

**Sponsorship Opportunities**

*at the*

# BRANDYWINE

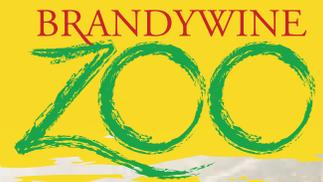


Delaware Zoological Society  
supporting the BRANDYWINE ZOO



1001 North Park Drive • Wilmington, DE 19802  
302-571-7788 • [brandywinezoo.org](http://brandywinezoo.org)

# Sponsorship Opportunities



## Sponsorship Opportunities at the Brandywine Zoo

Thank you for considering a sponsorship at the Brandywine Zoo. Your support helps us continue to sustain and advance our Education and Conservation Programs, as well as maintain the unique, family-oriented environment that makes the Zoo such a special place.

The Brandywine Zoo opened its doors in 1905—now, more than 100 years later, the Zoo continues to provide fun, entertainment and learning to adults and children alike throughout the region. Each year, through special events, innovative programs and on-going popular activities, the Brandywine Zoo targets adults and children of every age, stimulating excitement and interest in our Zoo and the animals who live there, while creating awareness of the endangered wildlife in Delaware and around the world. In addition to the entertainment component, our over-arching emphasis continues to be on maintaining and strengthening our exceptional Education and Conservation Programs.

The Zoo offers a variety of sponsorship opportunities: from special events and programs to education projects, conservation initiatives and exhibits. Many sponsorships can be customized to meet a company's specific needs. All offer strong visibility for the sponsor as well as employee benefits such as Zoo passes, discounts, and more.

### Sponsorship Snapshot

Here is a listing of current event and program sponsorship opportunities:

#### Events

- Family Fun Night—June, July, August
- Member's Night—June
- Brew at the Zoo—September
- Boo at the Zoo—October
- Noon Year's Eve—December
- Special Event Days—Throughout the Year

#### Education Programs

- Nemours/Alfred I. du Pont Hospital for Children Traveling Zoo
- Scholarship Programs
- Storytime
- Reptile Shows

#### Promotion Opportunities

- Zoo News
- Cool Mist Kiosk



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# Why Sponsor?



The Brandywine Zoo's mission is to enhance and enrich people's understanding of and respect for the complex relationships among all living things and inspire wildlife conservation. Today, with the ever-growing threat of extinction of many wildlife species, it is more important than ever to educate the public on the benefits of protecting these endangered species and conserving their natural habitats.

As an accredited member of the Association of Zoos and Aquariums (AZA), our Zoo is dedicated to delivering the highest level of animal care, while providing a safe, fun and educational experience to all those who visit. The Delaware Zoological Society is a 501(c)3 nonprofit organization and all funds raised through sponsorships help further our Education Programs and Conservation efforts.

Children who may not otherwise have exposure to wildlife and environmental education, have the opportunity to learn about wildlife, science, nature and the world around them through our Zoo Camps or through the Traveling Zoo which brings the Zoo right into their schoolroom. This is only one example of how a sponsorship can help. Your support will help insure that our Education and Conservation programs continue to thrive.

## Our Community Reach... by the Numbers

- Annual participation in all Zoo Programs on average totals more than 90,000
- Social Media: Facebook & Instagram have more than 7,000 followers
- Our Website averages 70,000 unique visitors
- Zoo News (our magazine) reaches 3,000 readers
- eMail newsletter subscribers total 11,000 and growing

## It's a good thing...

A partnership with the Brandywine Zoo demonstrates your support of a treasured community resource while increasing your and your company's exposure in the local/regional market. Plus you will derive personal satisfaction from the knowledge that you have helped foster awareness of and appreciation for the need to protect and sustain the environment and the world's wildlife population.



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## Brew at the Zoo September—Age 21 & Over Event

**Estimated attendance: 500+**

Brew at the Zoo is our signature annual fundraiser event that is attended by more than 500 people from throughout Delaware and the surrounding region. Area distributors contribute beer and wine and local restaurants donate a variety of tasty finger food that combine to make it an evening of fun for all who attend. The event is promoted and publicized heavily well in advance through social media, advertising and public relations channels giving sponsors extensive visibility. And...it continues to grow in popularity each year.



	\$10,000 Title Sponsor	\$5,000 Station Sponsor	\$2,500 Event Sponsor	\$1,000 Friend of the Zoo
Customized Package	🐾			
Logo on Brew at the Zoo Commemorative Glasses	🐾			
Premiere Placement & Recognition on All Advertising	🐾			
Name/Logo on Station Sign or Sponsored Item (Main Bar Tent, Silent Auction Tent, Event Admission Station, Event Concession Stand Event T-Shirt)		🐾		
Logo on Brew at the Zoo Map	🐾	🐾	🐾	
Logo/Recognition in Pre-Event Online Ads + Invitation	🐾	🐾	🐾	
Sponsor Name on Welcome Sign	🐾	🐾	🐾	🐾
Recognition in eMail Blasts to Membership and Subscribers	🐾	🐾	🐾	🐾
Opportunity to Add Items to Event Swag Bags	🐾	🐾	🐾	🐾
Tickets to Event	<b>12</b>	<b>8</b>	<b>4</b>	<b>2</b>



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## Boo at the Zoo Two Nights in October

**Estimated Attendance: 1,000/night**

This merry, not scary event invites children to celebrate Halloween Brandywine Zoo-style. Kids can trick-or-treat throughout the Zoo in their Halloween costumes as it gets dark. Event gets excellent coverage in local/regional print and broadcast media as well as on social media.

