



CELEBRATING 100 YEARS

# 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.

As the Erie Zoo celebrates 100 years, we invite you to be part of our next century of growth, conservation, and community impact. The zoo has been a place where families gather, children learn about wildlife, and efforts to protect endangered species take center stage. None of this would have been possible without the generous support of donors like you. Your support plays a vital role in the continuous care of your Erie Zoo's animals, the maintenance of the zoo grounds, and continued execution of our mission.

**Your partnership will contribute to wildlife preservation, ensuring that future generations can experience the magic of the Erie Zoo for the next 100 years and beyond.**



# Visitor & Member Stats



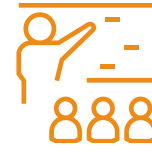
300,000

Community Members  
Served Annually



6804

Member Households



22,000

Education Participants  
Annually



105,000

Website Users  
Annually



17.7K

Instagram Followers



48K

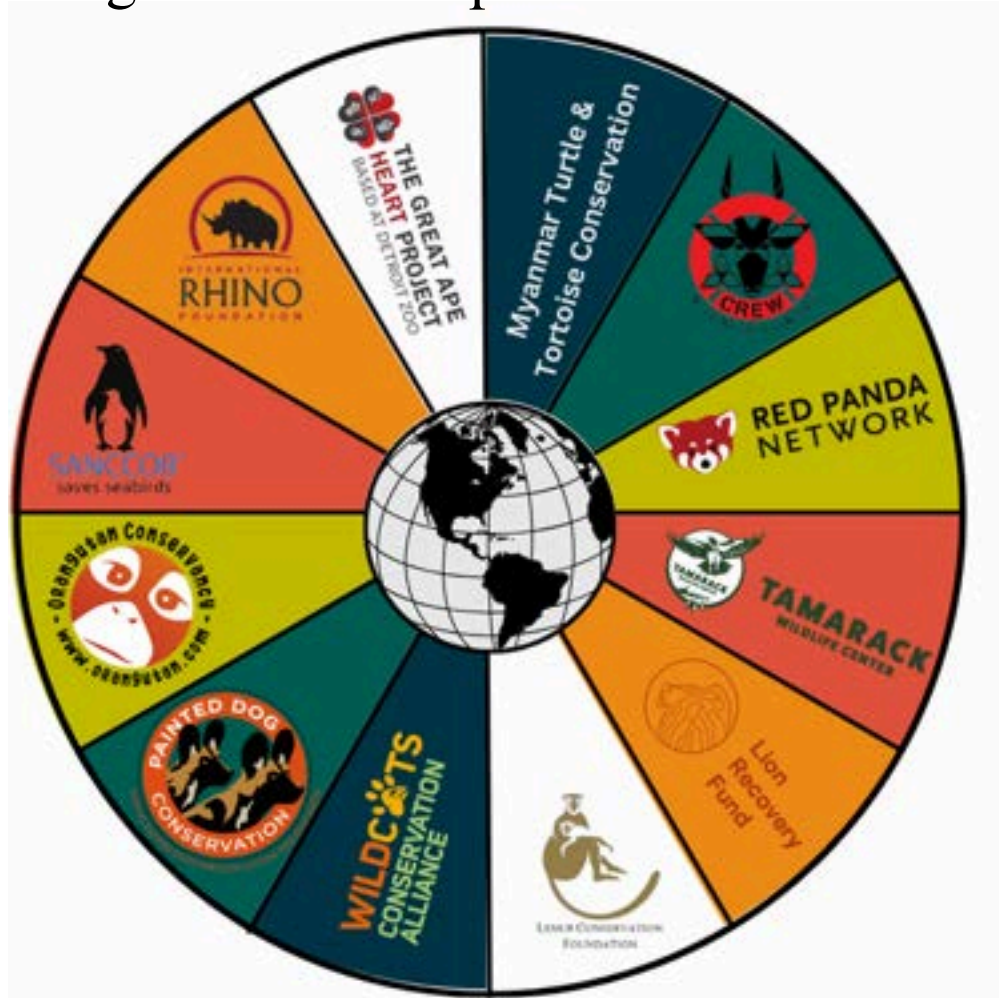
Facebook Followers



5%  
of Revenue Provided by  
Government Funding

## Global Conservation Organization Impact

We contribute funds to 12 conservation organizations in over 5 different countries.



