



Tulsa Zoo guests will enjoy an up-close encounter with gigantic yet realistic robotic recreations of small-but-mighty insect and arachnid species. This six-month exhibit will be Tulsa Zoo's premier gate-driver for Spring and Summer 2024.

More than 300,000 of our 2022 guests attended Zoorassic World, a temporary animatronic exhibit created by Dino Don, Inc., which is the same company that created our insect exhibit. Zoorassic World helped drive record admissions and membership revenue, and a single-month attendance record.

Real or robotic, any animal experience at the Tulsa Zoo meets our mission: Connecting, Caring, Advocating for Wildlife, People, and Wild Places. Our insect experience is designed to inspire awe of the vital role these tiny creatures play in our ecosystem. All aspects of our temporary exhibit will focus on fun, educational, insect-positive ways to elevate the importance of these often ignored and sometimes feared species.

The exhibit will be supported by a \$125,000 multimedia advertising campaign, earned media pitches and social media promotion. Presenting sponsor sign-up by Nov. 1, 2023, will ensure inclusion in the full campaign.

As with Zoorassic World, our insect exhibit experience will include related educational programming, themed spring and summer camps, as well as themed birthday parties and a special membership that includes unlimited exhibit entry.

All of this will create a wealth of opportunities for our zoo audience to engage with your brand.

WHY SPONSOR TULSA ZOO?

- Tulsa Zoo draws about 700,000 guests each year, making us the largest paid daily attraction in Green Country
- We're the unofficial zoo of Northwest Arkansas (about 6 percent of our guests)
- We draw more than 125,000 out of state guests to Tulsa

TULSA ZOO VISITORS IN 2022

BUGS

SPONSORSHIP OPPORTUNITIES



ATTENDANCE

771,900

VISITS IN 2022

536,200

UNIQUE VISITORS



ZIP CODES

27.0%

TULSA (189,000)

82.1%

STATE (596,046)

49.2%

TULSA COUNTY (357,192)

17.9%

OUT OF STATE (129,954)

TOP STATES 6% ARKANSAS | 2.5% TEXAS | 2.5% MISSOURI | 2% KANSAS

1.44

VISIT FREQUENCY

2.47

PEOPLE PER HOUSEHOLD

36.7

MEDIAN AGE



DEMOGRAPHICS

29.1%

BACHELOR'S
DEGREE OR HIGHER

\$56.9K

MEDIAN HOUSEHOLD
INCOME

2%

ASIAN

8%

BLACK

11%

HISPANIC

16%

OTHER

63%

WHITE



* Includes regular admissions, private events, special events and educational programming [from Placer.ai]

SPONSORSHIP LEVELS

BUGS

SPONSORSHIP OPPORTUNITIES

Bugs, insects or something else?

That's all part of the educational opportunity!

PRESENTING SPONSOR

WITH COMMITMENT BY DEC. 1, 2023

Bugs Presented by You

- Logo recognition as presenting sponsor on all zoo-produced collateral
- Name recognition in promotional materials, including press releases and a robust advertising campaign
- Logo recognition at temporary exhibit entry portal
- Presenting Sponsor logo recognition on staff Summer t-shirts
- Recognition on zoo grounds from Spring Break through Labor Day Weekend, 2024
- 50 exhibit tickets

\$100,000 | 1 AVAILABLE

Some recognition is dependent on advertiser and production deadlines.



Presenting Sponsor Sample Logo Layout



**SAMPLE
BUGS LOGO**

PRESENTED BY
SPONSOR LOGO

THAT'S YOU!

Tulsa Zoo's "Bugs" logo is in development and layout is subject to change. The above gives approximate proportions of sponsor logo to exhibit logo.

SPONSORSHIP LEVELS

BUGS

SPONSORSHIP OPPORTUNITIES



PHOTO OPPORTUNITY SPONSOR

Logo recognition on signage at climbable Monarch caterpillar sculpture during run of exhibit. The photo opportunity will receive premium on grounds placement and will be available to all guests.

\$15,000 | 1 AVAILABLE

PREVIEW SPONSOR

Logo recognition on signage at one of two promotional robotic insects, expected on grounds from mid-February until the exhibit opens.