	\$5,000 Presenting Sponsor	\$500 Table Sponsor
Event Advertising		
Social Media		
Logo on On-Site Materials		
Logo on Website		
Tickets to event	20	2



## Noon Year's Eve December

**Estimated Attendance: 500**

A festive New Year's Eve celebration that takes place at NOON! Features games, crafts, and a celebratory atmosphere and of course a sparkling cider toast as the clock strikes 12 (Noon that is!) A popular event that is promoted in both print and broadcast media as well as on social media.

	\$5,000/event
Event Advertising	
Social Media	
Logo on Invitation & On-Site Materials	
Logo on Website	
Tickets to event	20



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## Family Fun Night(s)

Three Nights—June, July, August

**Estimated Attendance: 1,000–1,500 each night**

Held three times during the summer season, Family Fun Nights are \$1.00 per person and offer fun, games and special animal encounters. Enormously popular with members and nonmembers alike, this event draws thousands of families and individual from across the State and beyond. The extraordinary low cost enables families to attend who might otherwise not be able to afford it. The events are promoted well in advance through print and broadcast advertising, as well as on social media.

	\$10,000 All 3 Nights	\$5,000 One Night
Name/Logo in Newsletter		
Event advertising		
Social Media		
Logo on On-Site Materials		
Logo on Website		
General Admission Passes	<b>20/night 60 total</b>	<b>20/night</b>



## Members' Party—June

**Estimated Attendance: 500**

This is an opportunity to join with the Zoo to recognize our membership. These events are designed to honor and thank our members for their ongoing interest in and support of the Zoo and its programs. Sponsorship of this event creates a positive vibe and association with the membership gives you exposure that can reach beyond the actual event.

	\$5,000/event
Event Advertising	
Social Media	
Logo on On-Site Materials	
Logo on Website	
Household membership	<b>One</b>



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## Special Event Days

### Attendance varies by event

These events are held in conjunction with specific topics during the year and include activities that are tailored to the related topic. The events are publicized through print and broadcast advertising as well as social media.

- **Opening Weekend** (March)—Welcomes visitors back to the Zoo after a long winter’s wait.
- **Earth Day/Party for the planet** (April)—Enjoy Earth-Day-related activities and learning experiences designed to raise awareness of our fragile planet.
- **World Ocean’s Day** (June)—An opportunity to honor the world’s oceans and educate others about the health of this vital resource.
- **Zippity Zoo Days** (One Weekend in September)—Held during the annual Brandywine Festival of the Arts, this is a celebration of the arts featuring works of art created by the animals themselves. Draws many visitors from the Festival.



	\$5,000/Event
Event Advertising	
Social Media	
Logo on On-Site Materials	
Logo on Website	
General Admission Passes	20



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# EDUCATIONAL EXPERIENCES



**Sponsorship of our Educational Programs** demonstrates your recognition and appreciation of one of the Zoo's most critical missions: Wildlife Conservation Education. Our Scholarship Programs provide teachers with tools that can supplement and enhance classroom science programs—either at the school or the Zoo. Funding for Zoo School classes helps us develop programs that help inspire investigation and stimulate minds among school-age children. The classes—on or off site—provide these children with experiences that are fun and exciting while informational and instructional. In addition, special programs focused on wildlife conservation education are offered throughout the year. One needs to remember that this is a formative period in the lives of these young people. Our educational programs can make a lasting impression, resulting in greater sensitivity to the need to protect and conserve our wildlife. Your support can make a real difference in children's understanding of and attitudes toward wildlife conservation.

## Scholarship Programs

These programs help students benefit from the Zoo's Science-Based Educational Programs either at the Zoo or at the school through the Traveling Zoo program. All programs meet or exceed state standards. WILD Scholarships are available for grades 1-12 Title 1 Schools and preschools that serve low income students (such as Head Start) in Delaware, Maryland, Pennsylvania and New Jersey. Your sponsorship puts your name in front of educators from across the State as well as the many families and individuals who are touched by these programs. It is a great way to reach a new demographic PLUS...this is a chance for you and your company to demonstrate commitment to education and to help disadvantaged students who may not otherwise be able to gain exposure to wildlife conservation education.

