



2016 Event Sponsorship

Amarillo Zoo

Experience the Animal World

2016 Calendar of Sponsored Events

Easter EGG-citment	March
Earth Month	April
Teacher Appreciation Day	May
Zoo Night Hike	June
Monarch Festival	September
Black-footed Ferret Day	September
BOO at the Zoo	October
Planting for the Planet	November
ZOO Lights Safari	December
Happy ZOO year	December

Z Amarillo
ZOO



Amarillo Zoo's 2016 Events



**Easter EGG-citement
March 26**



**Earth Day is Every Day!
April 9, 16 & 23**



**Teacher Appreciation Day
May 7**



**Zoo Night Hike
June 25**



**Monarch Festival
September 10**





**Black-footed Ferret Day
September 24**



**BOO at the ZOO
October 23, 24 & 25**



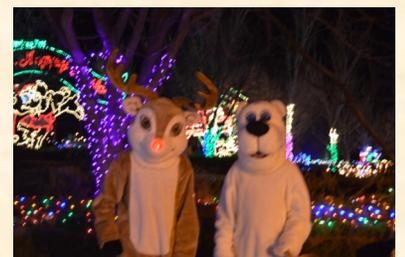
**Planting for the Planet
November 5**



**ZOO Lights
December TBA**



**Happy ZOO Year!
December 31**



Sponsorship Levels

Platinum Lion Sponsor **\$10,000**

Gold Tiger Sponsor **\$5,000**

Silver Bear Sponsor **\$2,500**

Bronze Bison Sponsor **\$1,500**

Copper Lemur Sponsor **\$1,000**

Supporting Sponsor **\$750**

With over 150,000 visitors in 2015, the Amarillo Zoo is a major attraction in the Texas Panhandle. Each event held at the Zoo is an anticipated affair drawing crowds of all ages.



By becoming a 2016 Event Sponsor, your business will benefit from numerous year-long promotional opportunities while reaching new and diverse audiences. Also, because the Amarillo Zoological Society is a 501(c)3 organization, your sponsorship may be tax-deductible.

Platinum Lion Sponsor

\$10,000

This is a premier sponsorship for all sponsored events in 2016 at the Amarillo Zoo.

Advertising

- Recognized as a Platinum Sponsor of Zoo events.
- Recognized as a Platinum Sponsor on all event promotional materials, including paid television, radio and paper advertisement.
- Sponsor given the right to utilize the Amarillo Zoo name/logo in brand specific advertising and cross promotion opportunities during 2016, as approved by the Amarillo Zoo.
- Sign at the Zoo year-round advertising your business as the 2016 Platinum Sponsor.

Public Relations

- **Free admission day at the Zoo courtesy of your business.**
- Company name included on all event press releases and PSAs.

In-Zoo Advertising

- We will display a banner (provided by you) at the main entrance during each of our sponsored events.
- Prominent logo inclusion on various event signage within the Zoo.

Product Opportunities

- Company will have the opportunity to provide product samples, branded premiums or “treats” to be distributed at events, as approved by the Amarillo Zoo.

Complimentary Tickets

- 250 complimentary individual guest passes.
- 10 VIP annual passes

Hospitality

- VIP behind the scenes tour of the zoo for 8.
- Company will have the opportunity to use the Education Center classroom for one function (up to 50 people) during 2016. Food and non-alcoholic beverages to be offered at Zoo pricing structure through the Amarillo Zoo's Safari Café.

Gold Tiger Sponsor

\$5,000

Advertising

- Recognized as a Gold Sponsor of Zoo Events.
- Recognized as a Gold Sponsor on all event promotional materials, including paid television, radio and paper advertisement.
- Sponsor given the right to utilize the Amarillo Zoo name/logo in brand specific advertising and cross promotion opportunities during 2016, as approved by the Amarillo Zoo.
- Sign at the Zoo year-round advertising your business as the 2016 Gold Sponsor.

Public Relations

- **Free admission day at the Amarillo Zoo courtesy of your business.**
- Company name included on all event press releases and PSAs.

In-Zoo Advertising

- We will display a banner (provided by you) near the main entrance during each of our sponsored events.
- Logo inclusion on various event signage within the Zoo.

Complimentary Tickets.

