



2026 Corporate Sponsorship Opportunities

Foster appreciation of nature through memorable experiences and meaningful action

Located in Erie, Pennsylvania, the Erie Zoo is a nonprofit organization dedicated to inspiring public engagement with wildlife conservation through education, recreation, and stewardship.

What started as a small collection of animals has grown into an institution that provides visitors of all ages the chance to connect with over 300 animals from across the globe. From the big cats and adorable otters to the smallest amphibians, the zoo has inspired generations of animal and nature lovers.

Today, the Erie Zoo is entering a transformative new era through its partnership and transfer of ownership to Erie Events. This collaboration marks a pivotal step toward long-term sustainability, growth, and revitalization—ensuring the zoo remains a cherished cornerstone of the community for generations to come. Together, we are creating a stronger, more vibrant future for the zoo, enhancing guest experiences, expanding educational opportunities, and deepening our commitment to wildlife conservation.

Your support plays a vital role in the continuous care of the animals, the upkeep of the zoo's grounds, our educational programming, and the advancement of our mission. Every dollar raised through sponsorships, events, general attendance, memberships, gift shop sales and more, all stays at the Zoo for the Zoo. Thank you for helping us move boldly into this exciting new chapter.



Visitor & Member Stats



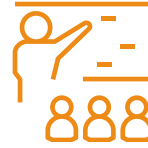
300,000

Community Members
Served Annually



5521

Member Households



22,000

Education Participants
Annually



105,000

Website Users
Annually



18.4K

Instagram Followers



52K

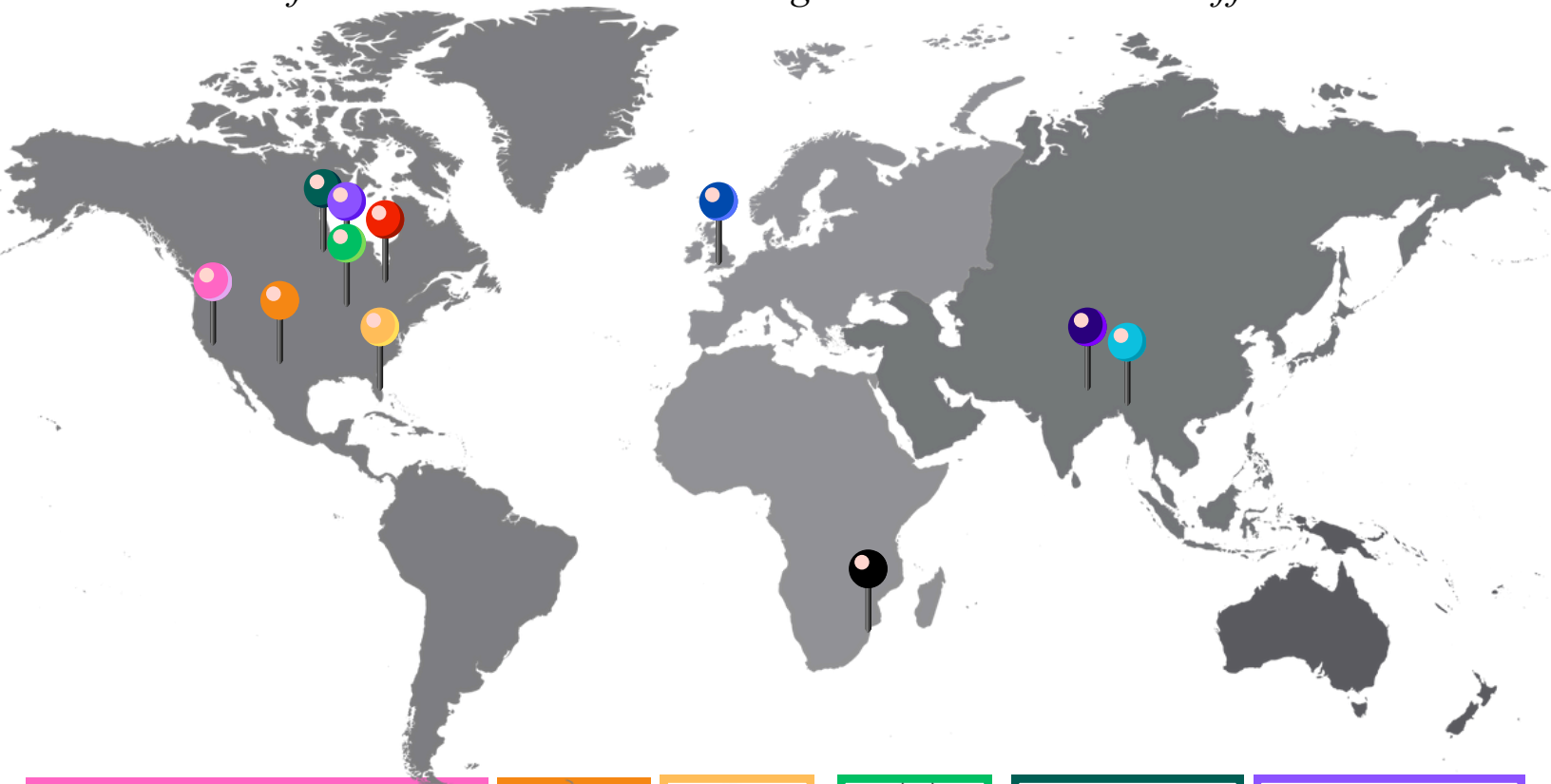
Facebook Followers



5%
of Revenue Provided by
Government Funding

Global Conservation Organization Impact

We contribute funds to 13 conservation organizations in over 5 different countries.



Lion
Recovery
Fund



THE GREAT APE
HEART PROJECT
BASED AT DETROIT ZOO



TAMARACK
WILDLIFE CENTER



WILDCATS
CONSERVATION
ALLIANCE

MYANMAR TURTLE &
TORTOISE CONSERVATION



RED PANDA
NETWORK



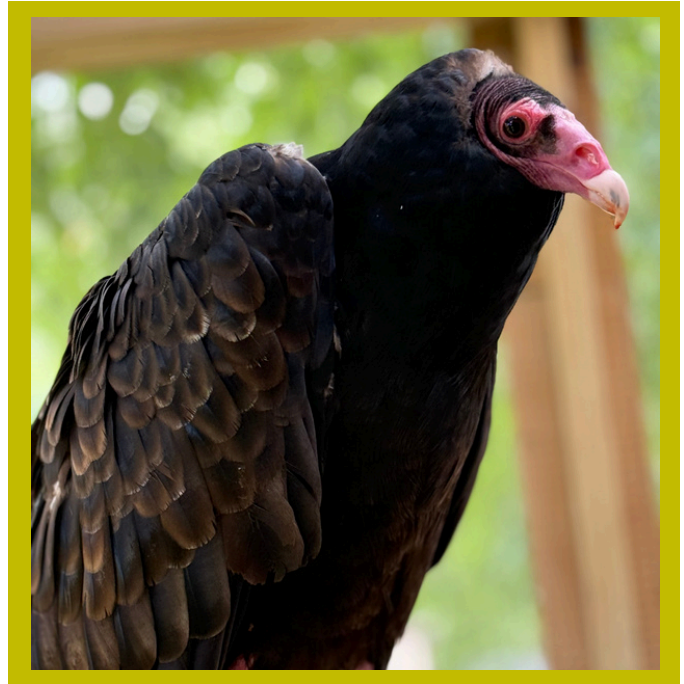
SANCCOB
saves seabirds

Corporate Partnerships

As an Erie Zoo corporate partner your company supports education and conservation through an annual investment, while accessing a range of benefits designed to help build your brand and corporate reputation. Erie Zoo sponsors gain exposure to thousands of visitors, contribute to conservation efforts, and receive unique opportunities to cultivate customers, clients and employees.

