member emails		1x
Onsite Presence		
Interact with Zoo guests from a 10'x10' footprint during additional daytime non-event dates		1
Hospitality		
Daytime Zoo general admission tickets		20
Additional Benefits		
Right to use Phoenix Zoo and Dinosaurs in the Desert logos in your marketing and community relations		👉





DINOSAURS IN THE DESERT PHOENIX ZOO

September 26, 2026 - April 30, 2027

Thank you for considering a Dinosaurs in the Desert sponsorship!

To discuss this opportunity, please contact:

Bill Ottinger | Sponsorship Manager
bottinger@phoenixzoo.org | 602.286.3833

