

## **2012 Season Sponsorship**

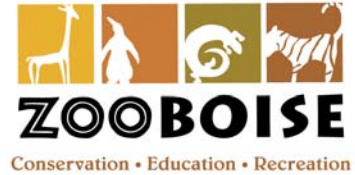
### **Friends of Zoo Boise will provide:**

- Category exclusivity for 2012, reaching the zoo's audience on a consistent basis. Zoo visitors totaled 324,000 people in FY 2011 and live across the Treasure Valley, and all of Southwestern Idaho and Eastern Oregon.
- Mention in promotional spots and print advertising, which may include logo or verbal mention according to spot.
- Logo placement on zoo website. Zoo Boise's website ([www.zooboise.org](http://www.zooboise.org)) hosted more than 128,000 visits from more than 93,500 people in the last year.
- Logo on all zoo marketing collateral including:
  - Banners (7 annually), event flyers (40,000 flyers printed annually), maps (Seasonal maps printed during and available at the Front Gate).
- 4 daily mentions in zoo announcements for the entire season.
- Flag in corporate sponsor garden for 1 year.
- Placement in e-mail alerts to Friends of Zoo Boise members (2,500 members). Zoo Boise averages a 28.81% open rate for the e-newsletters, above the industry average of 18.6%.
  - Opportunity to insert promotional coupons or other offers in email alerts.
- Placement in *Animal Tales* newsletter (4,750 recipients), sent 3 times annually.
  - Opportunity to insert promotional coupons or other offers in newsletter.
- Event presence at Easter Eggstravaganza, Zoo Daze, Run Wild, Boo at the Zoo and Claus 'n Paws. Total attendance for these events in 2010 was 28,933.
- 100 complimentary admission passes to Zoo Boise.
- 1 complimentary evening rental of zoo for Company employees or clients (catering costs not included).
- Logo on ZooTeen t-shirts. The ZooTeen program runs June through August and has 100 teenage volunteers around the zoo for the summer.
- Opportunity for promotional events including give-aways or coupons to zoo visitors.
- Opportunity for 4 monthly Giraffe Feeding Encounters for the bank for up to 10 people.

**Season Sponsorship Cost:**

**\$20,000**

**Contact:** Liz Littman, Director of Development & Communications to request more details or a personalized marketing proposal at (208) 384-4125 x202 or [llittman@cityofboise.org](mailto:llittman@cityofboise.org).



## **2012 *Butterflies in Bloom* Sponsorship**

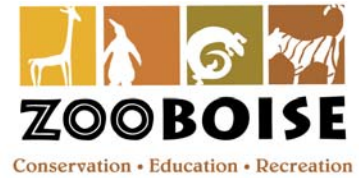
### **Friends of Zoo Boise will provide:**

- Title sponsorship of *Butterflies in Bloom* for Summer 2012
- Logo placement on zoo website
- Mention in on-air exhibit promotional spots, which may include logo or verbal mention according to spot;
- Logo on all exhibit marketing collateral including
  - Banners, event flyers, gate handouts, maps;
- Signage at entrance of exhibit
- Flag in corporate sponsor garden for 1 year
- Placement in e-mail alerts to Friends of Zoo Boise members (2,500 members), *Animal Tales* newsletter (4,700 recipients) and Facebook page (2,000+ fans)
  - Opportunity to insert promotional coupons or other offers in alerts;
- 50 complimentary tickets to giveaway to staff or clients
- Opportunity for promotional events including give-aways or coupons to zoo visitors;
- Opportunities for special encounters for employees or clients.

**Major Exhibit Sponsorship Cost:**

**\$10,000**

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## **2012 Exhibit/Attraction Sponsorship**

### **Friends of Zoo Boise will provide:**

- Title sponsorship of *Wallaby Walkabout*, *Conservation Cruise* or *Giraffe Encounter* for Summer Season (Spring Break – Halloween); other exhibits also available
- Logo placement on zoo website
- Logo on all exhibit marketing collateral including
  - Signage near feeding station, maps
- Signage at entrance of exhibit
- Flag in corporate sponsor garden for 1 year
- Placement in e-mail alerts to Friends of Zoo Boise members (2,500 members), *Animal Tales* newsletter (4,700 recipients) and Facebook page (2,000+ fans)
  - Opportunity to insert promotional coupons or other offers in alerts;
- Opportunities for special encounters for employees or clients.

**Exhibit/Attraction Sponsorship Cost:**

**\$5,000**

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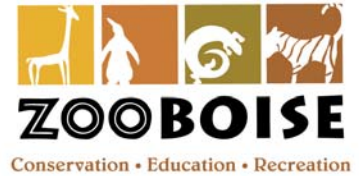
**Event Title Sponsorship:**

<b>Easter - Saturday, March 31, 2012</b>	<b>2010 Attendance: 9,354</b>
<b>Zoo Daze – Sunday, May 20, 2012</b>	<b>2010 Attendance: 6,535</b>
<b>Boo at the Zoo – Saturday, October 28, 2012</b>	<b>2010 Attendance: 11,372</b>
<b>Run Wild at Zoo Boise – Saturday, TBD in summer</b>	

- Naming rights: Company name will appear as title sponsor, e.g. *Company presents Zoo Daze*
- Placement on zoo website
- Logo Placement: Logo placed on promotional print ads, television ads, banner, event maps, promotional e-mails, and on the Zoo Boise website.
- Publicity: Company will be named in any on-air radio mentions of the event and will also be listed in all press releases and/or media alerts for the event.
- Banner Placement: Company may display up to 4 banners
- Booth space: Standard 10' x 10' space along main walkway
- Announcements: Company will be mentioned and thanked on day of event every half hour in announcements.
- 25 complimentary admission passes to event
- Candy for Company's booth will be provided by Zoo Boise (*Easter Eggstravaganza/Boo at the Zoo*)

<b>Event Title Sponsorship Cost:</b>	<b>\$5,000</b>
<b>Non-title Sponsorship:</b>	<b>\$1,000-\$3,000</b>

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## **2012 ZooTeen Program Sponsorship**

### **Friends of Zoo Boise will provide:**

- Title sponsorship of *ZooTeen Program* for Summer 2012
- Logo placement on zoo website
- Signage at entrance of *J.R. & Esther Simplot Education Center*
- Logo on ZooTeen uniforms
- Flag in corporate sponsor garden for 1 year
- Placement in e-mail alerts to Friends of Zoo Boise members (2,500 members), *Animal Tales* newsletter (4,700 recipients) and Facebook page (2,000+ fans)
- 25 complimentary tickets to giveaway to staff or clients
- Opportunities for special outreach visit by ZooTeen participants

***ZooTeen Program Sponsorship Cost:***

**\$2,500**

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