Why partner with the Erie Zoo?

- Brand visibility
- Community engagement
- Environmental Impact
- Networking opportunities
- Enhanced employee culture



The Erie Zoo's sponsorship opportunities are designed to support a variety of corporate marketing and promotional strategies and can be customized to meet specific marketing objectives.

Corporate Partnerships

Business Connection Program

The Erie Zoo Business Connection Program is a unique opportunity to integrate the zoo experience into your business culture and make meaningful community connections.

Benefits

- Receive 2 general admission tickets per employee valid for 2026-2027 zoo season
- Traveling Zoo presentation at one corporate meeting or event.
- Your company name or logo listed as a Business Connection Program partner on our website.
- Shout-out in Erie Zoo E-newsletter
- *10% off one private event zoo rental.

Business Connections Program Rates

Under 50 Employees	\$2,500
50-249 Employees	\$5,500
250-499 Employees	\$10,000
Over 500 Employees *	Please contact to discuss

Memberships

Joining our Corporate Membership Program provides meaningful benefits to your valued team, while contributing to the vital fundraising endeavors of the zoo.

Here's what you can expect:

- **Employee Benefits:** Enrich the lives of your employees by offering them access to the Erie Zoo experience and educational opportunities.
- **Philanthropic Impact:** Support the continued success and growth of the Erie Zoo.
- **Flexible Sponsorship Arrangements:** We offer customizable sponsorship arrangements tailored to your preferences and capabilities, ensuring a seamless integration of philanthropy and corporate responsibility.

"Erie Federal Credit Union was thrilled to partner with the Erie Zoo in their Business Connection Program in their 100th year of serving our community! We look forward to continue helping bring the Zoo experience and its important education and conservation messages to our members and families for many years to come." – Thomas Brennan, Chief Marketing Officer,
Erie Federal Credit Union



Annual Fundraisers



Glow Wild: Chinese Lantern Festival

Glow Wild is back, brighter and wilder than ever! From April 30th to July 5th, join us every Thursday through Sunday to marvel at stunning, handcrafted lanterns inspired by your favorite zoo animals. Bring your family, friends, or someone special to see the Erie Zoo in a whole new light. Glow Wild is more than an event, it's an extraordinary evening of beauty and wonder that will leave you glowing inside and out.

Mane Event:

Get ready to roll the dice on the most spectacular night of the year, The Mane Event: A Night in Monte Carlo! Join us on Saturday, June 27th from 7pm to 11pm as the Erie Zoo transforms into a glittering destination of sophistication, and excitement. Step into the allure of the Riviera with gourmet grazing stations, signature cocktails, and live entertainment that captures the spirit of Monte Carlo's nightlife. Try your luck with our exclusive Silent Auction and experience the thrill of friendly casino-inspired fun. Throughout the evening, you'll encounter captivating animal ambassadors and be surrounded by the breathtaking beauty of the Glow Wild Chinese Lantern Festival, adding an extra touch of brilliance to this unforgettable evening.

Felines & Wines

Felines and Wines is the Erie Zoo's annual Big Cat Conservation fundraiser. This year, the event will be moving to May with daytime hours, offering guests a fresh and exciting new experience. Attendees will enjoy samples from local wineries, meaderies, and distilleries, along with exclusive feline training demonstrations, live music, and a variety of engaging activities throughout the zoo. This event is a limited ticketed event to 1,300 people.

Lions, Tigers, & Beers

Lions, Tigers, & Beers is your Erie Zoo and Erie Beer Company's 21+ evening event where guests get to "trick-or-treat" for beer samples around the Zoo! There will be Behind the Scenes animal tours, live local music, local food trucks (not included with admission), sample stations, and more! This is a limited ticketed event serving 1,300 people and sells out within 2 minutes!

