

# Sponsorship & Partnership Opportunities



## **LOCAL PARTNER. GLOBAL IMPACT.**

Open year-round, the Pueblo Zoo is home to 400 animals representing 125 species. The zoo is managed by the Pueblo Zoological Society and accredited by the Association of Zoos and Aquariums (AZA). With 93,000 annual visitors and 1,800 member households, the Pueblo Zoo is an anchor in the Pueblo economy, while advancing conservation work globally.





# Why partner with the zoo?

Pueblo Zoo can help businesses fulfill their needs, goals and budgets while making a meaningful community impact. We encourage you to reach out for an individualized proposal. Here are just a few reasons our sponsors keep coming back:

<b>Large Audience</b>	100,000 annual visitors and an engaged digital audience
<b>Wide Appeal</b>	Visitors span all ages and backgrounds
<b>Positive Reputation</b>	Pueblo Zoo is highly regarded and trusted by local residents
<b>Employee Engagement</b>	Engage employees through volunteering or recognition events
<b>Unique Opportunities</b>	Custom packages that fit your marketing needs and giving priorities







# Signature Events

These annual events have multiple sponsors. Contact us for more details.

## Zoofari

Sponsorship Range: \$400-\$3,000  
Audience: 400+ community leaders, influencer's, and philanthropists

*Zoofari is the zoo's signature gala-style fundraiser held outdoors in mid-June complete with behind the scenes tours, live music, delicious food, cocktails, and live and silent auctions.*



## Brew at the Zoo

Sponsorship Range: \$300 - \$3,000  
Audience: 1200+ adults

*Pueblo's Wildest Brewfest features local Colorado breweries, wineries and distilleries. This event draws a fiercely loyal and fun crowd.*



## Senior Week & Senior Safari

Sponsorship Range: \$500 - \$3,000  
Audience: 1000+ seniors and their caregivers

*Senior Week provides one week of free admissions to seniors, 65+, centered around a Senior Safari Day full of activities! Sponsored activities attract a mix of active seniors and facility residents for refreshments, zoo tours, yoga, live music and more.*





# Signature Events

## ZooBoo

Sponsorship Range: \$300 - \$3,000 + candy  
Audience: 3,000+ families with children

*Themed treats, crafts and games abound as the zoo is flooded with families visiting for safe Halloween fun. Sponsors can engage visitors directly at customizable treat stations.*



## Military Weekend & Bison Day

Sponsorship Range: \$500 - \$3,000  
Audience: 500 - 1,000 families

*In honor of Veterans Day the Pueblo Zoo offers free admission the first weekend of November for all military and their families. Bison Day, the first Saturday in November, is a celebration of our national mammal with family-friendly, educational activities included with zoo admission.*



## ElectriCritters

Sponsorship Range: \$350 - \$6,000  
Audience: 13,000+ regional visitors

*A Southern Colorado Family Tradition! Visitors see over 150 animated creatures and 250,000 + dazzling lights from Nov. thru Dec. Private rental opportunities available, with discounts for sponsors.*





# Special Events

These one-day events and weekend promotions only have a limited number of sponsors, giving your company unprecedented exposure and advertising value. Contact us for more details about individual events. Sponsorships start at \$1,000.

## **Dollar Day - \$5000**

Date: Summer (TBD)