\$5,000 EACH | 2 AVAILABLE

PREVIEW PLUS SPONSOR

Logo recognition during the preview, plus run-of-exhibit logo recognition when these promotional robotics move to the main event. Viewable by all zoo guests during the preview and by all exhibit guests from Spring Break through Labor Day weekend.

\$15,000 EACH | 2 AVAILABLE

PREVIEW BUGS



LADYBUG
flower 10 ft / ladybug 2 ft



FLAME SKIMMER DRAGONFLY
10 ft wingspan

SPONSORSHIP LEVELS

BUGS

SPONSORSHIP OPPORTUNITIES

SPECIES SPONSOR

Logo recognition on educational signage at your select robotic insect vignette for the run of the exhibit. Viewable by exhibit guests.

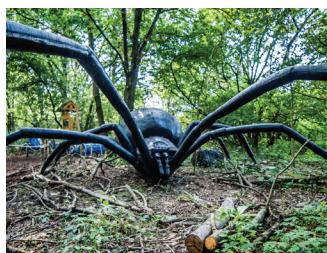
\$10,000 EACH | 16 AVAILABLE

**THIS PIECE IS
BEING CREATED
FOR TULSA ZOO**

**AMERICAN BURYING
BEETLE**
8 ft min.



BEE COLONY
12 ft x 15 ft



BLACK WIDOW SPIDER
15 ft



**CICADA ON A TREE WITH
MOLT**
10 ft



**DUNG BEETLE WITH
DUNG BALL**
Beetle 2 ft / Ball 5 ft



FIREFLIES ON A BRANCH
4 species, each 2 ft



FLOWER BEETLE
20 ft



GIANT WALKING STICK
15 ft



HISSING COCKROACH
10 ft



JEWEL BEETLE
20 ft



**LEAF CUTTER ANTS WITH
CUTAWAY MOUND**
2 ft each



**MONARCH BUTTERFLIES
ON TREE LOG**
2-3 ft wingspans



**PEACOCK JUMPING
SPIDER**
15 ft



SCREAMING KATYDID
5 ft



**STINKBUG WITH
SCENTED AIR BLAST**
10 ft



**WESTERN HARVESTER
ANT MOUND**
Ants 8 ft tall

Sample Promotion – Zoorassic World 2022

The following pages highlight the creative campaign developed to support our most recent temporary exhibit, Zoorassic World. More than 300,000 guests attended the ticketed experience in 2022.

Outdoor and Print	7
Digital Advertising	8
On-Grounds Experience	9
Social Ads and Posts	11

As with Zoorassic World, BUGS will be supported by a multimedia advertising campaign, an immersive on-grounds themed experience, social media and traditional media promotion.

Additional related guest opportunities will include themed camps and birthday parties, and a special membership promotion.

