

# **SPONSORSHIP OPPORTUNITIES**

## **Event & Volunteer Sponsorship Packet 2022**

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**[www.zooidaho.org](http://www.zooidaho.org)**




## ABOUT

Zoo Idaho has been a haven and sanctuary for native North American species for over 80 years. The animals exhibited at the Zoo are injured, orphaned, captive born, or imprinted on humans. In any case, they would not survive in the wild. For these reasons they have become ambassadors for their kind, helping educate the public about wildlife conservation and habitat preservation.

The Zoo provides a unique opportunity to learn about native wildlife through exhibits, classes, summer camps, and outreaches.

Throughout the year Zoo Idaho and the Zoo Idaho Zoological Society present a variety of events to raise money to support zoo exhibit construction, maintenance, and zoo programs. We are looking for sponsors to help us make each event a success! We are looking for both monetary sponsorships and volunteering sponsorships.



**1,200 +**  
**Facebook fol-**  
**lowers**



**An average of**  
**30,000**  
**annual visitors**



**182**  
**Education programs**  
**reaching 14,000+**  
**people**



**75**  
**camps & classes for**  
**1,800 children**  
**ages 3-12**



**1,200+**  
**Instagram**  
**followers**



[www.zooidaho.org](http://www.zooidaho.org)

# EVENT SPONSORSHIP



## ABOUT UNTAMED ART

Zoo Idaho partners with Sixes Big Walls to create an unique event for the whole family.

Create one-of-a-kind art pieces with instruction from local artists in a monthly art-and-brunch event with a new artist featured each month.

Held the fourth weekend of every month.

EVENT DATE: Monthly on the 4th Weekend

### Fox Sponsor — \$2,500

“Untamed Art presented by **Your Company**” Each Month  
Sponsor a new artist for each month’s event.

### Bobcat Sponsor — \$1000

Sponsor refreshments for guests with recognition at refreshment table.

### Badger Sponsor — \$750

Sponsor the necessary supplies needed for each month’s class.

### Coyote Sponsor — \$500

Sponsor the space needed to have this event.

### Owl Sponsor — \$250

Your sponsorship is an important part of making this event a success.

SPONSOR LEVELS	FOX \$2,500	BOBCAT \$ 1,000	Badger \$750	Coyote \$ 500	Owl \$250
One-of-a-kind Art Piece from Sixes Big Walls	●				
Corporate Logo on each table during program	●	●			
Event Tickets to be used on date of choice	4	3	2		
Discount on Event Tickets	25%	15%	10%	5%	
Corporate Recognition					
- In Event media, marketing, and promotional pieces	●	●	●		
- Event signage	●	●	●	●	
- Event social media	●	●	●	●	●
- Logo and link on event website	●	●	●	●	●



# EVENT SPONSORSHIP



## ABOUT DATE NIGHT at the ZOO

Every year Zoo Idaho hosts this fundraising event to celebrate Valentine's Day in style and for those who attend to learn some fun animal facts. This fundraising event helps to raise money for our capital improvement fund, which is used to improve and build new exhibits for our resident animals.

EVENT DATE: February 12, 2022

### **Fox Sponsor — \$2,500**

"Date Night at Zoo Idaho presented by **Your Company**"

### **Bobcat Sponsor — \$1000**

Sponsor guest take-home Valentine's Gift with recognition on gift.

### **Coyote Sponsor — \$500**

Sponsor refreshments for guests with recognition at refreshment table.

### **Owl Sponsor — \$250**

Your sponsorship is an important part of making this event a success.

### **Volunteer Sponsor — \$0 In-Kind**

Your sponsorship helps to run this event smoothly and create an amazing experience.

SPONSOR LEVELS	FOX \$2,500	BOBCAT \$ 1,000	COYOTE \$500	OWL \$ 250	VOLUNTEER \$0 In-Kind
Space at event for community outreach and marketing	●				
Opportunity for employees to serve as event volunteers	●				
Discount on all Zoo Programs in Jan, Feb, & Mar	25%	15%	10%		
Corporate Recognition					
- In Event media, marketing, and promotional pieces	●	●			
- Event banners and/or signage	●	●	●	●	
- Event social media	●	●	●	●	●
- Logo and link on event website	●	●	●	●	●
Provide volunteers for event (minimum of 10 volunteers)					●