Expected Attendance: 3000-5000

## **Half-Price Day - \$2,500**

Date: Wednesday of Spring Break Week (March) Expected Attendance: 500-1,000

## **Volunteer Appreciation Week - \$1,000**

Expected Attendance: 250

## **Earth Day Celebration - \$1,000**

Expected Attendance: 500-1000

## **Mother's Day Weekend - \$1,500**

Free admission for mothers all weekend

Expected Attendance: 250-750

## **Father's Day Weekend - \$1,500**

Free admission for fathers all weekend

Expected Attendance: 250-750

## **Teacher Night Out - \$1,000**

Expected Attendance: 250-500

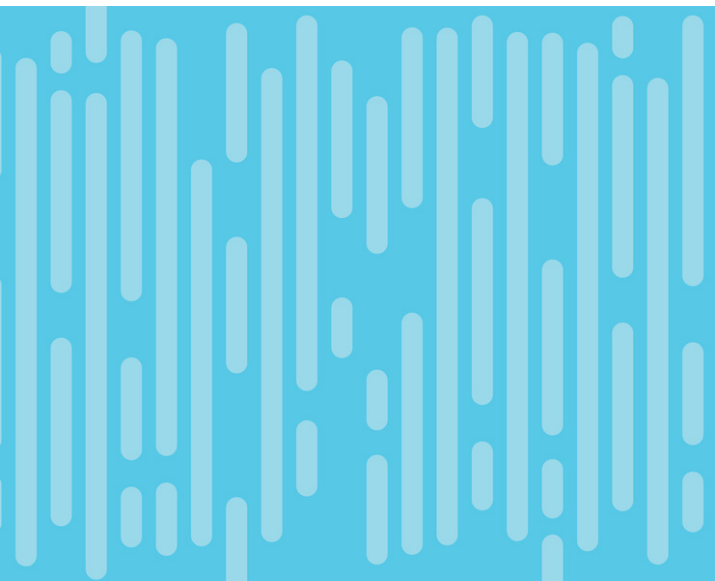
## **Red Panda Conservation Day - \$1,000**

Date: Saturday in September

Expected Attendance: 250-500

## **Friday Finders Club - \$1,500**

Expected Attendance: 500





# Year-Round Exposure

Show your support of the Pueblo Zoo with exhibit sponsorship. Supporters already giving \$2,500 annually may also access the perimeter banner or boulevard sign package add-ons (subject to availability).

Exhibit Sponsor - Logo placement at exhibit of your choice: \$500 - \$1,500

Perimeter Banner - Logo placement on vertical banner along City Park zoo fence - \$1,000 / year

Boulevard Sign - Logo placement on sign at Pueblo Blvd park entrance - 3 year commitment - \$3,500 / year

Kiosk Wraps (2) - Logo Placement on 4 sides - 3 year commitment - \$3,500 / year

Wagons - \$300 each / year.

“ Perfect sized zoo to visit all year round. So well maintained. Hope the community knows how lucky we are to have such a lovely zoo. ”

GOOGLE REVIEW, 2023







# Facility Rentals

Host your next client appreciation, staff retreat, birthday party or special celebration at the zoo. All rental fees include full zoo access for your guests. Add-ons include animal experiences and adoptions, a stocked bar and other refreshments. Ask about member and sponsor discounts. Our staff will work to ensure you have a fun and unique experience.



## Mandari

Capacity: up to 1,500 (288 seated) Price: \$575 weekday - \$1200 weekend for first 99 guests (additional \$750 after-hours)

## 30 Club Pavilion

Capacity: up to 50 (54 seated)  
Price: \$300 weekday - \$600 weekend



## Party Place

Capacity: up to 35 (24 seated)  
Base Price: \$250 for first 20 guests



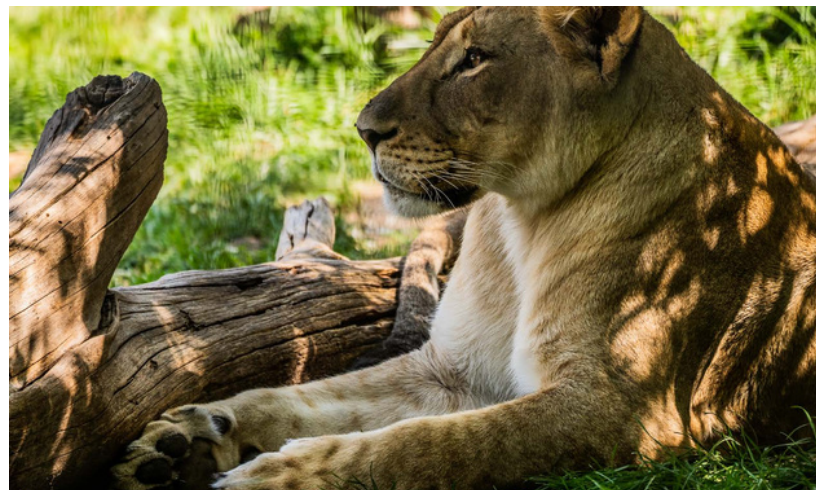
# Mission Investments

The Pueblo Zoo is committed to low-income access. Your mission investment makes it possible, and that's something we would be proud to publicize.

**Camp Scholarships**      Underwrite camp scholarships for low-income children

**Program Sponsorship**      Underwrite zoo programs and field trips for Title 1 classrooms

**Museums for All**      Underwrite reduced price \$3 admission for low-income families



## Sponsorship & Partnership Contacts

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