ZOORASSIC WORLD COMPONENTS

OUTDOOR AND PRINT



▲ OUTDOOR BILLBOARDS, ROUND 1



▲ OUTDOOR BILLBOARDS, ROUND 2



▲ AIRPORT BILLBOARDS



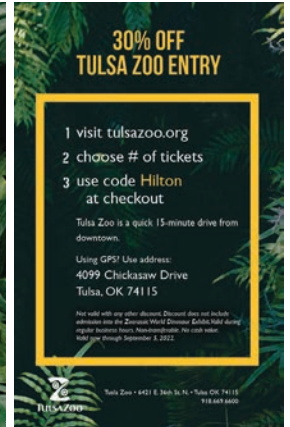
▲ PRINT ADS, ROUND 2



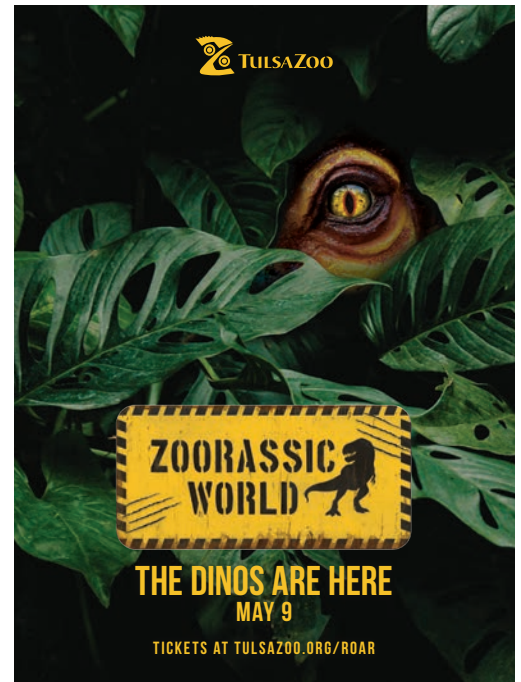
PRINT ADS, ROUND 3



▲ HOTEL KEYCARD INSERTS



▼ PRINT ADS, ROUND 1



ZOORASSIC WORLD COMPONENTS

DIGITAL ADVERTISING

▼ EMAIL BLAST



TULSAZOO

ZOORASSIC WORLD

THE DINOS ARE HERE
SUMMER 2022

EXPLORE ZOORASSIC WORLD

Adventure awaits as you wander through our prehistoric jungle amongst 25 life-sized dinosaurs!

TULSAZOO.ORG/ROAR

HOURS
OPEN DAILY 8 A.M. - 4:30 P.M.*
*DEPENDENT ON WEATHER

TICKET PRICING

Tulsa Zoo Members.... \$5/person

General Admission..... \$6/person

Children Under 3..... Free

Ticket pricing does not include cost of zoo admission.

BUY TICKETS

[f](#) [i](#) [t](#) [y](#)

