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

<table>
<thead>
<tr>
<th>Attendance</th>
<th>Visits in 2022</th>
<th>Unique Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>771,900</td>
<td>536,200</td>
<td></td>
</tr>
</tbody>
</table>

### Zip Codes

- **Tulsa** (189,000): 27.0%
- **Tulsa County** (357,192): 49.2%
- **State** (596,046): 82.1%
- **Out of State** (129,954): 17.9%

### Top States

- 6% Arkansas
- 2.5% Texas
- 2.5% Missouri
- 2% Kansas

### Visit Frequency

- 1.44

### People per Household

- 2.47

### Median Age

- 36.7

### Demographics

- Bachelor’s Degree or Higher: 29.1%
- Median Household Income: $56.9K
- Asian: 2%
- Black: 8%
- Hispanic: 11%
- Other: 16%
- White: 63%

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

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

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.
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
SPONSORSHIP LEVELS

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 KATYID
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
Digital Advertising

### Digital Ads, Round 1: Dinos Are Coming

- **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](http://TulsaZoo.org/ROAR)

- **Hours**
  - Open daily 8 A.M. - 4:30 P.M.* (Closed during inclement 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**

### Digital Ads, Round 2: Dinos Are Here

- **Zoorassic World**
  - Coming May 9

- **The Dinos Are Here**

### Digital Ads, Round 3: Roaring Good Time

- **It's a Roaring Good Time**

### Digital Ads, Round 4: Going Extinct

- **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**
Tulsa Zoo

**STEP BACK IN TIME**

Dinos summer ’22 Proposed Staff Shirt

**STAFF T-SHIRTS**

Visit the Admissions Office or call (918) 669–6630 for more information.

**MEMBERSHIP ADD-ON**

**Keychain Art Drops**

**Additional Signage**

Apply your Zoorassic World tickets to your membership today to see dinos all summer long!

$45 ADD-ON

$10 ADD-ON

Visit the Admissions Office or call (918) 669–6630 for more information.
**ZOORASSIC WORLD COMPONENTS**

**SOCIAL ADS & POSTS**

**ZOORASSIC TEASER TRAILER: LINK HERE**

**FACEBOOK**

Performance

- **Reach:** 225,006
  - **Likes:** 6,057
  - **Comments:** 5,057
  - **Shares:** 2,196

This post reached more accounts Center accounted than 99% of your 50 most reach Facebook posts and stores.

**INSTAGRAM**

Performance

- **Post:**
  - **Reach:** 135,002
  - **Likes:** 190
  - **Comments:** 2
  - **Shares:** 0

The post reached more accounts Center accounted than 99% of your 50 most reach Facebook posts and stores.

**BEHIND-THE-SCENES DINOSAUR ARRIVAL: LINK HERE**

**FACEBOOK**

Performance

- **Reach:** 214,322
  - **Likes:** 964
  - **Comments:** 12
  - **Shares:** 119

This post reached more accounts Center accounted than 99% of your 50 most reach Facebook posts and stores.

**INSTAGRAM**

Performance

- **Post:**
  - **Reach:** 135,002
  - **Likes:** 190
  - **Comments:** 2
  - **Shares:** 0

The post reached more accounts Center accounted than 99% of your 50 most reach Facebook posts and stores.

**QUARANTINE EXAM STORY POSTS**

**FACEBOOK**

Performance

- **Reach:** 1,770
  - **Engagements:**
    - **Reactions:** 10
    - **Comments:** 1
    - **Shares:** 1

This story reached more accounts Center accounted than 99% of your 50 most reach Facebook posts and stores.

**INSTAGRAM**

Performance

- **Post:**
  - **Reach:** 1,094
  - **Engagements:**
    - **Reactions:** 8
    - **Comments:** 2
    - **Shares:** 4

This story reached more accounts Center accounted than 99% of your 50 most reach Facebook posts and stores.

**TRICERATOPS FACT: LINK HERE**

**FACEBOOK**

Performance

- **Reach:** 58,089
  - **Engagements:**
    - **Reactions:** 825
    - **Comments:** 478
    - **Shares:** 671

This post received more accounts Center accounted than 99% of your 50 most reach Facebook posts and stores.

