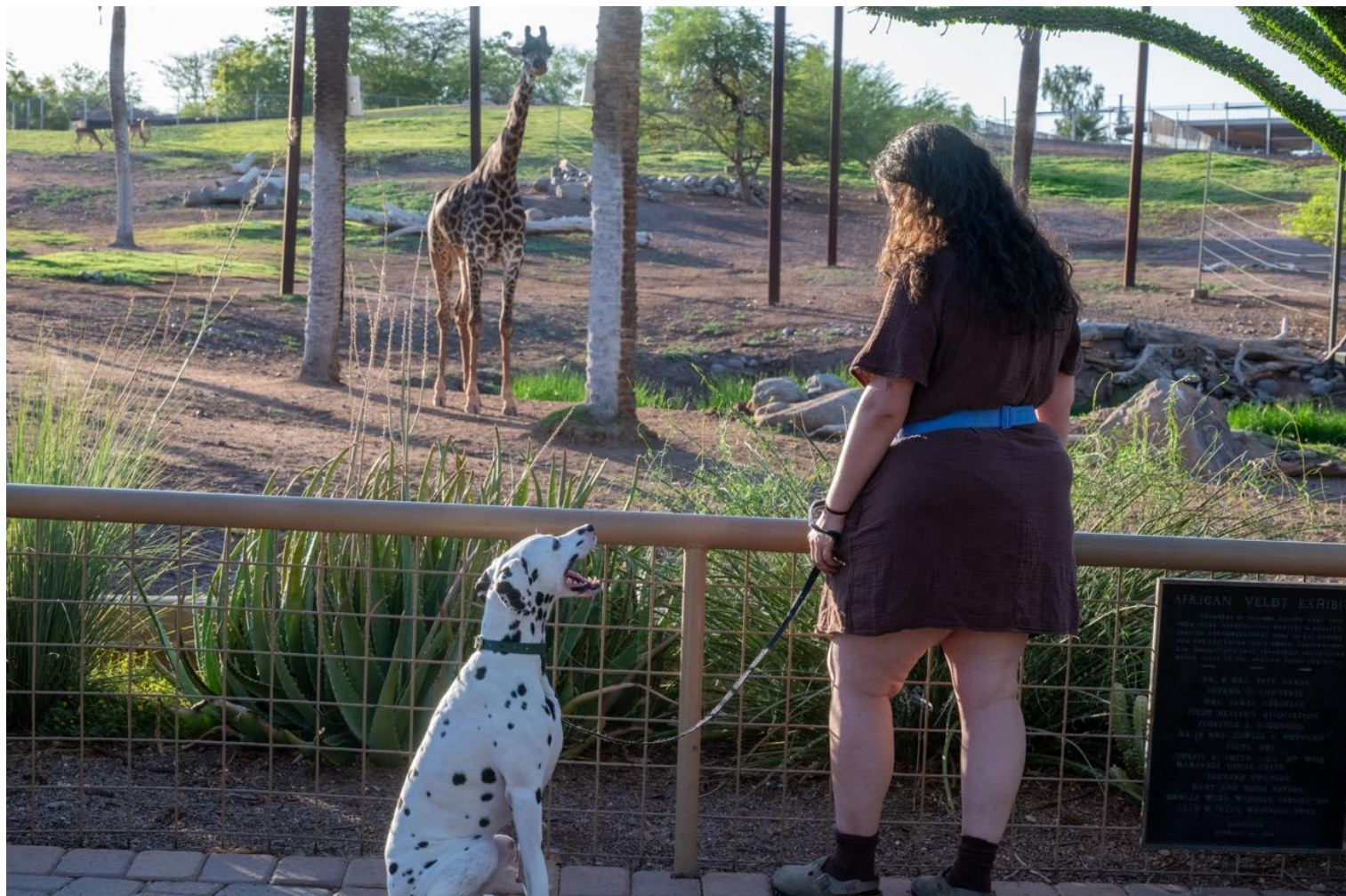


Tails on the Trails

A Dog's Day Out at the Phoenix Zoo



Saturday, November 14

9 a.m. – 4 p.m.

Capacity 500 dogs

Member entry 8 a.m. General Attendance 5,000+

A one-day, dog-friendly Zoo experience built for memorable sponsor activation

For one day only, guests can bring their dogs to enjoy dog-friendly pathways, activities, vendors, food and beverage, photo ops and special programming.

Why sponsors should lean in

- High-affinity audience: dog lovers, families and Zoo members and guests in an immersive setting.
- Built-in dwell time with hydration, relief, play, photo and programming touchpoints.
- Sponsor moments can be practical, visible and shareable across the dog-friendly route.
- Reach pet owners through a unique Zoo experience that builds positive brand associations.
- Support an event centered on animals, families and memorable shared experiences.



Playful, pet-forward brand visibility

PROGRAMMING

Something happening all day

- The Paws in the Park Parade:** Best Costume, Most Creative and Best Zoo Animal Lookalike.
- Dog Demos - Paws in Action:** Search and rescue, police K-9, service and more.
- Ask the Vet:** Body language, stress signs, pet first aid and Arizona heat safety.
- Pet Adoption Wagon:** In partnership with the Arizona Humane Society.
- Paws & Pose:** Photo spots with playful Zoo-themed signage.



GUEST EXPERIENCE & SAFETY

A clearly defined route with practical amenities

Event map highlights

- Dog-friendly route
- Water and relief stations
- Photo opportunities
- Activities and cool-down zone
- Restricted/sensitive animal areas

Safety framework

- Dogs must be at least 6 months old and current on vaccinations, including rabies.
- Non-retractable leash, 6 ft. max, under direct handler control.
- Owners clean up after dogs, monitor well-being and follow staff instructions.

Signature Sponsorships Available

Sponsorship	Description	Investment
Bandana	Logo placed alongside Phoenix Zoo on 500 bandanas given to every dog.	Reserved for Presenting
Hydration Stations	Water bowls placed along the dog-friendly route.	\$2,500
Paws & Relief Stations	Waste bags given to all humans for their dogs (500 count).	\$2,500
The Cool Canine Club	Kiddie pools, shade, water and seating for humans.	\$2,500
Paws & Play Zone	Agility, enrichment toys, training demos and interactive fun.	\$2,500
Ask a Vet	MidWestern University vets will be onsite to highlight basic care tips.	SECURED
Costume Parade & Contest	Mutts will strut their stuff and compete in categories such as Best Costume, Most Creative and Best Zoo Animal Lookalike.	\$2,500

Presenting Sponsorship **\$20,000**

- Name/logo included in Tails on the Trails branding/logo
- Logo inclusion alongside Phoenix Zoo logo on 500 bandanas
- Logo inclusion on photos & photo packages via Photogenic (Zoo's third-party photographer)
- Inclusion in event promotions; on grounds digital signage, website, zNews email newsletter, member newsletter, media alert, media pitching
- Opportunity to interact with Zoo guests at event from a 10'X10' space
- Recognition on event map
- Right to use Tails on the Trails/Phoenix Zoo logo in your marketing
- First right of refusal for renewing sponsorship

Signature Sponsorships **\$2,500 - \$5,000 Include:**

- Inclusion in event promotions; on grounds digital signage, website, zNews email newsletter, member newsletter, media alert, media pitching
- Opportunity to interact with Zoo guests at event from a 10'X10' space
- Recognition on event map
- *Bandana sponsor receives logo placement alongside Phoenix Zoo logo on 500 bandanas (commitment needed by October 2)
- Right to use Tails on the Trails/Phoenix Zoo logo in your marketing