TULSAZOO

DIGITAL ADS, ROUND 1: DINOS ARE COMING



TULSAZOO

ZOORASSIC WORLD

COMING MAY 9

DIGITAL ADS, ROUND 2: DINOS ARE HERE



TULSAZOO

ZOORASSIC WORLD

THE DINOS ARE HERE

DIGITAL ADS, ROUND 3: ROARING GOOD TIME



TULSAZOO

ZOORASSIC WORLD

IT'S A ROARING GOOD TIME

DIGITAL ADS, ROUND 4: GOING EXTINCT



TULSAZOO

ZOORASSIC WORLD

GOING EXTINCT SEPT. 5

BUY TICKETS

ZOORASSIC WORLD COMPONENTS

ON-GROUNDS EXPERIENCE



▲ EXHIBIT ENTRANCE



▲ INTERPRETIVES



▲ PHOTO OP



▲ PRIVACY FENCE PANELS



◀ DINOSAUR ID SIGNS & SPONSORSHIPS



MEMBERSHIP ADD-ON ▲

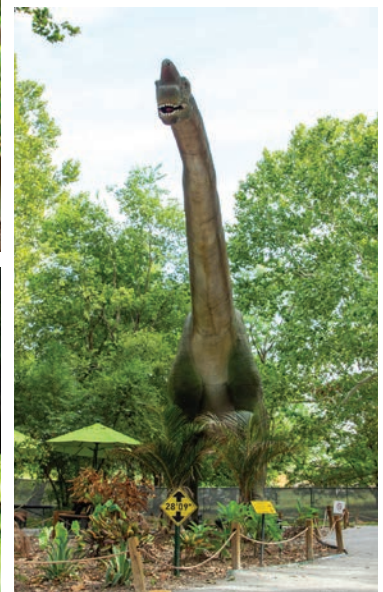


▲ STAFF T-SHIRTS



KEYCHAIN ART DROPS ►

ADDITIONAL SIGNAGE ▼►

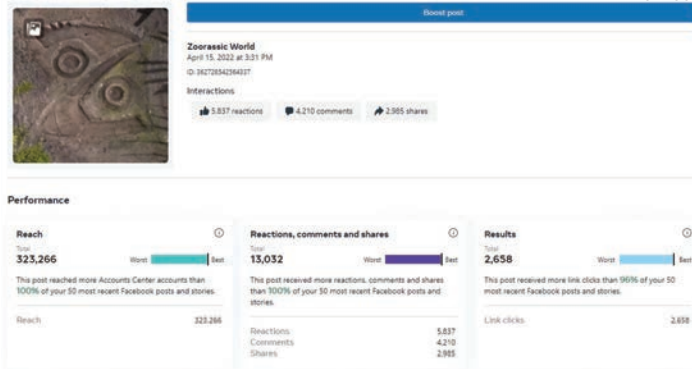


ZOORASSIC WORLD COMPONENTS

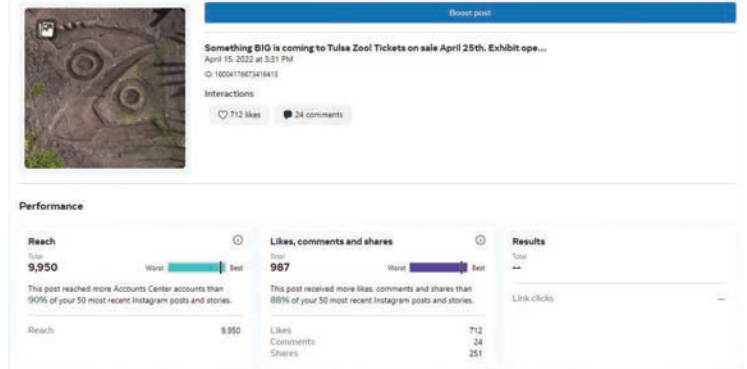
SOCIAL ADS & POSTS

ZOORASSIC TEASER TRAILER: LINK HERE

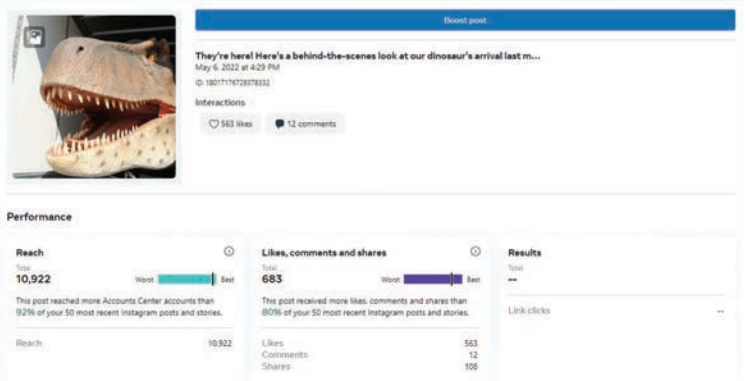
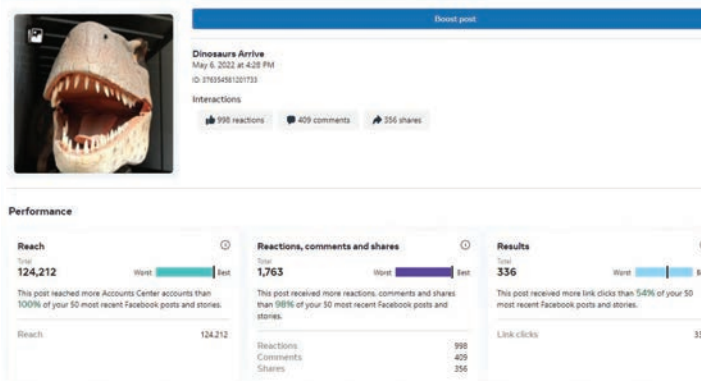
FACEBOOK



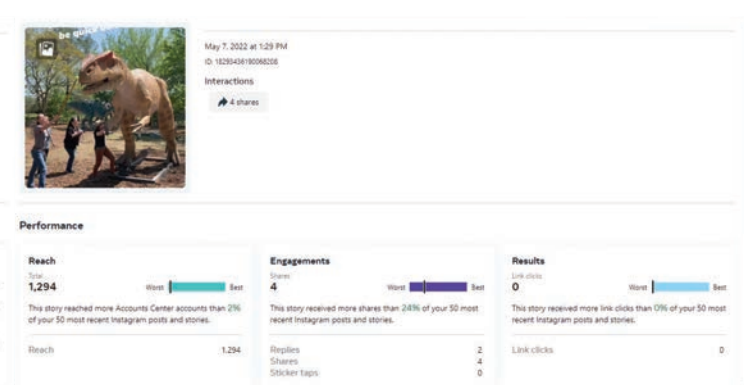
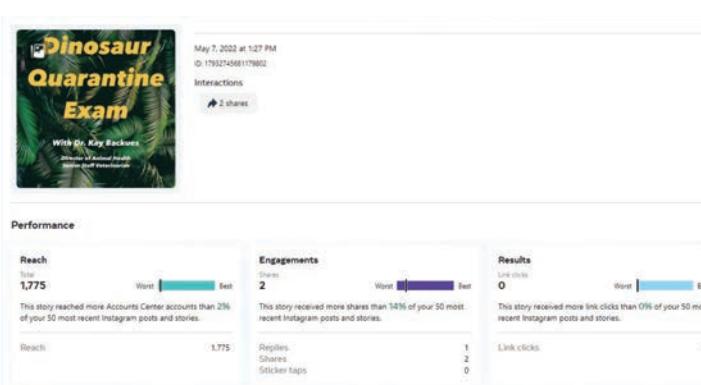
INSTAGRAM



