



Erie Zoo Sponsorship Opportunities

Thank you for your interest in supporting the Erie Zoo's 2023 event season! Each year we see over 300,000 people from all over the city, region and beyond through our gates. Support from our sponsors allows our local nonprofit zoo to keep our animals healthy and happy while we continue to grow into a must-see family destination for both our community and tourists!

Please review the following menu of sponsorship opportunities.

Grand Reopening Celebration

Saturday, March 4th | 10 AM-2 PM

On this day we celebrate the reopening of the Erie Zoo for our 2023 season. Nearly 2,000-4,000 visitors depending on weather come to receive free admission, refreshments, and witness special appearances from our zookeepers and animal ambassadors. Visitors receive discounts at our concession stand(s), gift shop, and a special Membership offer. On this day our visitors learn, engage, and enjoy the Erie Zoo for the first time in the new year!

Sponsorship Opportunities:

- **Free Admission Sponsorship:** Provide free admission to all Erie Zoo visitors from 10 AM-5 PM.
 - **Cost:** **SOLD OUT**
 - **Sponsorship Limits:** **SOLD OUT**
 - **Recognition:** Banner on front gate, guaranteed mentions in all promotions, listed on website listing, listed in printed in Spring Newsletter, Opportunity to be present at event for promotions
- **Refreshment Sponsor:** Provide refreshments (typically donuts and coffee) for 1,000 of our opening-day visitors! Either a product or monetary donation is accepted.
 - **Cost:** Product Donation (1,000 items each)
 - **Sponsorship Limits:** 1
 - **Recognition:** Mentions in promotions where available, listed on website listing, listed in printed Spring Newsletter, and opportunity to be present at event for promotions
- **Carousel Sponsorship:** Provide free admission to the carousel to all visitors throughout event duration of 10 AM – 2 PM.
 - **Cost:** \$1,200
 - **Sponsorship Limits:** 1
 - **Recognition:** Mentions in promotions where available, listed on website listing, listed in printed Spring Newsletter, and opportunity to be present at event for promotions



Spring Eggventure

Saturday, April 8th | 10 AM-2 PM

Spring has sprung at your Erie Zoo! We are celebrating everyone's favorite spring rabbit while we go on an eggventure this Easter season. We see typically 2,000 – 3,000 visitors (weather dependent) that enjoy spring activities, such as an egg hunt, spring-themed prizes, spring animal biofacts, and a special appearance from the Easter bunny himself.

Sponsorship Opportunities:

- **Chocolate Prize Sponsor:** Provide a chocolatey prize for 1,000 Eggventure participants. You can either make a product or a monetary sponsorship.
 - **Cost:** **SOLD OUT**
 - **Sponsorship Limits:** **SOLD OUT**
 - **Recognition:** Recognition on our website, media interviews, signage on front gate, press release, and April E-Newsletter.
- **Prize Sponsor:** This sponsor will provide the prizes for the egg hunt participants, this is typically a small spring-themed prize. The Erie Zoo will handle the ordering of the prize and your sponsorship will be monetary support to cover the costs of the prizes for 1,000 children.
 - **Cost:** SOLD OUT
 - **Sponsorship Limits:** SOLD OUT
 - **Recognition:** Recognition on our website, signage on the front gate, recognition in our press release, and April E-Newsletter.
- **Carousel Sponsorship:** Provide free admission to the carousel to all visitors throughout event duration of 10 AM – 2 PM.
 - **Cost:** \$1,200
 - **Sponsorship Limits:** 1
 - **Recognition:** Mentions in promotions where available, listed on website listing, listed in April E-Newsletter, signage at carousel and opportunity to be present at event for promotions.

The Mane Event

Saturday, June 24th | 7 PM-11 PM

Our largest event of the season, appropriately coined *The Mane Event*, is our most supportive fundraiser of the year. We typically see anywhere from 1,200-1,500 guests that indulge in an evening full of cocktails, graze at our grazing stations, dance to live music, experience wild animal encounters, and try their luck at our silent auction. This event offers amazing opportunities to network and loosen up with friends and colleagues and has been loved by our community for over a decade!

Sponsorship Opportunities:

If you would like to inquire about this year's *The Mane Event* sponsorship opportunities, please contact Emily Smicker at esmicker@eriezoo.org or call 814-864-4091 to receive your sponsorship opportunities packet.



Wild Wednesday Series

Each Wednesday in July; July 5th, 12th, 19th, and 26th | 10 AM-8 PM

Wild Wednesdays are a series of member appreciation events that we hold throughout the month of July. Our members are a vital support to our nonprofit zoo in so many ways and they deserve to be celebrated! We extend our hours until 8 PM to stay open for our visitors to enjoy an evening at the zoo (you don't have to be a member to enjoy the extended hours!). All members receive a coupon that grants them a free hot dog, soda, carousel ride, and train ride. In addition to all the freebies, we also hire entertainment for each evening and throughout the event there are keeper talks. We typically see over 8,000 people through our gates to enjoy these special evenings at the zoo.

