



## *2011 Sponsorship Opportunities*

*Three key reasons to get your name, logo, and organization “front and center” to 1.3 million visitors:*

**#1**

**Why:** *Reach Your Target Market*

Sponsorship enables you to reach the Zoo’s young, well-educated and affluent members and visitors in a way traditional advertising cannot: **by incorporating your message into their lifestyle**. Your partnership with the Zoo creates heightened **corporate image** and **brand awareness**, while demonstrating **social responsibility** and **community involvement** – a seamless package designed to directly influence consumer behavior. There are also plenty of opportunities to sample product, provide take-away items to our visitors and even survey our guests.

**#2**

**Who:** *Families, Zoo Members and Tourists*

1.3 million people came to the Cincinnati Zoo in 2010, and we just hit the 55K membership mark! The Zoo enjoys an affluent visitor base, 55% of whom earn a household income of \$75,000 or more. Our visitors are 63% female – average age of 39 – and 84% have children in their party, 38% have children from 0-2 years of age. Well educated, 54% of our visitors have a college degree and more than 75% have taken college courses.

**#3**

**How:** *Investment ranges from \$5,000 to \$150,000 based on event*

The Sponsorship Department welcomes the opportunity to meet with you to customize sponsorship benefits and opportunities to align with your organizations’ objectives. Sponsorship commitments made by early February will enable adequate promotion in the Spring/Summer issue of the Zoo’s membership magazine, *Wildlife Explorer*, which is sent to 55K member households, and Z-mail, sent electronically to approximately 35K members.

## **Cincinnati Zoo & Botanical Garden 2011 Events**

**What: Zootini**

Kicking off our Toast to the Wild Series, a series of five fundraisers, Zootini features martinis “shaken and stirred” by EQ the Cooking School @ The Party Source. Join us for this fun evening in Manatee Springs and the 4-D Simex Theater. Visits from special zoo residents, live music, light appetizers, and a silent auction enhance this fun evening. Proceeds from the event benefit the Lindner Center for the Conservation and Research of Endangered Wildlife (CREW).

**When: March 24**

Space is limited to 400 people for this exclusive event!

**What: Zoo Blooms**

Zoo Blooms offers the largest tulip display in the Midwest! In addition to more than one million daffodils, flowering trees and shrubs, the Cincinnati Zoo & Botanical Garden will showcase over 100,000 tulip bulbs! See the Zoos’ transformation into a magnificent explosion of color during the month, and enjoy guided tours of the gardens, gardening and home improvement demonstrations, children’s garden activities, and much more each and every weekend during Zoo Blooms. The Daffodil Show, Earth Day event and Tunes & Blooms concert series will also be featured during this timeframe.

**When: April 1-30**

This event signals the Spring season and attendance is estimated at approximately 100,000.

**What: Tunes & Blooms Concert Series**

Free concerts in the garden will happen every Thursday evening during the month of April. Be entertained by some of the hottest local bands while enjoying the colors of spring and the best blooms in town! Concerts are 6pm-8:30pm with light snacks and beverages available for purchase.

**When: April 7, 14, 21, & 28**

Attendance is anticipated to reach 8-9,000 for the series!

**What: Tulip Luncheon**

Benefiting our accredited Botanical Garden, this fundraiser will be held during peak blooming time of our 100,000 tulip bulbs. Guests are introduced to our botanical collection, enjoy private garden tours, and meet our horticulture staff. Afterward, a luncheon is served with a keynote address from one of our horticulture staff. Guests who are actively involved in local philanthropic activities and garden lovers are attendees to this event.

**When: April 14**

Average attendance 300. Space is limited.

**What: Wild About Wine**

The second of our Toast to the Wild Series fundraising evenings, this popular wine-tasting evening returns for its fifth year. Held in various locations throughout the Zoo, each event features wine sampling, light appetizers, live music, and up-close animal encounters. Proceeds from this event benefit the Lindner Center for the Conservation and Research of Endangered Wildlife (CREW). This event attracts a variety of guests including young professionals and wine enthusiasts.