Painted Dog Jog 5k Race & After PAW-ty















Get ready to get moving for a wild cause at the Erie Zoo's Painted Dog Jog 5K! This event will be hosted off-site as a fundraiser for the Erie Zoo and African Painted Dog Conservation. Whether you run, walk, or just come to cheer on the fun, this event is welcomed to all along with their well-behaved dogs. It's a great way to get active and make a difference for wildlife. And don't forget to stop by the after PAW-ty to check out some local vendors and mingle with participants. Event date and times are still being finalized, more details to come soon.

ZooBOO

Every October it gets a little spooky at your Eerie Zoo! Every night of ZooBOO is packed with scary, but not too scary Halloween family fun. This is hands-down one of our most popular events seeing crowds of 20,000 - 30,000 annually depending on weather.








Glow Wild: April 30th - July 5th 6-10:30pm

	Presenting \$75,000	Luminary \$50,000	Radiant \$25,000	Spark \$15,000	Table \$800
Sponsor Limit	1 Available	4 Available	10 Available	Multiple Available	one per night
Tickets to Glow Wild	80	70	60	50	
VIP Animal Encounter					
Listed as Presenting sponsor in all event promotions					
Custom Lantern with company name near zoo entrance					
Recognition on event signage, e-newsletter, and website					
Name on signage near lantern display of choice					
Opportunity to have traveling lantern float parked at business for a period of time					
Onsite Table during Event *					
Erie Zoo Day Passes	80	70	60	50	0

***TO BE SCHEDULED FOR A LATER DATE**

Mane Event: Monte Carlo June 27th 7-11pm

	Jungle Jackpot \$10,500	High Roar-ler \$8,500	Deer-ler's Choice \$6,500	Lucky Lynx \$4,500	Royal Flush \$3,500
Tickets to Mane Event	25	20	18	12	8
Option to purchase additional tickets at \$145/ea	15	12	8	6	5
Recognition on event signage, e-newsletter, and website					
Erie Zoo Day Passes	20	16	14	8	6
Family Plus Zoo Memberships for 2026- 27 season	5	4	2	-	-

Party Animals

Purchase tickets in advance (6 Max)	\$225/ticket
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Add ons

Bar Sponsor (6 available)	\$600
Carousel Stage (1 available)	\$600
Primate Patio Stage (1 available)	\$600
Main Stage (1 available)	\$1,500








Annual Fundraisers Sponsorship Opportunities

Felines & Wines : May 16th Noon to 4pm





















	Leading Lion \$5000	Terrific Tiger \$2,500	Fancy Feline \$1,500	Lavish Leopard \$1,000
Sponsor Limit	1	2	3	5
Event Tickets	20	12	8	6
Certificate for BTS tour for 15 people		-	-	-
Recognition on event signage, e-newsletter, and website				
Erie Zoo Day Passes	30	20	16	10

Lions, Tigers, & Beers: October 3rd 5-9pm

	Leading Lion \$5000	Terrific Tiger \$2,500	Fancy Feline \$1,500	Lavish Leopard \$1,000
Sponsor Limit	1	2	3	5
Event Tickets	20	12	8	6
Certificate for Behind the Scenes tour for 15 people		-	-	-
Listed as sponsor in pre- event promos				
ZooBOO Treater Tickets	30	20	16	10







Annual Fundraisers Sponsorship Opportunities

Get ready to get moving for a wild cause at the Erie Zoo's **Painted Dog Jog 5K!** This event will be hosted off-site as a fundraiser for the Erie Zoo and African Painted Dog Conservation. Whether you run, walk, or just come to cheer on the fun, this event is welcomed to all along with their well-behaved dogs. It's a great way to get active and make a difference for wildlife. And don't forget to stop by the after PAW-ty to check out some local vendors and mingle with participants. *Event date and times are still being finalized, more details to come soon.*