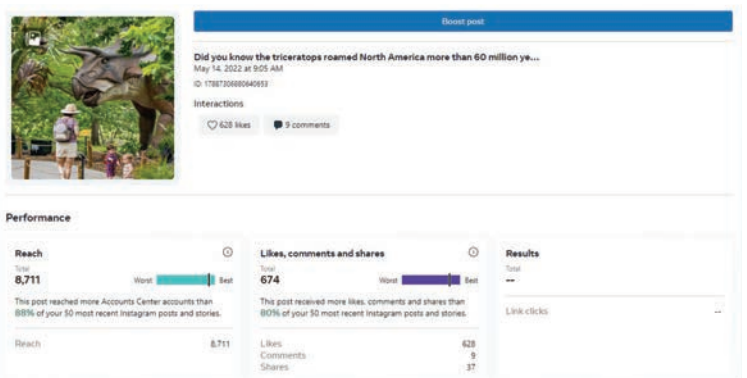
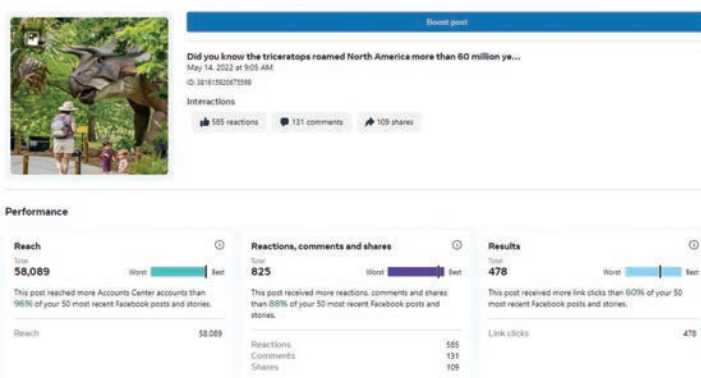
BEHIND-THE-SCENES DINOSAUR ARRIVAL: LINK HERE



QUARANTINE EXAM STORY POSTS



TRICERATOPS FACT: LINK HERE

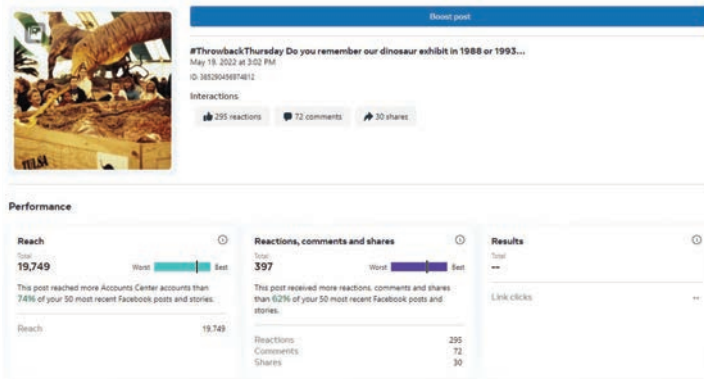


ZOO-RASSIC WORLD COMPONENTS

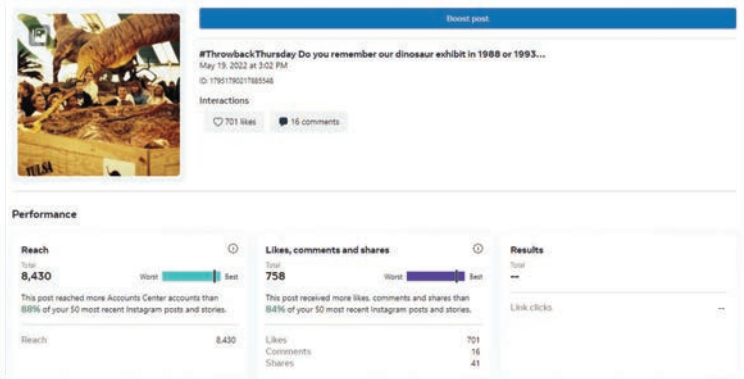
SOCIAL ADS & POSTS CONT.