# EVENT SPONSORSHIP



## ABOUT EARTH DAY:

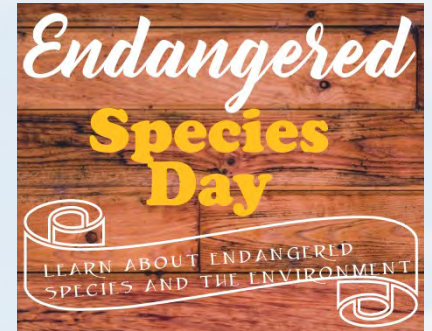
April 22nd is Earth Day and every year Zoo Idaho organizes a clean-up event to pick up trash and debris at Ross Park. Volunteers from local high schools categorize the trash and weigh it so the data can be sent to the Ocean Conservancy as part of their worldwide marine debris data survey.

EVENT DATE: April 23, 2022

## ABOUT ENDANGERED SPECIES DAY:

The third Friday in May, Zoo Idaho highlights endangered species and their environments by providing conservation activities around the zoo for students and the local community.

EVENT DATE: May 20, 2022



### Fox Sponsor — \$2,500

“Earth Day Clean Up & Endangered Species Day at Zoo Idaho presented by **Your Company**”

### Bobcat Sponsor — \$1000

Sponsor the necessary clean up tools for Earth Day and activities for Endangered Species Day

### Coyote Sponsor — \$500

Sponsor refreshments for guests with recognition at refreshment table for both events.

### Owl Sponsor — \$250

Your sponsorship goes to support the mission and vision of these two events.

### Volunteer Sponsor — \$0 In-Kind

Your sponsorship is an important part of making this event a success.

## SPONSOR LEVELS

(Sponsorship is for both events)

	FOX	BOBCAT	COYOTE	OWL	VOLUNTEER
	\$2,500	\$ 1,000	\$500	\$ 250	\$0 In-Kind
Space at event for community outreach and marketing	●				
Opportunity for employees to serve as event volunteers	●				
Discount on all Zoo Programs in Jan, Feb, & Mar	25%	15%	10%		
Corporate Recognition					
- In Event media, marketing, and promotional pieces	●	●			
- Event banners and/or signage	●	●	●	●	
- Event social media	●	●	●	●	●
- Logo and link on event website	●	●	●	●	●
Provide volunteers for event (minimum of 10 volunteers)					●



# EVENT SPONSORSHIP



## ABOUT WILDLIFE WALTZ:

Join Zoo Idaho for the premier event of the season. At Wildlife Waltz enjoy an evening filled with celebration, entertainment, and delightful cuisine. Help us celebrate and highlight the many projects of the last year at Zoo Idaho and the community around us.

EVENT DATE: May, 2022

### Grizzly Sponsor — \$5,000 (one available)

“Wildlife Waltz presented by **Your Company**” in all event promotions. Company booth and speaking opportunity at the event.

### Fox Sponsor — \$2,500 (one available)

This sponsorship helps to bring great live entertainment to Wildlife Waltz.

### Bobcat Sponsor — \$1000

This sponsorship provides a enchanted experience for our guests.

### Coyote Sponsor — \$500

Your sponsorship is an important part of making this event a success.

### Volunteer Sponsor — \$0 In-Kind

This sponsorship can be a part of making this an event of the season!

SPONSOR LEVELS	GRIZZLY \$5,000	FOX \$ 2,500	BOBCAT \$1,000	COYOTE \$ 500	VOLUNTEER \$0 In-Kind
Exclusive speaking opportunity during event	●				
Space at event for community outreach and marketing	●	●			
Corporate Logo at each table during the event	●	●	●		
Event Tickets to Wildlife Waltz	20	8	2		
Family Day passes to Zoo Idaho	10	5	2		
Discount on all Zoo Programs in Apr, May,& Jun	25%	15%	10%		
Recognition					
- In Event media, marketing, and promotional pieces	●	●	●	●	
- Event banners and/or signage	●	●	●	●	
- Event social media	●	●	●	●	●
- Logo and link on event website	●	●	●	●	●
Provide volunteers for event (minimum of 10 volunteers)					●

# EVENT SPONSORSHIP



## ABOUT ROAR N' POUR:

Held in JULY, Roar N Pour is an adult only wine walk and tasting around the zoo. Enjoy raffles, wine pull, live music, and more while strolling the beautiful landscape of Zoo Idaho

EVENT DATE:

*July 23, 2022*

2021 was our

**4th**

Year hosting this  
very popular event

**Fox Sponsor — \$2,500**

“Roar N’ Pour presented by **Your Company**”

**Bobcat Sponsor — \$1000**

Your sponsor helps to bring a great musical act to Roar N’ Pour.

