

# SPONSORSHIP GUIDE 2024







# 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.**

### MEET TULSA ZOO

- 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 363 days a year

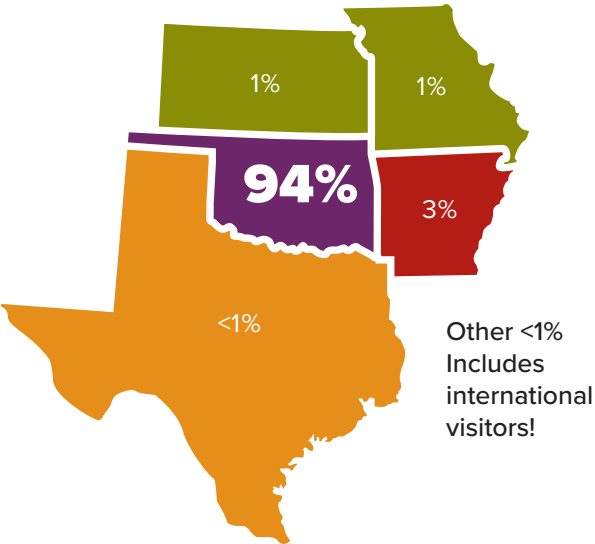
### GUEST DEMOGRAPHICS



Adults 55%  
Kids 45%

### WE'RE A SOCIAL SPECIES

- 130,000+
- 62,000+
- 6,900+
- 22,800+



**CONTACT DEVELOPMENT** [development@tulsazoo.org](mailto:development@tulsazoo.org)





# ASCENSION ST. JOHN ZOORUN

## PRESENTED BY COMMUNITYCARE

54 years strong | 2nd oldest running event in Tulsa | Saturday, April 20 | 2,100 runners, estimated 1,900 spectators

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.



# 1,130,915 social impressions

### SPONSORSHIP OPPORTUNITIES

	SUPPORTING TEAM \$6,000 (One available)	CONTRIBUTING \$3,000 (Two available)	INDIVIDUAL \$2,000 (Five available)	T-SHIRT \$1,500 (One available)	SPECTATOR \$1,000 (Five available)
Recognition on ZooRun shirts	Logo	Logo	Name	Logo	
Recognition on Race Day Banner	Logo	Logo	Name		
Recognition on Zoo Website	Logo	Logo	Name	Name	Name
Recognition in ads, media releases, social media	●				
Add promotions to virtual goody bag	●	●	●	●	●
Booth in post-race hospitality	●	●	●		
Opportunity to pass out promo items at booth*	●	●	●		
Complimentary ZooRun entries	20	15	5	5	
\$2 discount code for employee race entries	●	●			
Complimentary ZooRun shirts	20	15	10	5	
Complimentary Tulsa Zoo admission (day of event)	20	15	10	5	

#### \$3,000 CONTRIBUTING SPONSORSHIPS

Finisher Medals – 1 available • Tulsa Police Department (onsite security) – 1 available

#### \$2,000 INDIVIDUAL SPONSORSHIPS

Entertainment/DJ – 1 available • Event Technical Services – 1 available • Awards & Trophies – 1 available  
Race Timing Services – 1 available • Photo Opportunities – 1 available

#### \$1,000 SPECTATOR SPONSORSHIPS

Water Stop – 3 available • School Group Sponsor – unlimited • Race Bibs – 1 available  
Race Check-in – 1 available

#### OTHER

Virtual Goody Bags – unlimited – \$250

Have a creative sponsor idea not represented above?  
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\*Items must be approved by Zoo staff. For the safety of the animals, please do not pass out balloons, balls or other items that may be thrown into an exhibit. Thank you!





# CONSERVATION ON TAP

6th Annual | Adults-only local beer tasting fundraiser | 35+ Breweries | 21+ Event | Friday, May 17

Sipping to save species. This annual sell-out event features unlimited samplings from local breweries and distributors, along with live music and food in the zoo’s Lost Kingdom. Proceeds from this event benefit one of our global conservation partners each year.



# 872,170 social impressions

## SPONSORSHIP OPPORTUNITIES

	PRESENTING \$10,000 (One available)	TASTER MUG \$5,000 (One available)	LANYARD \$5,000 (One available)	VIP GIFT \$2,500 (One available)	VIP DINNER \$2,500 (One available)
Logo recognition as presenting sponsor on press collateral <i>Conservation on Tap social media, print ads, live broadcasts, media releases</i>					
Recognition as sponsor on select press collateral <i>Conservation on Tap social media, print ads, live broadcasts, media releases</i>					
Logo on applicable zoo produced collateral <i>Conservation on Tap shirts, posters, maps, website, on ground signage</i>					
Logo recognition on zoo website					
Taster Mug branded					
Lanyard branded					
VIP Gift branded					
VIP Dinner branded					
Conservation on Tap tickets <i>May purchase extra tickets at member discounted rate</i>	20	10	10	5	5



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Waltz on the Wild Side will be adapting in 2024 to accommodate for the African Wilds construction.

A full list of Sponsorship Opportunities for this event coming soon!

# WALTZ ON THE WILD SIDE

Turning 33 in 2024 | Tulsa Zoo's Annual Gala Event | Friday, September 13 | 21+ Event  
850+ attendees, 40 local restaurants

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.



