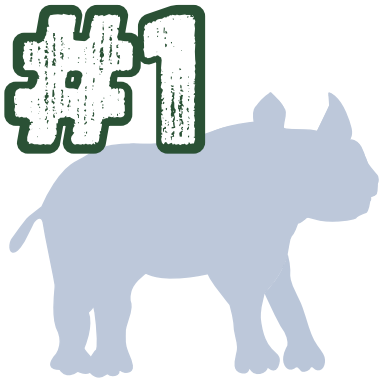


Cincinnati Zoo & Botanical Garden
SPONSORSHIP OPPORTUNITIES

The Cincinnati Zoo & Botanical Garden Earns Its Stripes as ONE OF THE BEST ZOOS IN THE WORLD!



Nationally recognized as one of the top zoos in the country and the **#1 YEAR-ROUND FAMILY ATTRACTION** in the Tri-State area (Indiana, Kentucky, and Ohio).

The largest social media following of any zoo in the world.

OUR FOLLOWERS:

5.9 MILLION Facebook
1.1 MILLION Instagram
1.8 MILLION Tik Tok
819,000 YouTube
356,000 Twitter
31,000 LinkedIn

THE GREENEST ZOO IN AMERICA™

Sustainability efforts have saved the Zoo **$20 MILLION** on utilities and **TWO BILLION GALLONS** of water over the last 15 years—money that is reinvested into infrastructure. The Cincinnati Zoo is also committed to becoming net-zero in the pillars of **ENERGY, WATER, AND WASTE** through projects such as capturing 100% of the storm water and reusing it in habitats.

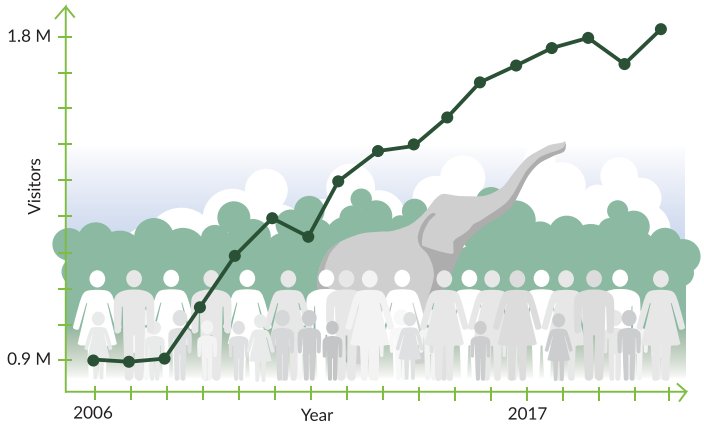
FESTIVAL OF LIGHTS

#1

Holiday lights in the nation **8 TIMES RUNNING.**

1.8 MILLION VISITORS...

...in 2019, including 76,000 Member Families. Attendance has doubled since 2006.



Home to **FIONA** the world-famous **HIPPO!** Her story has inspired people around the globe.



We are committed to providing **EXCELLENT ANIMAL CARE** for nearly 400 different species of invertebrates, reptiles, birds, mammals, fish, and amphibians.



FOCUSED ON COMMUNITY

The Cincinnati Zoo co-created a one-of-a-kind **URBAN LEARNING GARDEN** at Rockdale Academy to provide an outdoor learning space right in the heart of Avondale, Ohio.



Also an **ACCREDITED BOTANICAL GARDEN,** the Zoo features 3,000 unique plant species and the **LARGEST** and most colorful **TULIP DISPLAY** in the Midwest.



The Cincinnati Zoo has a significant and beneficial impact on the surrounding area, providing a...

$170,000,000

annual **ECONOMIC IMPACT** to our region—400% Return On Investment (Generated via operating expenditures).*

**2023 University of Cincinnati Study*

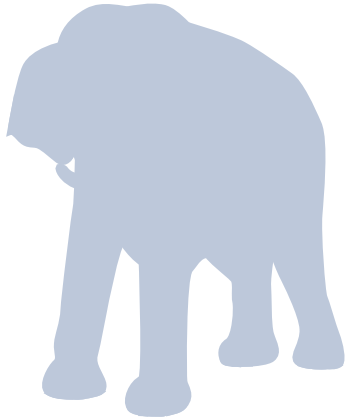
The Cincinnati Zoo is a leader in both formal and informal science education. It's an irreplaceable educational asset.

450,000 PEOPLE

plus participate in education programs: field trips, camps, overnights, and outreach programs.

MORE HOME TO ROAM ELEPHANT TREK

The Zoo's **CAPITAL CAMPAIGN**, More Home to Roam, was launched in 2018 and dramatically transformed habitats and expanded community and conservation efforts and continues to enrich the lives of Zoo animals and guests and conserve biodiversity around the world. Elephant Trek, which opened in 2024, increased the elephant habitat to **5 TIMES** its size, allowing space for a multi-generational herd of elephants.



Through **GROUNDBREAKING RESEARCH AND SCIENCE,** the Lindner Center for Conservation and Research of Endangered Wildlife (CREW), is leading the way to secure a positive future for **ENDANGERED** species. CREW's Signature Projects, for which it has earned international recognition, include: rhinos, imperiled cats, polar bears, and exceptional plants.

ZOO ACADEMY is the country's first full-time, college preparatory **ZOOLOGICAL HIGH SCHOOL** and even partners with Miami University to offer a Master's Degree program.

The Zoo partners with Hamilton County to offer reduced admission and membership to low income families. It is also one of the nation's most **WELCOMING, INCLUSIVE, AND ACCESSIBLE** zoos for individuals with developmental disabilities and their families. The Zoo offers adult changing tables, sensory-friendly restrooms, calming rooms, and more.

COMMITMENT TO CONSERVATION

The Zoo supports more than **30 CONSERVATION PROJECTS** in the field around the world. From gorillas in the Congo to scarlet macaws in Guatemala to tigers in Malaysia, we are helping save species and make the world a better place for people and wildlife alike.

HOW DOES SPONSORSHIP WITH THE CINCINNATI ZOO REACH YOUR TARGET?

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?

Up to 1.8 million annual guests (in a typical year) comprised of families, tourists, and 74,000 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

THEY ARE ENGAGED EMOTIONALLY

According to the Association of Zoos and Aquariums:

- An average Zoo visit is 4 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