**Coyote Sponsor — \$500**

Help bring a wide variety of wines for new experiences for our guests.

**Owl Sponsor — \$250**

Your sponsorship is an important part of making this event a success.

**Volunteer Sponsor — \$0 In-Kind**

This sponsorship can be a part of making this an event of the season!

SPONSOR LEVELS	FOX \$2,500	BOBCAT \$ 1,000	COYOTE \$500	OWL \$ 250	VOLUNTEER \$0 In-Kind
Space at event for community outreach and marketing	●				
Opportunity for employees to serve as event volunteers	●				
Event Tickets to Roar N’ Pour	10	4	2		
Discount on all Zoo Programs in Jul, Aug, & Sept	25%	15%	10%		
Corporate Recognition					
- In Event media, marketing, and promotional pieces	●	●			
- Event banners and/or signage	●	●	●	●	
- Event social media	●	●	●	●	●
- Logo and link on event website	●	●	●	●	●
Provide volunteers for event (minimum of 10 volunteers)					●



# EVENT SPONSORSHIP



## ABOUT ZOO HULLABALLOO:

Introducing a new event in 2022 held in August, Zoo Idaho celebrates the end of summer with a family friendly carnival at the zoo. Community organizations and volunteers provide carnival games, educational crafts, and animal fact stations. Enjoy a day at the zoo with family fun, live music, and fair food.

EVENT DATE: August 13, 2022

### Fox Sponsor — \$2,500

“Zoo Hullabaloo presented by **Your Company**”

### Bobcat Sponsor — \$1000

Your sponsor helps transform the zoo into a fun carnival experience for our guests.

### Coyote Sponsor — \$500

This sponsorship helps provide treats and prizes for guests.

### Owl Sponsor — \$250

Your sponsorship is an important part of making this event a success.

### Volunteer Sponsor — \$0 In-Kind

This sponsorship can be a part of making this an event of the season!

SPONSOR LEVELS	FOX \$2,500	BOBCAT \$ 1,000	COYOTE \$500	OWL \$ 250	VOLUNTEER \$0 In-Kind
Space at event for community outreach and marketing	●				
Opportunity for employees to serve as event volunteers	●				
Event Family Tickets (Admits up to 5)	8	4	2		
Discount on all Zoo Programs in Jul, Aug, & Sept	25%	15%	10%		
Corporate Recognition					
- In Event media, marketing, and promotional pieces	●	●			
- Event banners and/or signage	●	●	●	●	
- Event social media	●	●	●	●	●
- Logo and link on event website	●	●	●	●	●
Provide volunteers for event (minimum of 10 volunteers)					●



# EVENT SPONSORSHIP



## ABOUT OKTOBEARFEST:

Held in October, our OktoBEARfest is the zoo's take on traditional Oktoberfest beer tasting, activities, and food. Enjoy a walk around the zoo while sampling an array of new brews.

EVENT DATE: October 1, 2022

### Fox Sponsor — \$2,500

“OktoBEARfest presented by **Your Company**”

### Bobcat Sponsor — \$1000

Your sponsor helps to bring a great musical act to OktoBEARfest.

### Coyote Sponsor — \$500

Help bring a wide variety of brews for our guest to enjoy.

### Owl Sponsor — \$250

Your sponsorship is an important part of making this event a success.

### Volunteer Sponsor — \$0 In-Kind

This sponsorship can be a part of making this an event of the season!

SPONSOR LEVELS	FOX \$2,500	BOBCAT \$ 1,000	COYOTE \$500	OWL \$ 250	VOLUNTEER \$0 In-Kind
Space at event for community outreach and marketing	●				
Opportunity for employees to serve as event volunteers	●				
Event Tickets to OktoBEARfest	10	4	2		
Discount on all Zoo Programs in Oct., Nov, & Dec	25%	15%	10%		
Corporate Recognition					
- In Event media, marketing, and promotional pieces	●	●			
- Event banners and/or signage	●	●	●	●	
- Event social media	●	●	●	●	●
- Logo and link on event website	●	●	●	●	●
Provide volunteers for event (minimum of 10 volunteers)					●

# EVENT SPONSORSHIP



## ABOUT ZOO BOO:

The last Saturday in October, Zoo Idaho celebrate Halloween with a trick-or-treat event around the zoo. Local community organizations and business provide candy and activities for the guests. This event is one of our largest of the season!