**INSTAGRAM**

Performance

- **Post:**
  - **Reach:** 135,002
  - **Engagements:**
    - **Reactions:** 10
    - **Comments:** 2
    - **Shares:** 0

This post reached more accounts Center accounted than 99% of your 50 most reach Facebook posts and stores.
# Zoorassic World Components

**Social Ads & Posts Cont.**

## Throwback Thursday Post of Past Exhibits: [Link Here](#)

<table>
<thead>
<tr>
<th>Reach</th>
<th>Reactions, Comments, and Shares</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>18,749</td>
<td>539 reacts, 71 comments, 59 shares</td>
<td></td>
</tr>
</tbody>
</table>

This post reached 18,749 users, received 539 reacts, 71 comments, and 59 shares. It was part of Throwback Thursday and included links to past exhibits.

## Dinosaur Egg Hunt Trailer: [Link Here](#)

<table>
<thead>
<tr>
<th>Reach</th>
<th>Reactions, Comments, and Shares</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>13,452</td>
<td>308 reacts, 30 comments, 42 shares</td>
<td></td>
</tr>
</tbody>
</table>

This post reached 13,452 users, received 308 reacts, 30 comments, and 42 shares. It featured a trailer for the Dinosaur Egg Hunt.

## Dinosaur Egg Hunt 1 of 3: [Link Here](#)

<table>
<thead>
<tr>
<th>Reach</th>
<th>Reactions, Comments, and Shares</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>7,812</td>
<td>396 reacts, 39 comments, 41 shares</td>
<td></td>
</tr>
</tbody>
</table>

This post reached 7,812 users, received 396 reacts, 39 comments, and 41 shares. The first part of the Dinosaur Egg Hunt.

## Dinosaur + Camps Promotion: [Link Here](#)

<table>
<thead>
<tr>
<th>Reach</th>
<th>Reactions, Comments, and Shares</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>36,732</td>
<td>319 reacts, 32 comments, 31 shares</td>
<td></td>
</tr>
</tbody>
</table>

This post reached 36,732 users, received 319 reacts, 32 comments, and 31 shares. It promoted dinosaur-themed camps for kids.

### Facebook Posts

- **Throwback Thursday Post of Past Exhibits:**
  - Interactions: 539 reacts, 71 comments, 59 shares
  - Reach: 18,749

- **Dinosaur Egg Hunt Trailer:**
  - Interactions: 308 reacts, 30 comments, 42 shares
  - Reach: 13,452

- **Dinosaur Egg Hunt 1 of 3:**
  - Interactions: 396 reacts, 39 comments, 41 shares
  - Reach: 7,812

- **Dinosaur + Camps Promotion:**
  - Interactions: 319 reacts, 32 comments, 31 shares
  - Reach: 36,732
### Zoorassic World Components

#### Social Ads & Posts Cont.

**Visit Before They Leave: Link Here**

**Zoo Nights w/ Admission to Zoorassic World: Link Here**

**Zoorassic World Promotion: Link Here**

**Tomorrow is the Last Day to Visit: Link Here**

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<table>
<thead>
<tr>
<th>Date</th>
<th>Link</th>
<th>Likes, comments and shares</th>
<th>Reactions, comments and shares</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 7, 2022 at 5:12 PM</td>
<td><a href="https://facebook.com">Facebook post</a></td>
<td>30,444</td>
<td>256</td>
<td>Result:</td>
</tr>
<tr>
<td>August 6, 2022 at 9:16 PM</td>
<td><a href="https://facebook.com">Facebook post</a></td>
<td>28,989</td>
<td>231</td>
<td>Result:</td>
</tr>
<tr>
<td>August 6, 2022 at 9:15 PM</td>
<td><a href="https://facebook.com">Facebook post</a></td>
<td>28,917</td>
<td>230</td>
<td>Result:</td>
</tr>
<tr>
<td>August 6, 2022 at 8:14 PM</td>
<td><a href="https://facebook.com">Facebook post</a></td>
<td>26,564</td>
<td>216</td>
<td>Result:</td>
</tr>
</tbody>
</table>