- 100 complimentary individual guest passes.
- 5 VIP annual passes

Hospitality

- VIP behind the scenes tour of the Zoo for 6.
- Company will have the opportunity to use the Education Center classroom facility for one function (up to 50 people) during 2016. Food and non-alcoholic beverages to be offered at Zoo pricing structure through the Amarillo Zoo's Safari Café.

Silver Bear Sponsor

\$2,500

Advertising

- Recognized as a Silver Sponsor on all event promotional materials, including paid television, radio and paper advertisement.

Public Relations

- Company name included on all event press releases and PSAs.

In-Zoo Advertising

- We will display a banner (provided by you) near the main entrance during each of our sponsored events.
- Logo inclusion on various event signage within the Zoo.

Complimentary Tickets

- 50 complimentary individual guest passes.
- 2 VIP annual passes

Hospitality

- Company will have the opportunity to use the Education Center classroom facility for one function (up to 50 people) during 2016. Food and non-alcoholic beverages to be offered at Zoo pricing structure through the Amarillo Zoo's Safari Café.

Bronze Bison Sponsor

\$1,500

Advertising

- Recognized as a Bronze Sponsor on printed posters and flyers.

Public Relations

- Company name included on all event press releases and PSAs.

In-Zoo Advertising

- We will display a banner (provided by you) near the main entrance during each of our sponsored events.
- Logo inclusion on various event signage within the Zoo.

Complimentary Tickets

- 25 complimentary individual guest passes.

Copper Lemur Sponsor

\$1,000

Advertising

- Recognized as a Copper Sponsor on printed posters and flyers.

Public Relations

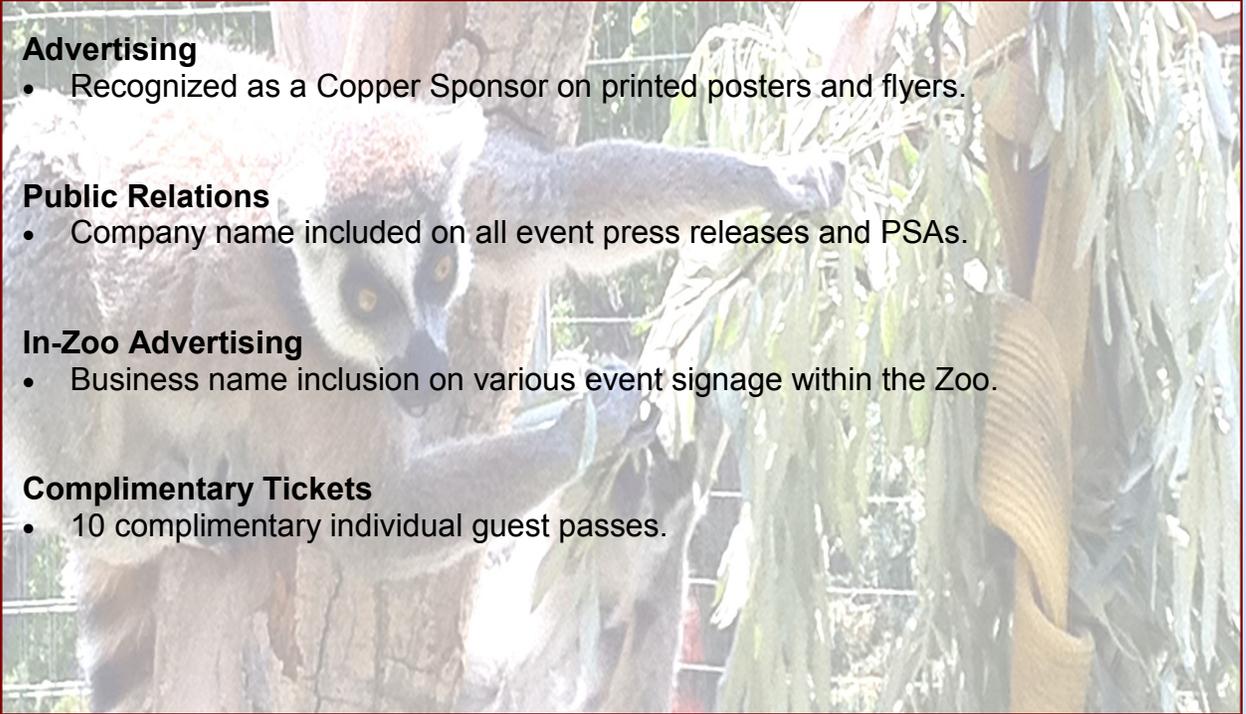
- Company name included on all event press releases and PSAs.