THROWBACK THURSDAY POST OF PAST EXHIBITS: LINK HERE

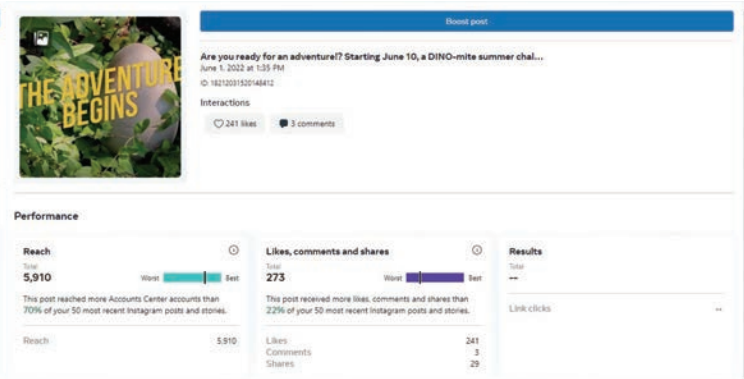
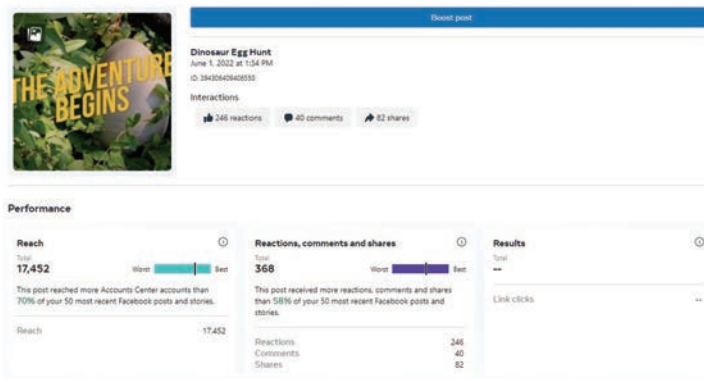
FACEBOOK



