

SPONSORSHIP GUIDE 2025





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

- 96 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

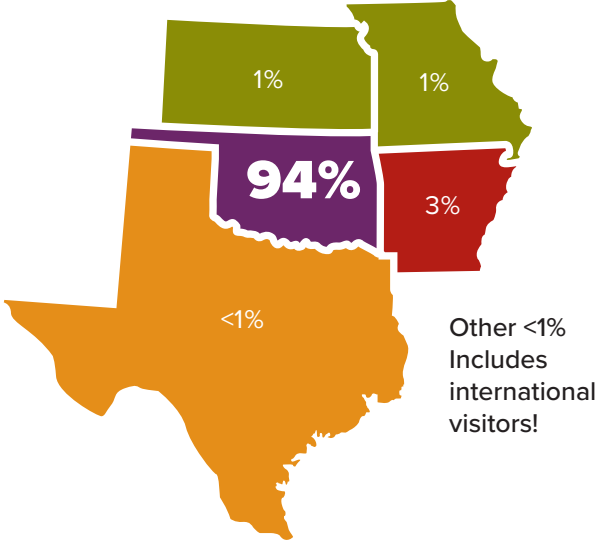
GUEST DEMOGRAPHICS



Adults 55%
Kids 45%

WE'RE A SOCIAL SPECIES

- 135,000
- 63,000
- 7,200
- 2,200
- 9,400
- 20,737



CONTACT PHILANTHROPY philanthropy@tulsazoo.org



ZOORUN

55 years strong | 2nd oldest running event in Tulsa | Saturday, April 12 | 2,400 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.



SPONSORSHIP OPPORTUNITIES

	RACE SPONSOR \$8,000 (Three available)	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 avail.)
Recognition on ZooRun shirts	Logo	Logo	Logo	Name	Logo	
Recognition on Race Day Banner	Logo	Logo	Logo	Name		
Recognition on Zoo Website	Logo	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	25	20	15	5	5	
\$2 discount code for employee race entries	—	—	—			
Complimentary ZooRun shirts	25	20	15	10	5	
Complimentary Tulsa Zoo admission (day of event)	25	20	15	10	5	

\$8,000 RACE SPONSORSHIPS

10K – 1 available • 5K – 1 available • Fun Run – 1 available

\$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?

We are always open to new ideas to showcase your company. Contact Philanthropy at philanthropy@tulsazoo.org.

*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

7th Annual | Adults-only local beer tasting fundraiser | 35+ Breweries | 21+ Event | Friday, May 16

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.



🍷 ❤️ ▶️ **888,333**
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)	BREWERY DINNER \$2,500 (One avail)
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	5



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WALTZ WORLD TOUR

Turning 34 in 2025 | Tulsa Zoo's Annual Gala Event | September 12, 2025 | 21+ Event
850+ attendees, 40 local restaurants

Experience WALTZ in an all new way. Every ticket is a first-class experience on this updated roaming culinary adventure around the world, celebrating four of the regions our animals call home. Enjoy food from more than 40 local restaurants, sip cocktails, and dance the night away while supporting animals at the Tulsa Zoo.



2024 logo



🍷 ❤️ ▶️ **1,390,166**
social impressions

*Collateral, attendance, & social impressions reflect 2023 statistics.

SPONSORSHIP OPPORTUNITIES

2 Parties, 1 Patron Package — Private Patron Party & WALTZ Evening

	CO-PRESENTING \$35,000	MAJOR \$16,000	SUPPORTING \$8,000	SUNGLASS \$5,000	TRAIN \$5,000	ASSOCIATE \$4,000
Family Patron Party Tickets <i>Unlimited kids admission</i>	32	18	12	6	6	6
WALTZ Tickets	32	18	12	6	6	6
WALTZ Patron Wristbands	32	18	12			
Access to Patron Areas at WALTZ	✈️	✈️	✈️			
Premium Patron Reserved Tables at WALTZ	✈️	✈️	✈️			
Logo Recognition on Zoo WALTZ Collateral	✈️	✈️				
Logo on WALTZ Invitation <i>If committed by May 1, 2025</i>	✈️	✈️				
Name Recognition on Zoo WALTZ Collateral			✈️	✈️	✈️	✈️
Opportunity to provide giveaway promotional material at WALTZ	✈️					
Logo recognition on giveaway sunglasses				✈️		
Logo recognition on signage outside train station					✈️	



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HALLOWZOOEEN

36th Annual | Family-friendly Halloween experience | 26,000+ guests attend over two weekends | October 17-19 & 24-26

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.



Annual logo



1,024,546 social impressions

*Collateral, attendance, & social impressions reflect 2023 statistics.