In-Zoo Advertising

- Business name inclusion on various event signage within the Zoo.

Complimentary Tickets

- 10 complimentary individual guest passes.



Supporting Sponsor

\$750

Advertising

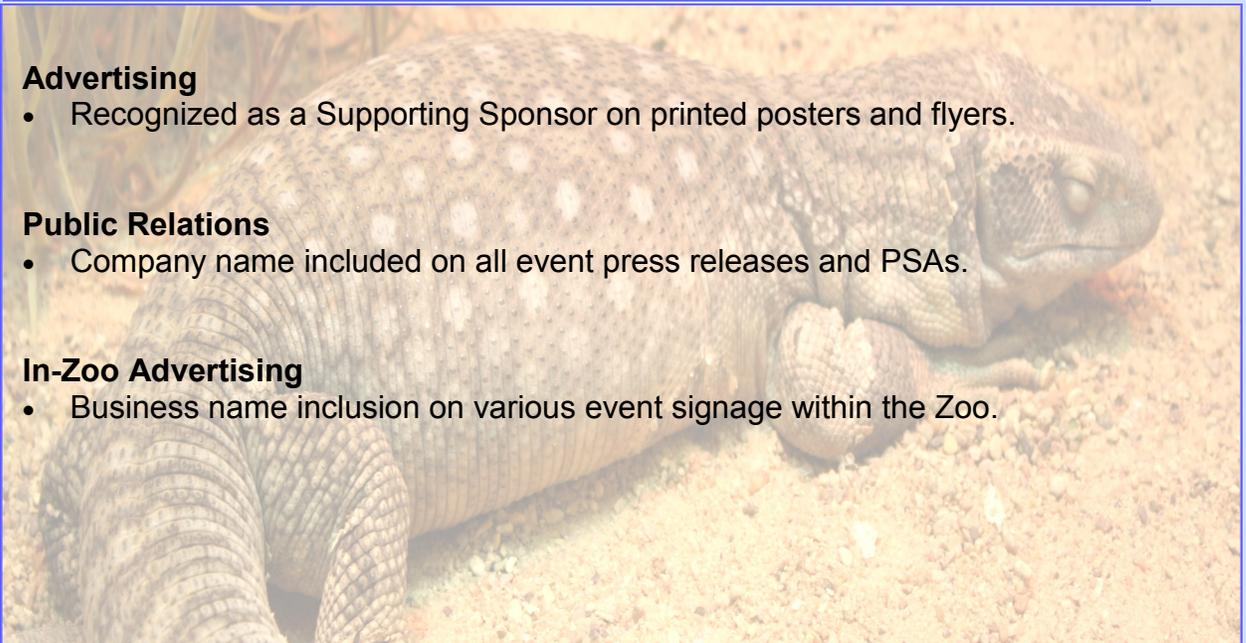
- Recognized as a Supporting Sponsor on printed posters and flyers.

Public Relations

- Company name included on all event press releases and PSAs.

In-Zoo Advertising

- Business name inclusion on various event signage within the Zoo.





This campaign provides the corporate community with the opportunity to assist the Zoo by underwriting the cost of caring for our resident animals. One of the biggest expenses of the Zoo is the cost of feeding the hundreds of animals in our care each year. Choose the exhibit that most compels you, and in return for your **three-year commitment** and sponsorship, your company's name will be proudly displayed on a permanent plaque at your chosen exhibit.

Your support WILL make a difference!

Available Exhibits:

Lions	\$2,000	Ring-tail Lemur	\$1,000
Tiger	\$2,000	Bobcat	\$1,000
Spider Monkeys	\$2,000	Serval	\$1,000
Black bears	\$2,000	Crested Porcupine	\$1,000
Bison Overlook	\$2,000	Fox	\$500
Children's Zoo	\$2,000	Badger	\$500
Red Kangaroo	\$1,000		

For more information on available exhibits and benefits, please contact the zoo at (806) 381-7911 or email Zoo@amarilloparks.org

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