# 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

## 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 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.

## 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 2025-2026 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	\$2,000
50-249 Employees	\$5,000
250-499 Employees	\$9,000
Over 500 Employees *	Please contact to discuss



# Centennial Sponsorship Opportunities

## **Glow Wild: Chinese Lantern Festival**

Experience something truly unforgettable in the Erie region! For nine weeks, the Erie Zoo will come alive with light and wonder during Glow Wild: Chinese Lantern Festival. From April 17th to June 15th, join us every Thursday through Sunday to marvel at stunning, handcrafted lanterns inspired by your favorite zoo animals. This is the first event of its kind in the Erie region, offering a magical night of culture, creativity, and awe-inspiring artistry. 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. Private corporate nights are available for June 16th through June 19th.

## **Glow Wild: Partner & Donor Reception**

All Zoo sponsors and donors who contribute \$25,000 or more will be treated to a VIP night at Glow Wild. Plus, the Zoo will proudly honor three esteemed long-time partners for their incredible support and commitment!

## **Centennial Sculpture Garden**

Make your mark on the next chapter of the Erie Zoo's history. The Erie Zoo's Centennial Sculpture Garden is a once-in-a-lifetime opportunity to support the zoo as we celebrate our first 100 years and begin the next century of conservation and community.

Contribute to this unique art installation featuring life sized steel sculptures of iconic animals. When complete, the sculpture garden will include eight delightful sculptures in the center of the Erie Zoo to be enjoyed for generations.

## **Mane Event: Centennial Celebration**







Get ready for the most spectacular night of the year at Erie Zoo! The Mane Event (formerly GalapaZOOza) is set to be an unforgettable celebration as we mark our 100th anniversary! Join us on Saturday, June 21st, from 7 PM to 11 PM for an incredible evening filled with excitement and wonder! This isn't just any event—it's the MANE event of the season! Savor delicious offerings at our local "grazing stations" and quench your thirst at one of our lively "watering holes." Prepare to be amazed by our one-of-a-kind Silent Auction, where you can bid on exclusive items! Enjoy live entertainment that will keep the energy high, and don't forget about the thrilling animal encounters that will bring you face-to-face with our amazing wildlife! As an added treat, immerse yourself in the breathtaking beauty of the Glow Wild Chinese Lantern Festival, a dazzling display of illuminated artistry that will light up the night and create a magical atmosphere like no other! Mark your calendars and gather your friends for an extraordinary night of fun, laughter, and unforgettable memories! You won't want to miss out on this amazing celebration!

# Glow Wild: April 17th - June 15th

	Presenting \$100,000	Luminary \$50,000	Radiant \$25,000	Spark \$15,000
Sponsor Limit	2 Available	4 Available	10 Available	Multiple Available
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				
Private Glow Wild Corporate Night*				
Invite to VIP Glow Wild Partners & Donors Reception				
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				
Erie Zoo Day Passes	80	70	60	50

\*Presenting Sponsors will each receive a private preview night for their company. Supporting Sponsors will share a private night amongst all Supporting Sponsors.

# Mane Event: Centennial Celebration: June 21st

	<b>Trailblazer \$10,500</b>	<b>Pioneer \$8,500</b>	<b>Guardian \$6,500</b>	<b>Ambassador \$4,500</b>	<b>Legacy \$3,500</b>
Tickets to Mane Event	22	20	18	12	8
Option to purchase additional tickets at \$165/ea	18	16	14	10	6
Recognition on event signage, e-newsletter, and website					
Erie Zoo Day Passes	20	16	14	8	6
Family Plus Zoo Memberships for 2025-26 season	6	4	2	-	-
Animal Sponsorship of choice in company's name for one year		-	-	-	-

## Add ons

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

## Party Animals

Purchase tickets in advance (6 Max)	\$250/ticket
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# Centennial Sculpture Garden