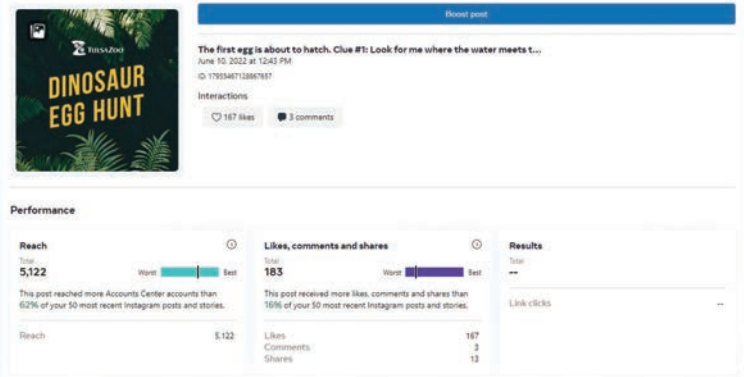
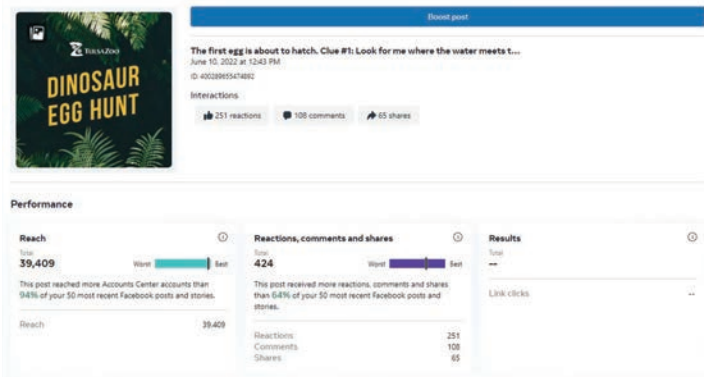
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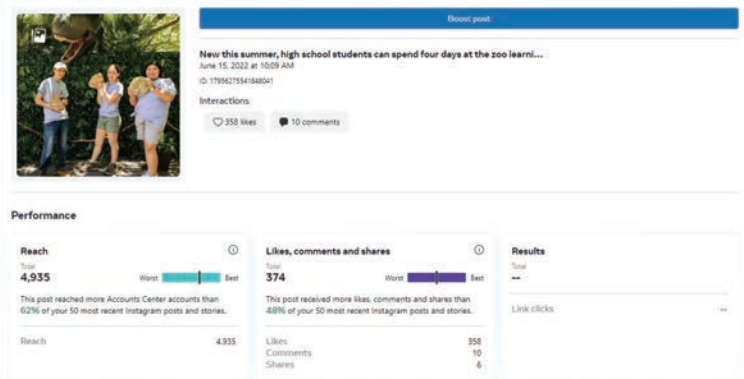
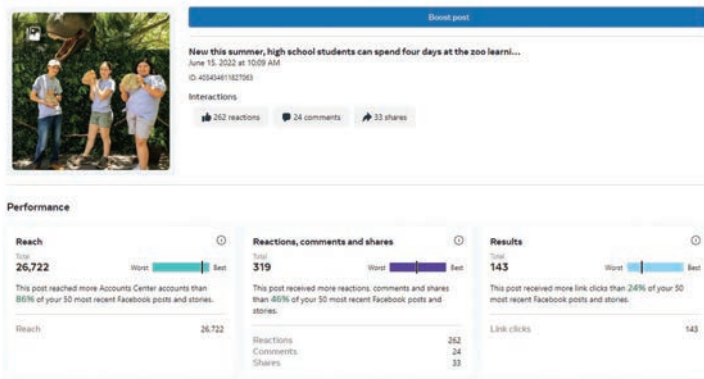
DINOSAUR EGG HUNT TRAILER: LINK HERE



DINOSAUR EGG HUNT 1 OF 3: LINK HERE



DINOSAUR + CAMPS PROMOTION: LINK HERE



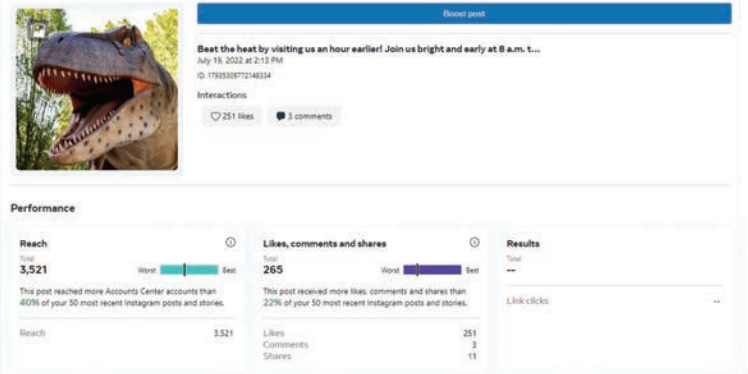
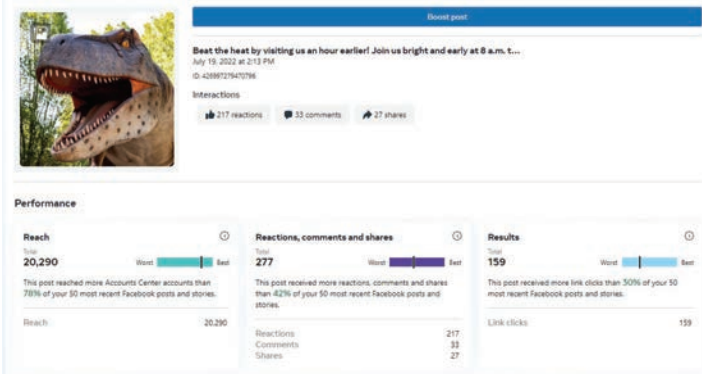
ZOORASSIC WORLD COMPONENTS

SOCIAL ADS & POSTS CONT.