Sponsorship Opportunities:

- **Series Sponsor:** Sponsor all four Wednesdays of the series!
 - **Sponsorship Limits:** **SOLD OUT**
 - **Cost:** **SOLD OUT**
 - **Recognition:** Signage present for all four events of the series, recognition on our website and all social media posts for the series, recognition in press release, recognition in the E-Newsletter, banners hung up around the zoo.
- **Entertainment Sponsor:** Fund the entertainment for an evening of Wild Wednesdays, such as a night of magic, face painting, or a princess sing-along!
 - **Cost:** \$500
 - **Sponsorship Limits:** 1 per event
 - **Recognition:** Signage on at the performance area and on social media promoting the entertainment that evening.
- **Tabling Sponsor:** Set up a table during the event where you can solicit and giveaway coupons, promotion items, information, etc.
 - **Cost:** \$500
 - **Sponsorship Limits:** 2
 - **Recognition:** Set up a table at the event, and promotion on our social media when advertising for the Wednesday you sponsored.
- **Carousel Sponsorship:** Provide free admission to the carousel to all visitors throughout event duration of 10 AM – 2 PM.
 - **Cost:** \$1,200
 - **Sponsorship Limits:** 1
 - **Recognition:** Mentions in promotions where available, listed on website listing, listed in E-Newsletter, signage at the carousel, and opportunity to be present at event for promotions.



Snack Safari

Saturday, July 8th | 10 AM-2 PM

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

Sponsorship Opportunities:

- **Product Sponsor:** Provide 1,000 samples that will be handed out to Snack Safari visitors!
 - **Cost:** Product Donation
 - **Sponsorship Limits:** 10
 - **Recognition:** Booth on the sweet trail where you give out samples, recognition on the event map, our website, at handout site and social media, press release, as well as the opportunity to give away coupons or promotional tools.
- **Event Sponsor:** Sponsor the event!
 - **Cost:** \$3,500
 - **Sponsorship Limits:** 3
 - **Recognition:** Banner at the front gate, sponsorship recognition on our website, on the *Sweet Safari* passport, in our press release, and on our social media.
- **Carousel Sponsorship:** Provide free admission to the carousel to all visitors throughout event duration of 10 AM – 2 PM.
 - **Cost:** \$1,200
 - **Sponsorship Limits:** 1
 - **Recognition:** Mentions in promotions where available, listed on website listing, listed in E-Newsletter, signage at the carousel, and opportunity to be present at event for promotions

Movement Mondays Series

Twice monthly on Mondays June-August; June 5th and 19th, July 10th and 24th, and August 7th and 21st | 5:30 PM- 7:00 PM

A series new this 2023 season! This event series is meant to inspire movement here at the Erie Zoo and encourage a crowd to come to the zoo who typically wouldn't think to. We will be holding four different yoga classes led by four different instructors on zoo grounds. Do the downward dog with our Orangutans or a sun salutation with the tiger.

Sponsorship Opportunities:

- **Series Sponsor:** Sponsor all 6 events of the season
 - **Cost:** \$7,500
 - **Sponsorship Limit:** 1
 - **Recognition:** Banner hung at the front gate for each event, recognition on all promotional outlets for the event including social media posts, press releases, our E-Newsletter, and on our website.



- **Event Sponsor:** Sponsor an evening of your choice
 - **Cost:** \$2,000
 - **Sponsorship Limit:** 1 per event
 - **Recognition:** Recognition on our promotional outlets used for your selected event date including social media posts, our website, our E-Newsletter and press release.
- **Giveaways:** Sponsor giveaways for all our participants (80 per event) for either one event or the whole series. (Example: branded water bottle, yoga mat, or coupons)
 - **Cost:** Product donation
 - **Sponsor Limit:** 1
 - **Recognition:** Recognition on all promotional outlets for the event including social media posts, press releases, and on our website.

Senior Citizen's Day

Wednesday, August 2nd | 10 AM-2 PM

You're never too old for the Erie Zoo! We are welcoming all senior citizens and their grandchildren to join us for Senior Citizen's Day on Wednesday, August 3rd from 10am-2pm. All seniors 62+ and their grandchildren (18 years and under) will receive FREE admission and coupons for FREE goodies around the Zoo (*coupons valid for August 3rd from 10am-2pm ONLY!*)! In addition, senior guests will be able to visit with about 30 booths featuring local organizations throughout the zoo.