\$100,000	\$50,000	\$25,000	\$10,000
1 available	4 available	4 available	Multiple Available
Naming rights to the Centennial Sculpture Garden	Company logo or name on individual sculpture plaque for one of the large sculptures	Company logo or name on individual sculpture plaque for one of the smaller sculptures	Company Logo or name on group plaque at the Centennial Sculpture Garden



*\*This is a conceptual design; actual design will vary*

# 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, Snack Safari, Painted Dog Jog \*Virtual Dog Walking Event\*, Wild Wednesdays, and our Winter Wonderland.*

## **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!

## **Snack Safari**

The tastiest event of the year, Snack Safari (formally Sweet 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.

## **Painted Dog Jog \*Virtual Dog Walking Event\***

Get ready to lace up your sneakers and leash up your furry friend for a fantastic cause! For the month of August, the Erie Zoo is excited to host the Painted Dog Jog, a virtual dog walk to raise funds for African Painted Dog Conservation. Participants can purchase our Painted Dog Jog package during our registration period and join the StepUP app to show us how much you and your furry companion walked during the month. The presenting sponsor will have their logo on the event t-shirt, and supporting/ advocating sponsors will be designated as the sponsor of one of the additional package items. All sponsors will be included on the animal fact sheet and can provide additional business promotional material to the packages.

















## **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.

## **Winter Wonderland**

Immerse yourself in the winter spirit at the Erie Zoo's Winter Wonderland. Participate in activities such as taking pictures with the Mean Green One, craft station, live entertainment, shopping at our Animal Art Show, and more! This event is included with the price of admission and is free to Erie Zoo Members.

# Signature Seasonal Events Sponsorship Opportunities

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



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

# Annual Fundraisers

*These events are the primary fundraisers for your Erie Zoo and are held outside our normal operating hours. Please note that some of them are for 21+. Sponsoring fundraisers like these are not only a great way to support your community zoo and receive a tax break, but also a fantastic way to provide extra perks to your company's partners and investors through tickets to some truly unique experiences!*

## Felines & Wines

Felines and Wines is the Erie Zoo's annual Big Cat Conservation fundraiser. It will feature samples from local wineries, meaderies, and distilleries, exclusive animal training demos, live music, and more! 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 6 minutes!






## ZooBOO

Every October it gets a little spooky at your Erie 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.








# Annual Fundraisers Sponsorship Opportunities

## *Felines & Wines : August 9th*







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

## *Lions, Tigers, & Beers: October 4th*

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

# Annual Fundraisers Sponsorship Opportunities

## ZooBOO: October 16th - 30th

	<b>Booth Sponsor \$3,500</b>	<b>Treat Bag Sponsor * \$5,000</b>	<b>DJ Sponsor \$1,200</b>	<b>Night Sponsor \$800</b>	<b>Display Sponsor \$500</b>
<b>Sponsor Limit</b>	12	1	1	1 per night	7
<b>Event Tickets</b>	20	-	-	-	-
<b>Listed as sponsor in pre-event &amp; during event promos</b>					
<b>Table Presence during event</b>	-	-	-		-

**New this year, our first night of ZooBOO (Thursday, October 16th) will be Sensory Friendly. This night will include all your ZooBOO favorites at a sensory-friendly scale, i.e. silent disco, quieter display sounds, no flashing lights**

*\*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*



# ReZOOvenation

Your Erie Zoo is currently working to modernize facilities, with projects like a new state-of-the-art veterinary center and updates to popular exhibits including African painted dogs, and red pandas, to continue to further align with the ever-evolving and improving Association of Zoos & Aquariums (AZA) standards. A key part of our accreditation journey is securing sustainable operational funding.

We invite you to join us on our journey toward regaining accreditation by making a meaningful gift or pledge to support the construction of the veterinary center that is required for AZA accreditation. This center will create a stand-alone space for all the Zoo's veterinary needs, which are currently located throughout the campus. Features will include: quarantine, isolation, and treatment areas as well as advanced, top-level imaging and surgical suites.

## 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



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# Thank you!

The Erie Zoological Society has valued your support of our local non-profit zoo over the years. 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:**

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