

A young child with curly hair, wearing a red jacket, is being held by an adult. The child is pointing their right index finger upwards towards a dark background filled with numerous colorful, out-of-focus bokeh lights in shades of blue, green, yellow, and red. Many small, iridescent bubbles are floating in the air around the child. The adult's hand and part of their face, including glasses and a beard, are visible in the lower right corner.

Through the eyes of childhood wonder.

PHOENIX ZOO

zoolights

Presented by



2026 - 2027 Sponsorship Presentation

EVER GROWING. ALWAYS GLOWING.

ZooLights returns to brighten this holiday season and promises to be one of the biggest and brightest celebrations yet.

This year's festivities will feature new eye-catching features, an exclusive Arizona Trail experience and magical surprises in every direction.

Join us and see why ZooLights is the most wonderful time of the year!



November 25 - January 15 5:30 - 10:30 p.m.

Separate Ticketed Event



SUPPORT ZOOLIGHTS AND LET YOUR **WHY** SHINE.

ZooLights is more than a holiday tradition. It's the Phoenix Zoo's largest fundraiser.

Every visit helps provide world-class animal care, supports conservation efforts and advances our mission to inspire people to care for the natural world.

PHOENIX ZOO
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Luna

MORE LIGHTS. MORE EYES. MORE REACH.

Capture the glitter of ZooLights! Nearly 300,000 guests see ZooLights with their own eyes. Countless more experience it through their screens.

Every sparkling tunnel, twinkling tree and wide-eyed family selfie becomes social fuel, extending the magic well beyond the Zoo's gates.

ESTIMATED ATTENDANCE

290,000+

ATTENDEES

All ages | Families

Avg. \$75,000+ HH income

SOCIAL MEDIA STATS



275+
follower



206+
follower



28K+
followers



80+
follower



6K+
follower



24K+
follower

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

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Sponsorships of this high-profile festival are available at a range of price points with the ability to customize benefits to fit marketing needs.



The dazzling three-story illuminated tree is one of the most photographed attractions. Picture your company as part of this brilliant holiday display!

THREE-STORY HOLIDAY TREE

Located adjacent to Crossroads Café, this dazzling illuminated tree is one of ZooLights most photographed attractions. Picture your company a part of this spectacular holiday display!

SOLD

Sponsor Benefits	\$25,000
Inclusion in paid media: print, social (Where appropriate)	✓
Logo displayed at tree	✓
Inclusion in Zoo media: • ZooLights event page on phoenixzoo.org with click-out URL • zNews email newsletter and Wild Times digital magazine with click-out URL • 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 (Date and location to be mutually agreed upon)	2x weekend or weeknight
ZooLights admission tickets	250
ZooLights Preview Night tickets	25
Right to use Phoenix Zoo and ZooLights logos	✓
First right of refusal for 2027 - 2028 season	✓

SANTA CLAUS PHOTO OPP

Nightly from November 25 – December 23

Separate fee

Santa Claus is coming to town, and he's headed right to the Phoenix Zoo.

Whether naughty or nice, it's one of our most popular and beloved ZooLights traditions.



Sponsorship Benefits	\$20,000
Inclusion in paid media	Print, OOH
Inclusion in Zoo media: - Event page at phoenixzoo.org with click-out URL - zNews email newsletter and Wild Times digital magazine with click-out URL - On-grounds promotional signage - Social media posts (minimum 3) - Event signage at sponsored location	✓ ✓ ✓ ✓ ✓
Opportunity to interact with Zoo guests during the evening from one (1) 10'x10' exhibit area* (Dates and location to be mutually agreed upon)	1x weekend 1x weeknight
Logo inclusion on commemorative photo border (Photo Op only)	✓
ZooLights admission tickets	120
ZooLights Preview Night tickets	15
Right to use Phoenix Zoo and ZooLights logos	✓
First right of refusal for 2027 - 2028 season	✓



STORYBOOK NOOK

Tucked away in a cozy corner of ZooLights, Storybook Nook is a magical retreat where stories come to life!

Here, children and families gather beneath the twinkling lights to meet Mabel, a charming talking tree with a love for storytelling. Perfect for a quiet moment during the evening's excitement, Storybook Nook offers a place to sit back, listen and let imaginations wander.



