



## Cincinnati Zoo & Botanical Garden Sponsorship Opportunities 2017

The Cincinnati Zoo & Botanical Garden is the **#1 attraction** in Greater Cincinnati, Northern Kentucky and Southeastern Indiana. Heralded by MSN Travel as “one of the Top 10 Zoos to take your children to before they grow up” and rated one of the “Top 10 Zoos in the country” by *Zagat*, *Frommers* and *Child and Parent* magazines, the Zoo is on track to welcome 1.6 million visitors in 2016 and fulfills its mission to inspire every visitor with wildlife every day.

Our visitors come to the Zoo for a unique experience. They come to learn and to have fun. They became members – we’re at nearly 60,000 members strong who are passionate about the Zoo and proud of the fact that the Zoo is a way to entertain and educate their families.

### **They are emotionally engaged.**

*According to the Association of Zoos and Aquariums:*

- An average Zoo visit is four hours
- 79% of consumers feel better about buying products and services from companies that support wildlife and conservation efforts; 66% of consumers are more likely to buy those products/services
- More people visit America’s zoos annually than the NFL, MLB, NBA and NHL combined

## Why does a partnership with the Cincinnati Zoo 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 brand awareness and image, tying your brand to a positive family experience while demonstrating your social responsibility and community involvement – a seamless package designed to directly influence consumer behavior.

## Who Will You Reach?

- 1.6 million annual guests comprised of families, tourists and 58,000 member families
- 55% of whom earn a household income of \$75,000 or more
- 63% female – average age of 39
- 84% have children in their party; 38% have children ages 0-2 years
- 54% of our visitors have a college degree
- More than 75% have taken college courses.

## How can you creatively reach this audience?

- By becoming an *Official* or *Preferred* Sponsor, opportunities abound for your company to be featured or publicized within our world class the Zoo. There are also plenty of opportunities to sample product, provide take-away items and even survey our guests—like the BB&T Express, the Ameritas Wings of Wonder Bird Show and much more!
- Through sponsorship of one of nearly 30 exhibits and attractions, sponsors may align their name and logo with one of the Zoo's rides, attractions or exhibits
- Through sponsorship and shared billing of one of our events, you have the opportunity to reach our audience during peak event times!



We can create a custom package the best meets your needs! For more information on pricing and availability, please contact Reba George Dysart at [reba.dysart@cincinnati-zoo.org](mailto:reba.dysart@cincinnati-zoo.org) or 513.487.3442.

# Cincinnati Zoo & Botanical Garden 2017 Calendar of Events



## **PENGUIN DAYS** presented by FirstEnergySolutions

January 1-February 29 | Attracts 15,000 visitors

Penguin Days features half-price Zoo admission every day along with special winter animal encounters, including more than 12 heated indoor animal exhibits throughout the park! Daily, guests can see the Zoo's King Penguins parade through the park twice daily, weather permitting!



## **ZOO BLOOMS / TUNES & BLOOMS** presented by Macy's

April 1-30 | Attracts 100,000+ visitors

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 Zoo's 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, Party for the Planet presented by Formica and Tunes & Blooms concert series will also be featured during this timeframe. Tunes & Blooms features FREE concerts in the garden every Thursday evening during Zoo Blooms. Be entertained by some of the hottest local bands while enjoying the colors of spring and the best blooms in town! Concerts are 6:00--8:30pm with light snacks and beverages available for purchase.



## **ANNUAL TULIP EVENT**

April 12 | Attracts 250 visitors

Benefiting our accredited Botanical Garden, this fundraiser will be held during peak blooming time of our 100,000 tulip bulbs. An intimate, affluent group of guests are introduced to our botanical collection, enjoy private garden tours and meet our horticulture staff. Following the tours, a luncheon is served with a keynote address from one of our horticulture staff. Attendees are largely comprised of women actively involved in local philanthropic activities and garden lovers.



## **EASTER CELEBRATION**

April 15 | Attracts 3,500 visitors

An egg-citing event for children that includes treat stations throughout the park, children's activities, popular animal egg hunts and visits with the Easter Bunny. Back by popular demand, "Search for the Golden Eggs!" There will be four "Golden Eggs" hidden around the Zoo. If you find one turn it in at the Welcome Center for one of four great prizes.



## **ZOO BABIES** presented by MainSource Bank

May 1-31 | Attracts 150,000-200,000 visitors

Celebrating its 30th Anniversary in 2016, 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 on weekends. 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 falls during Zoo Babies and admission for mothers is free!



## ZOO GOLF presented by HGC

May 9 | Attracts 120-160 guests, or 30-40 golf foursomes

Held at Maketewah Country Club, one of the premiere private country clubs in the Midwest, guests enjoy delicious food before and after the tournament with plenty of snacks and refreshments while on the course. The day is filled with incredible highlights like “closest to the pin” and “driving contests, random animal encounters with the Zoo’s most interesting animals! At dinner, winners are recognized and several “Zoo-nique” items are raffled!