	\$5,000 Each WILD Scholarship
Name, logo & recognition on program materials during sponsorship period	
Logo on website during sponsorship period	
Recognition in promotional materials during sponsorship period	
General Admission tickets to Zoo, valid for one year	20



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# EDUCATIONAL EXPERIENCES



## Nemours/Alfred I. du Pont Hospital for Children Traveling Zoo Program

The A. I. du Pont Children’s Hospital Traveling Zoo Program brings wildlife educational experiences to hospital-bound children with serious illnesses. This important program reaches more than 5,000 patients, parents, staff and other individuals through year-long, once-a-week visits to various sections of the hospital. Not only does the Traveling Zoo generate good will and happiness, the program offers comfort and distraction to both patients and their families, while providing education and interaction with wildlife at the same time. Your support of this program connects your company’s name with one of the most recognized children’s hospitals in the country while underscoring your commitment to the broader community we serve.

	\$15,000/yr Title Sponsor
“Customized” tour of the Zoo for a specified number of employees or family member	
Invitation to all member’s only events	
Sponsor signage at event	
Name/Logo on Promotional Materials	
Logo on Website	
Social Media Recognition	
General Admission tickets to Zoo, valid for 1 year	50



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# EDUCATIONAL EXPERIENCES



## Story Time

**Attendance: 1,000**

**Story Time** takes place outside in the Wildlife Amphitheater once a week for 20 weeks (May—September) and features fun animal stories read by the Zoo Story-Telling Team. It may include a special craft, activity or live animal presentation that relates to the story of the day. This event reaches more than 1,000 children, parents and other interested individuals and emphasizes the importance of reading in the overall education experience. It is important to note that these stories are NOT randomly chosen. Our Story-Telling Team carefully selects each story, making sure it is age appropriate and that it results in an enlightening experience that creates greater awareness of the animals around us. Your sponsorship of this event again demonstrates your company's support of wildlife education while positioning it as a reading advocate.

	<b>\$5,000 Story Time 20 Weeks</b>
Name, Logo on program materials during sponsorship period	
Logo on website during sponsorship period	
Logo on promotional materials during sponsorship period	
Social Media recognition	
General Admission tickets to Zoo, valid for one year	<b>20</b>



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# EDUCATIONAL EXPERIENCES



## Reptile Shows

**Attendance: 3,000**

Reptile Shows are held outside in the Wildlife Amphitheater three days a week for 20 weeks (May—September). These shows give children hands-on experience in understanding reptiles and their special powers and abilities. They also help build understanding of how the reptile’s habitats help preserve and protect the species as well as the need to protect these habitats too. Reptiles go from “slimy” to spectacular through the eyes of these young people. And your sponsorship of these shows can make you spectacular too. Plus, it gives your company exposure across a diverse audience during the Summer months and underscores the value you place on wildlife education.



	<b>\$5,000 Reptile Shows 20 Weeks</b>
Name, Logo on program materials during sponsorship period	
Logo on website during sponsorship period	
Logo on promotional materials during sponsorship period	
Social Media recognition	
General Admission tickets to Zoo, valid for one year	<b>20</b>



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# PROMOTION

The Zoo creates and publishes promotional materials throughout the year, all of which offer interesting sponsorship opportunities.



## Zoo News

### Circulation: 3,000+ each mailing

Zoo News magazine is published seasonally and distributed to its membership both online and through the mail. In addition, it is placed in relevant locations throughout the community to assure maximum exposure. The primary purpose of Zoo News is to keep members up to date on what's happening at the Zoo, as well as to highlight and explain the Zoo's many conservation and wildlife education initiatives. For the general public, it serves to create awareness of and appreciation for the myriad educational and recreational opportunities the Zoo offers to children and adults alike. Underwriting the production of this magazine gives your company a strong and constant presence among a defined demographic while associating you with one of the region's most popular and respected institutions.

	\$15,000 Zoo News 3 issue Production	\$5,000 Zoo News Single Issue Production
"Customized" tour of Zoo for a specified number of employees or family member		
Invitation to all member only events		
Company logo in Zoo News	3 issues	1 issue
Logo on Website	12 months	4 months
Social Media Recognition		
General Admission tickets to Zoo, valid for 1 year	50	20
Zoo News copies	25	10



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# PROMOTION

## Cool Mist Kiosk

The Cool Mist Kiosk is the “coolest” way to support the Zoo. Strategically positioned in one of the most highly visible areas within the Zoo Grounds, the Kiosk features back-lit signage on both sides. One side of the Kiosk is available for sponsorship and a portion of the display area can be customized with your own brand message. It is one of the most popular attractions during hot weather and offers an opportunity for your company’s name to be seen by every Zoo visitor as they pause to enjoy the Kiosk’s refreshing spray.

	\$10,000 12 months	\$5,000 3 months
Logo on Website		
Social Media Recognition		
“Thank You” in Zoo News		
General Admission Tickets to Zoo valid for one year	40	20



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