Sponsorship Opportunities:

- **Product Sponsor:** Cover the cost of goodies handed out to 1,000 guests!
 - **Cost:** \$1,200
 - **Sponsorship Limits:** 2
 - **Recognition:** Guaranteed booth provided on the front lawn, recognition on our website, and in our press release. Signage at snack handout station.
- **Event Sponsor:** Sponsor the free admission for this event!
 - **Cost:** \$2,700
 - **Sponsorship Limits:** 1
 - **Recognition:** Banner at the front gate, guaranteed booth provided on the front lawn, sponsorship recognition on our website, in our e-newsletter, in our press release, and on our social media.
- **Carousel Sponsorship:** Provide free admission to the carousel to all visitors throughout event duration of 10 AM – 2 PM.
 - **Cost:** \$1,200
 - **Sponsorship Limits:** 1
 - **Recognition:** Mentions in promotions where available, listed on website listing, listed in E-Newsletter, signage at the carousel, and guaranteed booth provided for Senior Citizen's Day Event.



Felines and Wines

Friday, August 11th | 6 PM-9 PM

After an exciting and successful first year, we are thrilled to bring back the 21+ wine-tasting fundraiser of the season, *Felines and Wines*! This event is an evening full of local wine tastings, big cat demonstrations, special keeper talks, and live music!

Sponsorship Opportunities:

If you would like to inquire about this year's *Felines and Wines* sponsorship opportunities, please contact Emily Smicker at esmicker@eriezoo.org or call 814-864-4091 to receive your sponsorship opportunities packet.

Lions, Tigers, and Beers

Saturday, October 7th | 5 PM-9 PM (1 VIP hour included)

Lions, Tigers, and Beers is the Erie Zoo's annual fall beer fest fundraiser that the Erie community is absolutely WILD about! Each year partner with Erie Beer Company and have sold out of both VIP and General Admission tickets within hours of launching them. We are looking forward to another successful year of beer tastings, exclusive animal encounters, live music, and more!

Sponsorship Opportunities:

If you would like to inquire about this year's *Lions, Tigers, and Beers* sponsorship opportunities, please contact Emily Smicker at esmicker@eriezoo.org or call 814-864-4091 to receive your sponsorship opportunities packet.

ZooBOO

October 12th-15th, 19th-22nd 26th-30th | Weekdays, 6 PM-9 PM | Saturdays and Sundays 12 PM- 9 PM

ZooBOO is our largest fundraiser of the year! All October long the Erie Zoo is transformed into a ghoul's getaway, with family-friendly spooks, trick-or-treating booths throughout the zoo, activities, and special enrichment and animal experiences. ZooBOO is one of the largest Halloween events in the tri-state and brings in 30,000 – 40,000 of visitors from the community and traveling!

Sponsorship Opportunities:



If you would like to inquire about this year's *ZooBOO* sponsorship opportunities, please contact Emily Smicker at esmicker@eriezoo.org or call 814-864-4091 to receive your sponsorship opportunities packet.

Christmas Village Event – Coming this 2023

Saturday, December 9th and Sunday, December 10th | 10am-4pm

We are thrilled to bring a little Christmas Magic back to your Erie Zoo this winter on Saturday, December 9th and Sunday, December 10th from 10am-4pm. We are planning to host a mini Christmas Village in the front part of our zoo filled with local vendors, animal encounters, entertainment sales in our gift shop and Animal Art Show, and more!

Sponsorship Opportunities:

- **Refreshment Sponsor:** Provide refreshments (typically donuts, hot chocolate, and coffee – something perfect for a winter wonderland) for the first 1,000 visitors each day of the event! Either a product or monetary donation is accepted.
 - **Cost:** Product Donation
 - **Sponsorship Limits:** 2
 - **Recognition:** Booth at the event where you give out samples, recognition on the event map, our website, at handout site and social media, press release, as well as the opportunity to give away coupons or promotional tools.
- **Presenting Sponsor:** Sponsor the event!
 - **Cost:** \$8,000
 - **Sponsorship Limits:** 1
 - **Recognition:** Banner at the front gate, sponsorship recognition on our website, on the *Sweet Safari* passport, in our press release, and on our social media.

Please note that all events go on rain or shine.

*Want to host your employee picnic or appreciation day at the zoo? We have special packages for that! Contact us and let us know how we can create the best custom event for your team.

Contact Information:

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Please note that the Erie Zoo office building experienced significant flood damage in December 2022 and the office has been under construction since. It is expected to continue throughout mid-summer 2023 and therefore, we do not always have access to our office phones. If you are struggling to reach us please email us and we can give you our cellphone numbers or call 814-864-4091 and our receptionist will be able to direct you to us or take a message. Thank you for your understanding as we navigate this.