



ZOORASSIC 2025

SPONSORSHIP OPPORTUNITIES



DINOSAURS RETURN

SPRING BREAK THROUGH LABOR DAY WEEKEND 2025

More than 300,000 of our 2022 guests attended Zoorassic World, which helped drive record zoo admissions and a single-month attendance record. Tulsa Zoo is preparing for a new Zoorassic adventure for 2025, where guests roam a lush path filled with life-sized animatronic dinosaurs from Permian, Triassic, Cretaceous and Jurassic periods, plus meet giants of the Ice Age.

Real or robotic, any animal experience at the Tulsa Zoo meets our mission: Connecting, Caring, Advocating for Wildlife, People, and Wild Places. Our dinosaur experience is designed to inspire awe and understanding.

All aspects of our temporary exhibit will focus on fun, educational encounters. Expect related educational programming, themed spring and summer camps, as well as themed birthday parties and a special membership add-on.

The exhibit will be supported by a multimedia advertising campaign, earned media pitches and social media promotion. Presenting sponsor sign-up by Jan. 1, 2025, will ensure inclusion in the full campaign.

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

- **Tulsa Zoo draws about 700,000 guests each year, making us the largest paid daily attraction in Green Country**
- **Guests from every state visited our zoo in 2024**
- **Spring Break crowds alone can equal about 10 percent of our annual attendance**



SPONSORSHIP LEVELS

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PROMOTIONAL PHOTO OPPORTUNITY SPONSOR

Logo recognition on signage at our promotional photo opportunity. This photo backdrop featuring a 3D T-Rex head will receive premium on-grounds placement and will be viewable by all zoo guests from President's Day weekend through Labor Day weekend.

\$15,000, 1 AVAILABLE

SOLD ~~SPLASH ZONE~~ ~~PHOTO OPPORTUNITY~~ ~~SPONSOR~~

While Dilophosaurus' ability to spit venom is movie fiction, Tulsa Zoo's animatronic version will include a water feature for a memorable exhibit finale. Sponsorship provides logo recognition on educational signage at the vignette for the run of the exhibit.

\$15,000, 1 AVAILABLE

ADD-ON OPPORTUNITY: CUP SPONSORSHIP \$5,000
See Page 7 for details. Subject to availability.

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STATE DINOSAUR SPONSOR

Show your Sooner State pride as sponsor of *Acrocanthosaurus atokensis*, Oklahoma's official state dinosaur. Sponsorship provides logo recognition on educational signage at the vignette for the run of the exhibit. Viewable by all exhibit guests.

\$15,000, 1 AVAILABLE

ADD-ON OPPORTUNITY: CUP SPONSORSHIP \$5,000

See Page 7 for details. Subject to availability.



TYRANNOSAURUS SPONSOR

T-Rex is one of the best-known and most popular dinosaurs. Sponsorship of this 40-foot giant from the Cretaceous Period provides logo recognition on educational signage at the animatronic vignette for the run of the exhibit. Viewable by all exhibit guests.

\$15,000, 1 AVAILABLE

ADD-ON OPPORTUNITY: CUP SPONSORSHIP \$5,000

See Page 7 for details. Subject to availability.

Please note: the juvenile T-Rex pictured will not be present at the exhibit.



BIRTHDAY ZONE SPONSOR

The birthday zone is a rentable spot beneath one of our giant sauropods for themed birthday parties. This party zone will be available to exhibit guests between private party use. Sponsorship provides logo recognition on birthday zone signage for the run of the exhibit. Viewable by all exhibit guests.

\$15,000, 1 AVAILABLE

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VIGNETTE SPONSOR PART 1

Logo recognition on educational signage at your select animatronic vignette for the run of the exhibit.
Viewable by all exhibit guests. Commit by **February 21, 2025** to guarantee placement by opening day.

\$10,000 EACH, 18 AVAILABLE

ADD-ON OPPORTUNITY: CUP SPONSORSHIP \$5,000
See Page 7 for details. Subject to availability.



ANKYLOSAURUS
Cretaceous, 30'



DATOUSAURUS
Jurassic, 45'



DEINONYCHUS (X3)
Cretaceous, 8' each



DEINOSUCHUS
Cretaceous, 10'



DIMETRODON
Permian, 15'



DIRE WOLF
Ice Age, 6' long

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VIGNETTE SPONSOR PART 2



DSUNGARIPTERUS
Cretaceous, 6' long



EDAPHOSAURUS
Permian, 15'



GLYPTODON
Ice Age, 10' long



GROUND SLOTH
Ice Age, 20' long



MAMENCHISAURUS
Jurassic, 20'



MASTODON (WITH BABY)
Ice Age, 18'



OMEISAURUS (WITH BABY)
Jurassic, 59'



QUETZALCOATLUS
Cretaceous, 17'



SMILODON
Ice Age, 5' long

SPONSORSHIP LEVELS

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VIGNETTE SPONSOR PART 3



STEGOSAURUS
Jurassic, 30'



TRICERATOPS (WITH BABY)
Cretaceous, 30'



WOOLLY MAMMOTH
Ice Age, 12' long