	Presenting Race Sponsor \$5,000	After PAW-ty Sponsor \$3,000	Water Station Sponsor \$2,000	Mile Marker Sponsor \$1,000	After PAW-ty Table Sponsor \$500
Sponsor Limits	1 Available	1 Available	2 Available	3 Available	Multiple Available
Listed as presenting sponsor on event promotional materials		-	-	-	-
Logo on race bibs		-	-	-	-
Logo on shirts, banners, and corresponding sponsorship signage					
Name or company logo included on Erie Zoo Event listing					
Mention and tag on social media					
Race Registrants	10	6	4	2	-
Table at After PAW-ty					

Annual Fundraisers Sponsorship Opportunities

ZooBOO: October 15th - 30th

	Booth Sponsor \$3,500	Treat Bag Sponsor * \$5,000	DJ Sponsor \$1,500	Night Sponsor \$800	Display Sponsor \$500
Sponsor Limit	12	1	1	1 per night	7
Event Tickets	20	-	-	-	-
Listed as sponsor in pre-event & during event promos					
Table Presence during event	-	-	-		-

**Treat bag sponsor- provide 10,000 reusable bags or monetary sponsorship of \$5,000 for the zoo to purchase reusable bags with ZooBOO logo and sponsor's name*



Signature Seasonal Events

Our signature seasonal events are events we host during the season that are free to members and included with general zoo admission. These events include, but are not limited to, Party for the Planet, Equipment Day, Snack Safari, and Wild Wednesdays.

Party for the Planet

This event honors Earth Day, World Oceans Day, and Endangered Species Day, encouraging our guests to join the Erie Zoo to support the Association of Zoos and Aquariums' (AZA) initiative of celebrating our earth and all who inhabit it!

Equipment Day

Big trucks are making their way to the Erie Zoo on Saturday, June 6th from 10am to 2pm. Join us as we welcome some colossal, jaw-dropping machinery to the zoo for one exciting afternoon only! This family-friendly event is sure to amaze kids (and adults) of all ages. Does your little one dream of sitting in the driver's seat of a dump truck, or exploring a mighty excavator? Now's their chance! Get up close and personal with some of the coolest heavy-duty machines around; including tractors, construction equipment, and more, all brought to you by local vendors

















Snack Safari

The tastiest event of the year, Snack Safari is an event our visitors make sure not to miss! Visitors of all ages receive a snack passport that will transport them to flavor town—where they peruse the zoo and stop at different vendor tables to receive a sweet or savory treat from 10am to 2pm! The event is also full of demos by our keepers and education team where visitors get to experience event-specific enrichment and demonstrations.

Wild Wednesdays

Wednesdays just got WILD! Every Wednesday in the month of July the Erie Zoo extends its hours for our members and visitors to enjoy an evening full of entertainment, late access to the zoo and Erie Zoo Members get extra discounts.

Signature Seasonal Events Sponsorship Opportunities

	Presenting Sponsor \$5,000	Supporting Sponsor \$2,500	Advocating Sponsor \$1,000	Starter Sponsor \$500
Sponsor Limits	1 per event	Multiple Available	Multiple Available	1 per event
Listed as presenting sponsor on event promotional materials		-	-	-
Provides event guests with free train or carousel rides as part of sponsorship*		-	-	-
Opportunity to provide banner or signage during event				-
Name or company logo included on Erie Zoo Event listing				-
Mention and tag on social media				
Erie Zoo Day Passes	15	10	5	-
Opportunity to be present with a table during event				

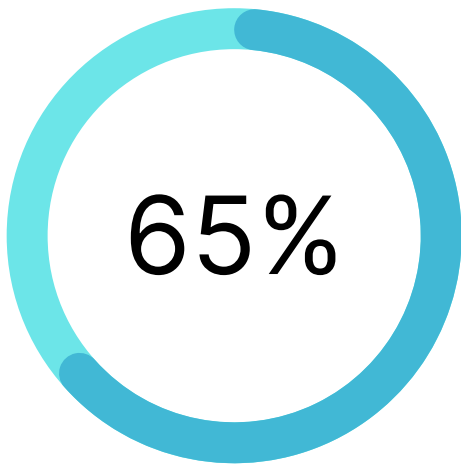


**This sponsorship can cover free admission for guests for select events. For Wild Wednesday this covers additional free perks for our members.*