# 1,390,166 social impressions







# HALLOWZOOEEN

# Years running | Family-friendly Halloween experience | 23,000+ guests attend over six nights | October 18–20 & 25–27

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.



# 1,024,546 social impressions

## SPONSORSHIP OPPORTUNITIES

	CANDY \$15,000 (Five available)	PASSPORT ADVENTURE \$12,000 (One available)	ATTRACTIONS \$10,000 (Five available)	PIRATES & PRINCESSES \$5,000 (One available)	CONTRIBUTING \$3,500	GOBLIN STOP \$2,500
Logo recognition added to HallowZOOeen brand <i>Must be committed by August 1, 2024</i>	★					
Recognition as sponsor on select press collateral <i>HallowZOOeen social media, print ads, live broadcasts, media releases</i>	Logo	Logo	Logo	Logo	Logo	Name
Branded backdrop and signage at Goblin Stop <i>Zoo provided. Includes company name. Logo included for presenting and contributing.</i>	★	★	★	★	★	★
Premier location for Goblin Stop	★	★	★	★	★	
Candy provided by Zoo for Goblin Stop	★	★	★	★	★	★
Volunteer Meal provided by Zoo for Goblin Stop	★	★	★	★	★	★
HallowZOOeen shirts <i>Additional shirts available for \$15 each</i>	20	15	15	15	15	10
Name or Logo on all zoo produced collateral <i>HallowZOOeen shirts, posters, maps, website, on ground signage</i>	Logo	Logo	Logo	Logo	Logo	Name
May bring additional signage to place throughout Zoo	★	★	★			
HallowZOOeen tickets <i>May purchase extra tickets at member discounted rate</i>	60	40	40	40	40	20
Haunted Train Ride tickets	20	10	10	10	10	
Opportunity to pass out promotional items at Goblin Stop*	★	★	★	★	★	★

### What is a Goblin Stop?

Goblin Stops are trick-or-treat booths at Tulsa Zoo including:

- 10'x10' backdrop with your name or logo
- 8' table with linen
- candy

### What do I provide for my Goblin Stop?

2–4 volunteers each day  
They'll meet guests and hand out candy at your stop. Costumes or Halloween theme shirts are encouraged. Logo (Contributing and Presenting Sponsors)  
Full-color and one-color files ending in .eps or .ai

### Can I bring swag?

Yes! You're welcome to bring promotional items, decor and additional signage.\*

### Have a creative sponsor idea not represented above?

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# ZOO NIGHTS

3rd annual | Adults-only night at the zoo | April 26th, June 14th, July 12th, August 9th, October 11th | 21+ Event

Explore the zoo after-hours at these adults-only evenings, offered throughout the year. With the full zoo open, enjoy viewing your favorite animals with drinks, food, games, live music, and animal experiences.



2023 logo



#👍❤️▶️

1,273,573  
social impressions

## SPONSORSHIP OPPORTUNITIES

	PRESENTING \$15,000	TOP SHELF \$10,000	ZOO FLIGHTS \$5,000
Logo recognition as presenting sponsor on press collateral <i>Zoo Nights social media, print ads, live broadcasts, media releases</i>	📍		
Name or Logo on all zoo produced collateral <i>Zoo Nights shirts, posters, maps, website, on ground signage</i>	📍		
Name or Logo on select zoo produced collateral		📍	📍
Bar area recognition		📍	
Drink Flight Tickets recognition			📍
Zoo Nights tickets <i>May purchase extra tickets at member discounted rate</i>	15	10	5



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# BREAKFAST WITH THE BUNNY

7th annual | Family-friendly spring event | Saturday, March 31

Grab the family and hop on over to the Tulsa Zoo! Enjoy a hot breakfast, meet the bunny, and get creative with arts and crafts! This event will be supported by social media coverage, advertising, and on-site signage. Exposure will include the Tulsa area market, 19,000 Tulsa Zoo Member households, and 450+ event attendees.

#👍❤️▶️ **361,404**  
social impressions



SPONSORSHIP OPPORTUNITIES	PRESENTING \$5,000	BUNNY \$2,500
Exclusive event sponsor, branded Breakfast with the Bunny		
Logo recognition on applicable zoo produced collateral <i>TZMI website: tulsazoo.org, on-site signage, social media posts</i>		
Exclusive logo recognition on all applicable event signage <i>Sponsor may bring additional signage to place on grounds</i>		



# BREAKFAST WITH SANTA

9th annual | Holiday family event | Saturday, December 7 & 14

Board the zoo's polar express train, meet Santa Claus, and enjoy photo opportunities with your family! This event will be supported by social media coverage, advertising, and on-site signage. Exposure will include the Tulsa area market, 19,000 Tulsa Zoo Member households, and 900+ event attendees.

#👍❤️▶️ **292,597**  
social impressions



SPONSORSHIP OPPORTUNITIES	PRESENTING \$5,000	SANTA CLAUS \$2,500	REINDEER \$2,500
Exclusive event sponsor, branded Breakfast with Santa			
Logo recognition on applicable zoo produced collateral <i>TZMI website: tulsazoo.org, on-site signage, social media posts</i>			
Exclusive logo recognition on all applicable event signage <i>Sponsor may bring additional signage to place on grounds</i>			