EVENT DATE:

*October 29, 2022*

In 2021, nearly

**3,000**

Guests attended this event!

### Fox Sponsor — \$2,500

“Zoo Idaho’s Zoo Boo presented by **Your Company**”

### Bobcat Sponsor — \$1000

Your sponsor helps transform the zoo into a haunted walk through during Zoo Boo

### Coyote Sponsor — \$500

This sponsorship helps provide candy and other treats for our guests.

### Owl Sponsor — \$250

Your sponsorship is an important part of making this event a success.

### Volunteer Sponsor — \$0 In-Kind

This sponsorship is extra important for this event as it is one of our biggest of the year!

SPONSOR LEVELS	FOX \$2,500	BOBCAT \$ 1,000	COYOTE \$500	OWL \$ 250	VOLUNTEER \$0 In-Kind
Space at event for community outreach and marketing	●				
Opportunity for employees to serve as event volunteers	●				
Event Tickets to Zoo Boo	30	20	10		
Discount on all Zoo Programs in Oct, Nov, & Dec	25%	15%	10%		
Corporate Recognition					
- In Event media, marketing, and promotional pieces	●	●			
- Event banners and/or signage	●	●	●	●	
- Event social media	●	●	●	●	●
- Logo and link on event website	●	●	●	●	●
Provide volunteers for event (minimum of 10 volunteers)					●



# EVENT SPONSORSHIP



## ABOUT STOCKINGS FOR WILDLIFE:

Private event for stocking sponsors to watch their animal enjoy it's enrichment. During December we host this fundraising event to raise money to fund enrichment for our animals and our school outreach programs.

EVENT DATE: December 10, 2022

### Fox Sponsor — \$2,500

"Stockings for Wildlife presented by **Your Company**"

### Bobcat Sponsor — \$1000

Sponsor guest take-home Animal Stocking with recognition on gift.

### Coyote Sponsor — \$500

Sponsor refreshments for guests with recognition at refreshment table.

### Owl Sponsor — \$250

Your sponsorship is an important part of making this event a success.

### Volunteer Sponsor — \$0 In-Kind

Your sponsorship helps to run this event smoothly and create an amazing experience.

SPONSOR LEVELS	FOX \$2,500	BOBCAT \$ 1,000	COYOTE \$500	OWL \$ 250	VOLUNTEER \$0 In-Kind
Space at event for community outreach and marketing	●				
Opportunity for employees to serve as event volunteers	●				
Event Tickets to Stockings for Wildlife (Admits up to 10)	3	2	1		
Discount on all Zoo Programs in Oct, Nov, & Dec	25%	15%	10%		
Corporate Recognition					
- In Event media, marketing, and promotional pieces	●	●			
- Event banners and/or signage	●	●	●	●	
- Event social media	●	●	●	●	●
- Logo and link on event website	●	●	●	●	●
Provide volunteers for event (minimum of 10 volunteers)					●

# EVENT SPONSORSHIP



## ABOUT BOCK FEST:

During January, Zoo Idaho partners with a local brewery to create a unique Bach Brew for the zoo. During this event experience the animals in a winter landscape, a unique beer tasting, great traditional food, and a bonfire to warm your hands

EVENT DATE: TBD, 2023

### Fox Sponsor — \$2,500

“Bock Fest presented by **Your Company**”

### Bobcat Sponsor — \$1000

Your sponsor helps to provide exclusive beer mugs for our guests.

### Coyote Sponsor — \$500

Help bring a variety of traditional inspired foods to taste during the event.

### Owl Sponsor — \$250

Your sponsorship is an important part of making this event a success.

### Volunteer Sponsor — \$0 In-Kind

This sponsorship can be a part of making this an event of the season!