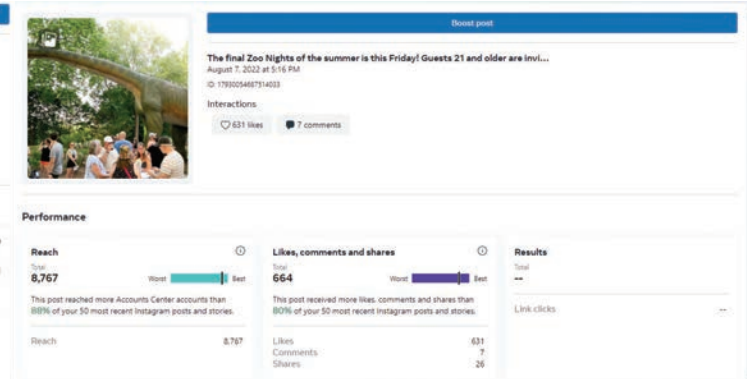
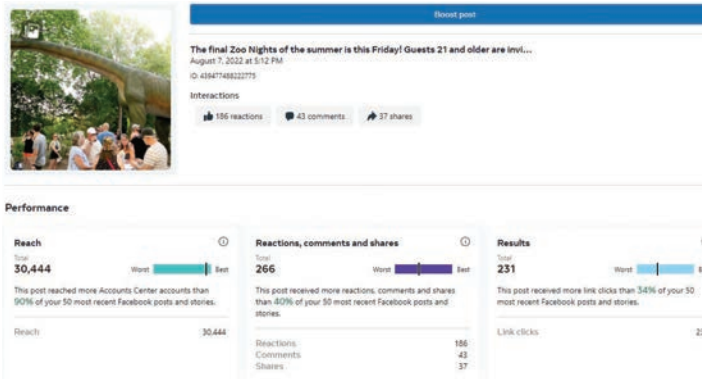
VISIT BEFORE THEY LEAVE: LINK HERE

FACEBOOK

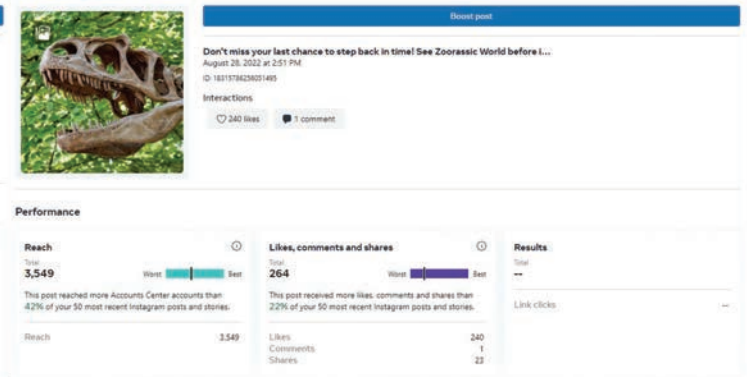
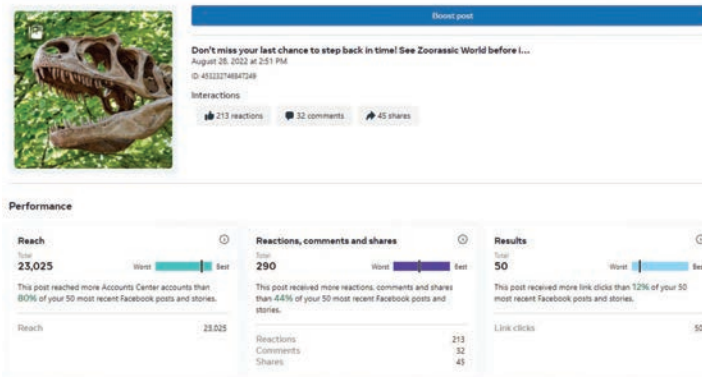
INSTAGRAM



ZOO NIGHTS W/ ADMISSION TO ZOORASSIC WORLD: LINK HERE



ZOORASSIC WORLD PROMOTION: LINK HERE



TOMORROW IS THE LAST DAY TO VISIT: LINK HERE