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 collateral <i>Must be committed by August 1, 2025</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	★	★	★		★	★
Meal for Event Volunteers provided by zoo	★	★	★	★	★	★
HallowZOOeen shirts <i>Additional shirts available for \$15 each</i>	20	15	15	15	12	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>	50	40	40	30	25	20
Haunted Train Ride tickets	20	12	10	8	5	
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.*

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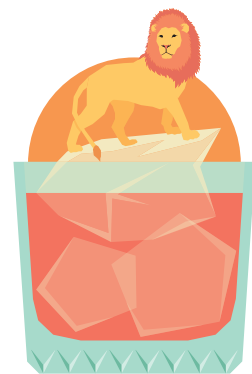
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ZOO NIGHTS

4th annual | Adults-only night at the zoo | Approx. 700 guests per session | April 25, June 13, July 11, August 8, October 11

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.



ZOO NIGHTS
ON THE ROCKS

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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SPRING WITH THE BUNNY

8th annual | Family-friendly spring event | Saturday, April 19

Celebrate spring at the zoo with this family-friendly, interactive come-and-go event. Guests will enjoy animal chats, participate in craft and enrichment opportunities for some of our zoo animals, and, most importantly, meet the bunny.



#likeheartplay **500,313**
social impressions



SWEETS WITH SANTA

10th annual | Holiday family event | Saturday, December 6 & 13

Celebrate the holidays at the zoo with this family-friendly, interactive come-and-go event. Guests will enjoy sweet snacks, animal chats, participate in craft and enrichment opportunities from some of our zoo animals, and, most importantly, meet Santa Claus.



#likeheartplay **292,597**
social impressions

**Collateral, attendance, & social impressions reflect 2023 statistics.*

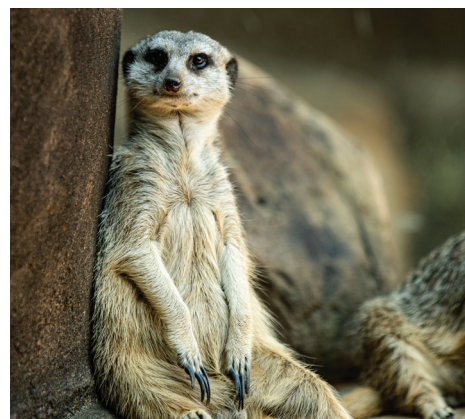
SPONSORSHIP OPPORTUNITIES	PRESENTING \$5,000	BUNNY \$2,500	SWEETS \$2,500	CRAFT \$1,000
Exclusive event sponsor, branded Breakfast with the Bunny	🥚			
Logo recognition on applicable zoo produced collateral <i>TZMI website: tulsazoo.org, on-site signage, social media posts</i>		🥚	🥚	🥚
Exclusive logo recognition on all applicable event signage <i>Sponsor may bring additional signage to place on grounds</i>	🥚			

SPONSORSHIP OPPORTUNITIES	PRESENTING \$5,000	SANTA CLAUS \$2,500	SWEETS \$2,500	CRAFT \$1,000
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>	❄️			



GUEST EXPERIENCE OPPORTUNITIES

Guest Experience sponsorships help the Tulsa Zoo encourage a fun and inviting atmosphere for guests of all walks of life. The Tulsa Zoo strives to provide opportunities such as membership sales, social media giveaways and activities to show our appreciation to the community and continue engagement.



SPONSORSHIP OPPORTUNITIES

	MEMBER APPRECIATION \$7,500 (One available)	MONTHLY SALES \$6,000 (Three available)	SNOW LEOPARD DAYS \$5,000 (One available)	FLASH SALES \$5,000 (One available)	RENEWAL SALES \$5,000 (Four available)
Recognition on zoo produced collateral	●	●	●	●	●
Zoo general admission tickets	15	12	10	10	10
Temporary exhibit tickets	15	12	10	10	10
Social media membership giveaway		●			
On-site activation table**	●	●		●	●

MEMBER APPRECIATION MONTH

Help us show our gratitude to our loyal members during Member Appreciation Month in June with various activities.

MONTHLY SALES

Underwrite a Tulsa Zoo seasonal monthly sale. Also includes quarterly giveaways on the Tulsa Zoo social media platforms.

SNOW LEOPARD DAYS

Underwrite guest discounted ticket opportunity during the months of December and January.

FLASH SALES

Underwrite the quarterly Tulsa Zoo flash sales.

RENEWAL SALES

Underwrite a quarter of the year's Tulsa Zoo renewal monthly sales.

** On-Site Activation Table – Have a table on zoo grounds for a day to promote your organization and pass out info, giveaways*, etc. to guests. The table will be located in a premier spot near the front of the zoo to ensure guest traffic on a mutually agreed upon date.

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