Sponsorship Benefits

\$15,000

Inclusion in Zoo media:

- Event page at phoenixzoo.org with click-out URL
- zNews email newsletter and Wild Times digital magazine with click-out URL
- On-grounds promotional signage
- Social media posts (minimum 3)
- Event signage at sponsored location



Opportunity to interact with Zoo guests during the evening from one (1) 10'x10' exhibit area
(Date and location to be mutually agreed upon)



ZooLights admission tickets

90

ZooLights Preview Night tickets

10

Opportunity to promote special offer in Phoenix Zoo member email



Right to use Phoenix Zoo and ZooLights logos



First right of refusal for 2027 - 2028 season



S'MORES STATION

A guest favorite, the S'mores Station offers a cozy pause amid the sparkle of ZooLights, bringing families together over toasted marshmallows. It's a unique opportunity to connect your brand with moments guests will remember long after the holidays are over.



Sponsor Benefits

\$10,000

Inclusion in Zoo media:

- Event page at phoenixzoo.org w/click-out URL
- zNews email newsletter and Wild Times digital magazine w/click-out URL
- On-grounds promotional signage
- Social media posts
- Event signage at sponsored location



Opportunity to supply your company's branded items
for s'mores kit distribution



ZooLights admission tickets

60

Social post

2X

Opportunity to interact with Zoo guests during the evening from one (1)
10'x10' exhibit area (Date and location to be mutually agreed upon)

2X

Right to use Phoenix Zoo and ZooLights logos



First right of refusal for 2027 - 2028 Season



NINA MASON PULLIAM CHILDREN'S TRAIL GLOBE



A beloved ZooLights favorite, the illuminated globe returns this year to captivate and inspire guests.

Now located on the serene Children's Trail Lake along the Upper Tropics Trail, this dazzling display remains a popular photo spot and guest favorite.

The glowing globe reflects and captures the wonder of the season and adds a magical touch to every ZooLights visit.

Sponsorship Benefits	\$10,000
Inclusion in Zoo media: • Event page at phoenixzoo.org • zNews email newsletter • On-grounds promotional signage • Event signage at sponsored location • Social media posts	✓ ✓ ✓ ✓ ✓
On-Grounds Activation • Interact with guests from one 10'x10' area (Date and location to be mutually agreed upon)	2X
ZooLights admission tickets	60
Opportunity to promote special offer in Phoenix Zoo member email	✓
Right to use Phoenix Zoo logos	2X
First right of refusal for 2027 - 2028 season	✓

COMMUNITY PERFORMANCES

This high-visibility sponsorship supports both the Phoenix Zoo and the incredible local talent who bring our 500-seat amphitheater to life. In recent years, guests have enjoyed performances by Ballet Folklórico, the Arizona Opera and several local dance schools. These performers add shine, energy, culture and joy to the evening.



Sponsorship Benefits	\$10,000
Inclusion in Zoo media: - Event page at phoenixzoo.org - zNews email newsletter - On-grounds promotional signage - Event signage at sponsored location - Social media posts	✓ ✓ ✓ ✓ ✓
On-Grounds Activation Interact with guests from one 10'x10' area (Date and location to be mutually agreed upon)	2X
ZooLights admission tickets	60
Opportunity to promote special offer in Phoenix Zoo member email	✓
Right to use Phoenix Zoo logos	✓
First right of refusal for 2027 - 2028 season	✓

phoenix zoo

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ZOOLIGHTS SCULPTURES

Nightly throughout the run of ZooLights *Included with admission*

Stunning custom-built lighted sculptures are found throughout ZooLights and are available for individual sponsorship. Choose between a variety of 2D and 3D displays.

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



Sponsorship Benefits

**\$2,500
per sculpture**

Inclusion in Zoo media:

- Event page at phoenixzoo.org with click-out URL
- zNews email newsletter with click-out URL
- Event signage at sponsored location



ZooLights admission tickets

20

Right to use Phoenix Zoo and ZooLights logos



ZOOLIGHTS ONSITE ACTIVATIONS

Onsite activations provide you the opportunity to engage directly with thousands of guests in a festive, high-energy environment.

From product displays and sample giveaways to lead generation and coupon distribution, our team will work with you to select the ideal date and booth location to maximize your visibility.

Whether you're building brand awareness or creating unforgettable moments, ZooLights onsite activations deliver powerful exposure in a one-of-a-kind setting.



Sponsorship Benefits

\$2,500 per evening

Inclusion in Zoo media:

- Promotion of onsite activation in zNews email newsletter including logo and link



Opportunity to interact with Zoo guests during the evening from one (1) 10'x10' exhibit area



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SRP[®]

November 25 - January 15

5:30 - 10:30 p.m.

Thank You!

Contact: Bill Ottinger

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