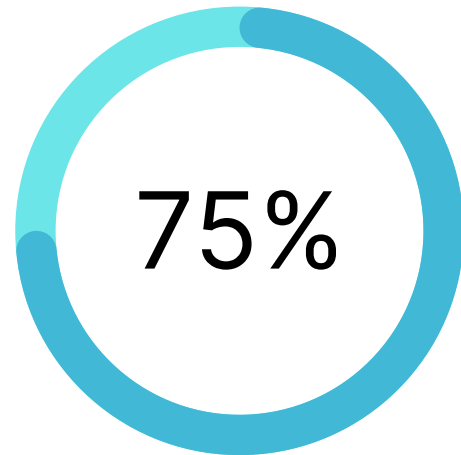
Tax Credit Opportunities Benefiting the Community & You!

The Erie Zoo is a certified Educational Improvement Organization (EIO) through the Pennsylvania Department of Community and Economic Development (DCED). This designation allows local businesses to support our mission while receiving significant state tax credits through two major programs: the Neighborhood Assistance Program (NAP) and the Educational Improvement Tax Credit Program (EITC).

NAP Tax Credit



EITC Tax Credit



With your support we can:

- Provide free access to the zoo for families facing financial barriers
- Offer hands-on learning, STEM activities, and community resources
- Ensure equitable access to nature and conservation education

Partnering with the Erie Zoo through NAP or EITC allows your business to make a measurable community impact while receiving valuable tax benefits, an investment that strengthens both your company and our community.

**To learn more about how your contribution makes an impact,
please contact Scott Mitchell, 814-864-4091 EXT 1129 or
smitchell@eriezoo.org**

Building a Stronger Future For Your Zoo

Your Erie Zoo is entering a transformative new era through our exciting partnership with Erie Events. This collaboration is paving the way for sustainable growth, modernized facilities, and renewed community investment—key steps toward achieving Association of Zoos & Aquariums (AZA) accreditation.

Together with Erie Events, we're creating a future where animal care, conservation, and visitor experiences reach new heights. One of the most important steps in this journey is the construction of a state-of-the-art veterinary center, a vital project that directly supports our path to AZA accreditation.

This new facility will provide a dedicated, centralized space for all the Zoo's veterinary needs, which are currently spread throughout the campus. The center will include specialized quarantine, isolation, and treatment areas, along with advanced imaging and surgical suites that meet the highest standards in animal care.

A key part of reaching accreditation is ensuring sustainable operational funding—support that helps maintain the Zoo's long-term stability and commitment to excellence. We invite you to join us in this exciting transformation by making a gift or pledge toward the construction of the veterinary center, an essential milestone in securing our future.

Why is Accreditation Important?

- Advocates for animal well-being and conservation through a collective voice
- Accesses a collaborative global network of expertise
- Fosters pride in our staff and community
- Eases animal exchanges between facilities
- Helps attract and retain qualified and professional staff
- Strengthens political action and advocacy at the federal level

With Erie Events as our partner, your Erie Zoo is positioned to evolve into a modern, sustainable institution that inspires, educates, and protects for generations to come.



Thank you!

The Erie Zoological Society has valued your support of our local non-profit zoo for generations. We hope we can continue our work together to foster the appreciation of nature through memorable experiences and enrich the lives of the hundreds of thousands of visitors we see annually. Your sponsorship allows us to continue our organization's growth and further our impact in premier animal care and conservation.

For any questions, please contact:

Hali Hartley,

Lead Manager of PR, Marketing, & Events

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