

# SPONSORSHIP

## GUIDE



tulsa zoo

# MEET YOUR AUDIENCE

95 years young

684,000+ annual visitors

18,500+ member households

Over 300 species and nearly 2,000 animals

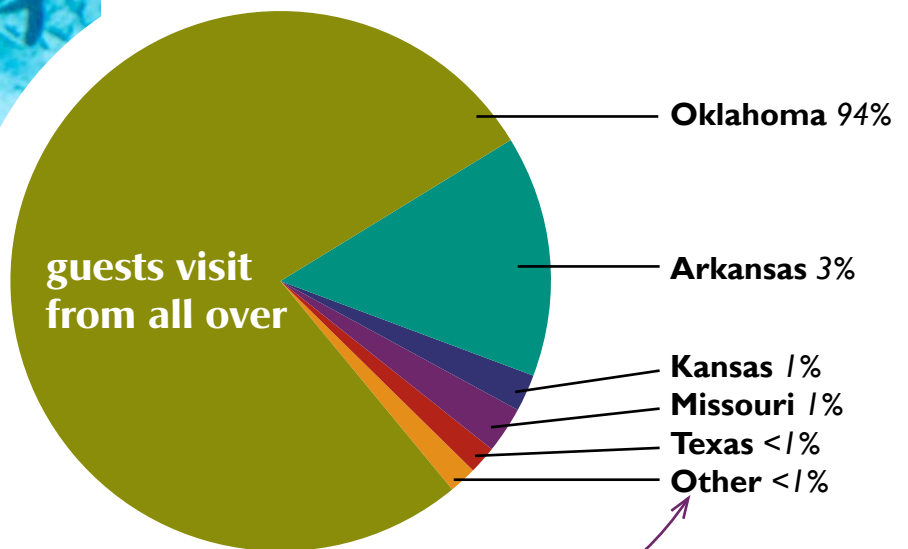
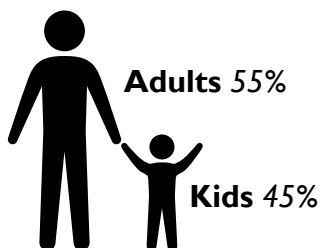
84 acres...that's about 111 football fields in size!

Open 364 days a year



The Tulsa Zoo is the largest paid daily attraction in the region. Dedicated to conservation and education; our mission is **Connecting, Caring, Advocating for Wildlife, People and Wild Places.**

## ▼ GUEST DEMOGRAPHICS



includes international visitors!

## ▼ WE'RE A SOCIAL SPECIES



123,000+



60,000+



6,000+



18,000+



tulsazoo.org



▲ PHOTOS FROM WALTZ, WALTZ PATRON PARTY

turning 32 in 2023

# WALTZ ON THE WILD SIDE



2022 THEME ▲

Tulsa Zoo's Annual Gala Event

Sold out with 850+ attendees, 35+ local restaurants

Friday, September 22

Sponsorships start at \$4,000

Mingle among animals while enjoying food from more than 35+ local restaurants. Sip cocktails and dance the night away while supporting animals at the Tulsa Zoo. All proceeds benefit *Building Beyond Your Wildest Dreams* capital campaign – a campaign dedicated to rebuilding animal habitats at the zoo.

2022 COLLATERAL SAMPLES



BILBOARD ▲

TICKETS ►

SAVE THE DATE ▼



DRINK TRAY ▼



◀ ZOO SIGNAGE

▼ WALTZ PENGUIN



▲ DIGITAL ADS

◀ PRINT ADS

LET'S GET SOCIAL  
IMPRESSIONS  
2,413,387

53 years strong

# ASCENSION ST. JOHN ZOO RUN

PRESENTED BY COMMUNITYCARE



2022 THEME ▲

2nd oldest running event in Tulsa

1,800 runners, 1,500 spectators

Saturday, April 22

Sponsorships start at \$250

Sponsorships help the zoo and 12+ area schools who participate. The Tulsa Zoo donates over \$2,000 among the schools with the most participants. All proceeds benefit *Building Beyond Your Wildest Dreams* capital campaign – a campaign dedicated to rebuilding animal habitats at the zoo.

2022 COLLATERAL SAMPLES



BILLOBARD ▲

PRINT ADS ►

DIGITAL ADS ▼



## ▼ ZOO SIGNAGE



▲ ZOORUN SWAG



# spooky but not too scary HALLOWZOOEEN

Family friendly Halloween experience

26,000+ guests attend over six nights

NEW DATES October 20-22 & 27-29

Sponsorships start at \$2,500

## GOBLIN STOP ▼



HallowZOOeen is a spooky, but not too scary candy-filled experience. Guests trick-or-treat through the zoo, play carnival games, bravely make their way through a pirate-filled cove and mingle among princesses at a castle. All proceeds go toward building a bigger, better Tulsa Zoo.



## TICKET ▲ EVENT MAP ▼



## DIGITAL ADS ►



## ▲ BILLBOARD ◀ ZOO SIGNAGE ▼ HALLOWZOOEEN TSHIRT



IMPRESSIONS:  
4,253,804



sells out annually

# CONSERVATION ON TAP

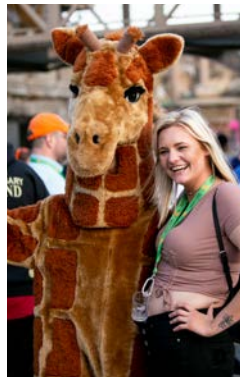
Friday, May 19

Sponsorships start at \$2,500

35+ Breweries



CUSTOMIZED COLLATERAL ▲  
WEB BANNER ▼



◀ LARGER THAN LIFE MASCOTS

▼ DAY-OF CoT



giving opportunities

# BEYOND EVENTS

Exhibit naming opportunities are available through [buildingbeyond.org](http://buildingbeyond.org). Additional ways to give include ADOPT, memorial benches and our animal enrichment wish list.

MEMORIAL BENCH PLAQUE ▼



WISH LIST ITEMS ARE ENRICHMENT



▲ SYMBOLIC  
ADOPTION

# CONTACT US

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