**When: May 12, June 23, August 18**

Attendance at each event is expected to be 600-900 guests.

**What: Zoo Babies**

Celebrating its 25th Anniversary in 2011, Zoo Babies showcases the Cincinnati Zoo & Botanical Garden's most dedicated and interesting animal families, including the newest adorable additions. The month-long celebration features an exciting lineup of family activities and entertainment each weekend from May 1 through May 31. There is no better time of the year for visitors to witness how animal families interact and work together to raise their young, among other tasks. Come watch nature's families in action and enjoy all the activities during Zoo Babies. **Mother's Day, May 8**, appropriately so, falls during Zoo Babies and admission, of course, is free!

**When: May 1-May 31**

Average attendance for this month long event is 150,000-200,000.

Entertainment includes the Clifford the Big Red Dog Show on May 7-8, Curious George Show, May 14-15 and Bernstein Bears Show, May 21-22

**What: Summer Season**

Summer 2011 will be a celebration of the Cincinnati Zoo's unique animal collection and our lush botanical gardens! Giraffes will share the stage with white lions, exotic birds, Asian elephants, Lowland gorillas, Sumatran rhino's, cheetahs, manatees, polar bears, and many more will share in the entertainment and fun! Arts and cultural events, animal shows and keeper encounters, family and kids' activities will all enhance the family fun. We'll also open Night Hunters during the Season, which combines predator and prey for a 4D experience! Father's Day, featuring Free Admission for Dads, will also occur during this peak time of year!

**When: June 1 - September 5**

This summer celebration will see over 700,000 visitors & guests and is also the longest event of the year.

**What: Cheetah Run – Sunday, Sept. 4**

A picturesque 5K run, walk or stroll throughout the beautifully landscaped Zoo grounds and surrounding neighborhood area. This race takes place before the Zoo opens to visitors and is one of the most popular 5K races in the Cincinnati area. Limited edition T-shirts with a new Cheetah Run logo each year are a real hit. A portion of the proceeds from the race, and sponsorship dollars will benefit the Zoo's Cat Ambassador Program.

**When: September 4<sup>th</sup>**

This Labor Day Sunday event draws 2,500+ runners, family and spectators.

**What: HallZOOween**

Little ghouls, boys and animals can enjoy three spooktacular weekends of fun. Each Saturday and Sunday, young Frankensteins can trick-or-treat their way around the Zoo. Along the way, guests may encounter Pumpkin Pandemonium – the Zoo animal's version of trick-or-treating, including a Gorilla Pumpkin Hunt, Snow Monkey Pumpkin Hide & Seek, and Elephant Pumpkin Smash. Other activities could include a Little Creatures Carnival, scavenger hunts, pumpkin patch, spooktacular train ride, strolling characters, face painting, and mini pumpkin decorating activities.

**When: October 8-9, 15 & 16, 22 & 23**

Attendance is estimated at 60,000 over three weekends.

**What: *Zoo Brew***

The final evening of our Toast to the Wild series, Zoo Brew features Sam Adams beers for the fifth year. Guests sample a variety of beers and other Boston Beer Company brands during this fun fall evening. Appetizers from local restaurants, tours of our CREW research facility, live music, and special animal experiences make this one of the most “fun fundraisers” in Cincinnati!

**When: *October 6***

This event is expected to draw more than 1,000 guests.

**What: *PNC Festival of Lights***

Established 29 years ago, Festival of Lights has become the region’s largest and most anticipated holiday event. Kicking off prior to Thanksgiving, the 2 million lights sparkle into the New Year. Special holiday entertainment including Santa and Mrs. Claus, carolers, children’s activities, reindeer, train rides, special holiday shows, and seasonal fare have made this event one of the tri-states most cherished family traditions.

**When: *November 25 – January 1, 2012***

PNC Festival of Lights is a beloved event and enjoyed by thousands of Tri-state residents and tourists. The opportunities to become involved are endless and attendance is conservatively estimated at 200,000+ for this 5-week event.