## ZOO LA LA

May 19 | Attracts 1200 young professionals and fans of the Zoo

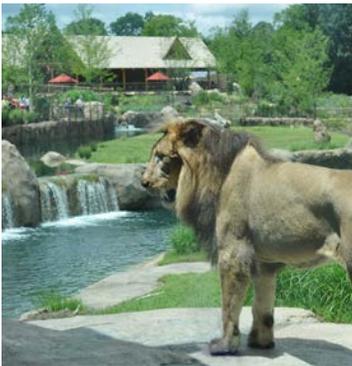
Now in its sixth year, Zoo La La is held at the Zoo and features a roaring cocktail reception, dinner-by-the-bite, a raffle, silent auction, wild animal encounters and much more. Zoo La La is hosted by the Zoo’s Ambassador Council, a group of young professionals and rising stars dedicated to advancing the Zoo.



## WILD ABOUT WINE, a Toast to the Wild Series Event

June 8 and August 17 | Attracts 1300+ guests per event

This popular wine-tasting evening returns for its 11th year! Held in various locations throughout the Zoo, each event features wine sampling, light appetizers, live music, and up-close animal encounters. Wild About Wine events attract an eclectic group of visitors from young professionals to empty nesters to wine enthusiasts and are perfect, adults only date nights! Proceeds from this event benefit the Lindner Center for the Conservation and Research of Endangered Wildlife (CREW).



## HONDA SUMMER SEASON

June–September | Attracts 750,000 visitors and guests, and is the year’s longest event!

Summer 2017 will be a celebration of the Cincinnati Zoo’s unique animal collection and our lush botanical gardens! Giraffes will share the stage with lions, hippos, elephants, gorillas, rhinos, cheetahs, manatees, polar bears and many more! Arts and cultural events, animal shows and keeper encounters, family and kids’ activities will all enhance the family fun. Father’s Day, featuring free admission for dads, will also occur during this peak time of year! Special seasonal shows include Blakely’s Barnyard Bonanza, the Cheetah Encounter, Wings of Wonder Bird show much more! The Zoo also provides summer camps to children of all ages.



## MEMBER’S NIGHT and MEMBER’S MORNING

May & July TBD | Attracts 10,000+ members

Member’s Night is a special way to say thank you to our member families through a special evening at the Zoo. Complete with entertainment, giveaways and more, Member’s Night will provide Zoo members with a sneak peek of the Zoo’s new hippo exhibit before it opens to the public.



## COCKTAILS FOR CONSERVATION

July 13 | Attracts 900 guests

New to 2017, we are expanding our Zootini event to include sampling a range of libations, including more variety of spirits and flavors! Guests will enjoy a variety of zoo-inspired cocktails shaken and stirred by local drink artists, light appetizers, a DJ and live music, all while meeting some very special Zoo residents and their keepers. Proceeds from the event benefit the Lindner Center for the Conservation and Research of Endangered Wildlife (CREW)



## CHEETAH RUN

August 27 | Attracts 2500+ runners, families and spectators

This Labor Day Sunday event features 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.



## ZOOFARI

September 15 | Attracts 2500+ professional, civic and philanthropic leaders

Zoofari is the Cincinnati Zoo & Botanical Garden's premiere party with a purpose, complete with delightful libations, dinner-by-the-bite from 60+ restaurants, wild animal encounters, an extraordinary silent auction, high energy entertainment and dancing under the stars. A fabulously sensational evening where guests come to see and be seen, it's a beloved favorite of the region!



## ZOO BREW

October 5 | Attracts 1500 guests

The final evening of our Toast to the Wild series, Zoo Brew features Samuel Adams beers for the seventh 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!



## HALLZOOWEEN presented by Frisch's

October 7-8, 14-15, 21-22, 28-29 | Attracts 100,000 over four weekends

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.



## PNC FESTIVAL OF LIGHTS

November 19-January 1 | Attracts 200,000+ over five weeks

Established 32 years ago, PNC Festival of Lights has become the region's largest and most anticipated holiday event. Kicking off prior to Thanksgiving, over two million lights sparkle into the New Year. Special holiday entertainment including Santa and Mrs. Claus, carolers, reindeer, train rides, special holiday shows, and seasonal fare, making this event one of the Tristate's most cherished family traditions.



## HONDA HAPPY ZOO YEAR

December 31 | Attracts 15,000 guests

Party animals of all ages are invited to celebrate 2017 on New Year's Eve from 5:00-9:00 pm. The evening features entertainment and an early countdown to the New Year with fireworks presented by Rozzi Fireworks.

# Thanks to our Sponsors:



Wings of Wonder Bird Show Sponsor



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