SPONSOR LEVELS	FOX \$2,500	BOBCAT \$ 1,000	COYOTE \$500	OWL \$ 250	VOLUNTEER \$0 In-Kind
Space at event for community outreach and marketing	●				
Opportunity for employees to serve as event volunteers	●				
Event Tickets to Bock Fest	10	4	2		
Discount on all Zoo Programs in Jan, Feb, & Mar	25%	15%	10%		
Corporate Recognition					
- In Event media, marketing, and promotional pieces	●	●			
- Event banners and/or signage	●	●	●	●	
- Event social media	●	●	●	●	●
- Logo and link on event website	●	●	●	●	●
Provide volunteers for event (minimum of 10 volunteers)					●



## ABOUT CORPORATE SPONSORSHIPS

Zoo Idaho invites you to become a partner supporting conservation, education, and environmental initiatives through a corporate sponsorship.

As a corporate sponsor, you can access a range of benefits designed to help you build relationships with clients, gain visibility within the community, and create an elevated corporate image and brand awareness. Sponsorship also provides employees the opportunity to utilize a local family-friendly establishment for fun and educational experiences.

**Zoo Idaho** has been a staple in the community for over 80 years and has been a location for generations of families to return to every year. Families of all kinds come to the zoo to walk through our 26 acres of beautiful, natural landscaping and to see our native wildlife up close. The zoo sees more than 30,000 visitors every year and continues to cultivate an amazing following of passionate and loyal supporters.

- Community involvement, visibility, and access to a local and regional family-oriented market.
- An association with a long standing community pillar and important regional conservation partner.
- Exclusive opportunities to cultivate important customers and brand image.

**Your company can also partner with the Zoo** in a variety of projects, activities, educational programs, and fundraising events held throughout the year. We can work with your company to provide corporate marketing and promotional strategies to meet your specific marketing objectives.



## ELK SPONSOR - \$10,000

- All Zoo events will be billed as “Brought to you by **Your Company**”
- Sponsor will be identified as noted above in all media, marketing, and promotional pieces.
- Adopt an exhibit: Company logo will be permanently attached to one of our zoo exhibits.
- Media opportunity prior to and/or on day of choice event.
- Multiple speaking opportunities during events.
- Opportunity for employees to serve as key event volunteers.
- Premier sponsor recognition on social media and event banners/signage.
- Premier location for sponsor logo and link on the zoo events webpage.
- Premier space at events for community outreach and marketing.
- Zoo Idaho will provide a free company outreach and live animal encounter at a company event.
- 50% Discount on all Zoo Programs for employees for the year.
- Exclusive tour of Zoo Idaho with the Zoo Director.
- Receive an exclusive Elk Shed mount from a resident Zoo Idaho Elk to display at place of business.
- 20 Family Passes to distribute to employees.

## GRIZZLY SPONSOR - \$5,000

- Prime location for company logo at events.
- Prominent sponsor recognition in media, marketing, and promotional pieces.
- Speaking opportunity at choice event.
- Opportunity for employees to serve as key event volunteers.
- Prominent sponsor recognition on social media and event banners/signage.
- Prominent location for sponsor logo and link on the zoo events webpage.
- Prominent space at events for community outreach and marketing.
- Complimentary company picnic rental.
- 25% Discount on all Zoo Programs for employees for the year.
- Behind the scene zoo tour with an exclusive Grizzly Bear Exhibit tour and animal enrichment session.



## FOX SPONSOR - \$2,500

- Opportunity for employees to serve as key event volunteers.
- Sponsor logo and link on the zoo events webpage.
- Space at choice event for community outreach and marketing.
- Complimentary company picnic rental.
- 10% Discount on all Zoo Programs for employees for the year.
- 5 Family Passes to distribute to employees.

## VOLUNTEER SPONSOR - \$0 In-Kind

- Provide Volunteers for each event (minimum of 10 volunteers each event).
- Sponsor logo and link on the zoo events webpage.
- Sponsor recognition on social media.
- Complimentary company picnic rental.
- 10 tickets to Zoo Idaho to distribute to employees.

While we have provided all these different levels of support and appropriate benefits, we understand the need for flexibility. If you don't see your organization aligning with one of these levels, please contact us with your ideas.

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Proceeds from Zoo Idaho events will go to support regional conservation efforts, zoo programming, renovations, and new exhibit construction.

For more information please contact:

Jessica Anderson - Registrar

208-234-6264

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