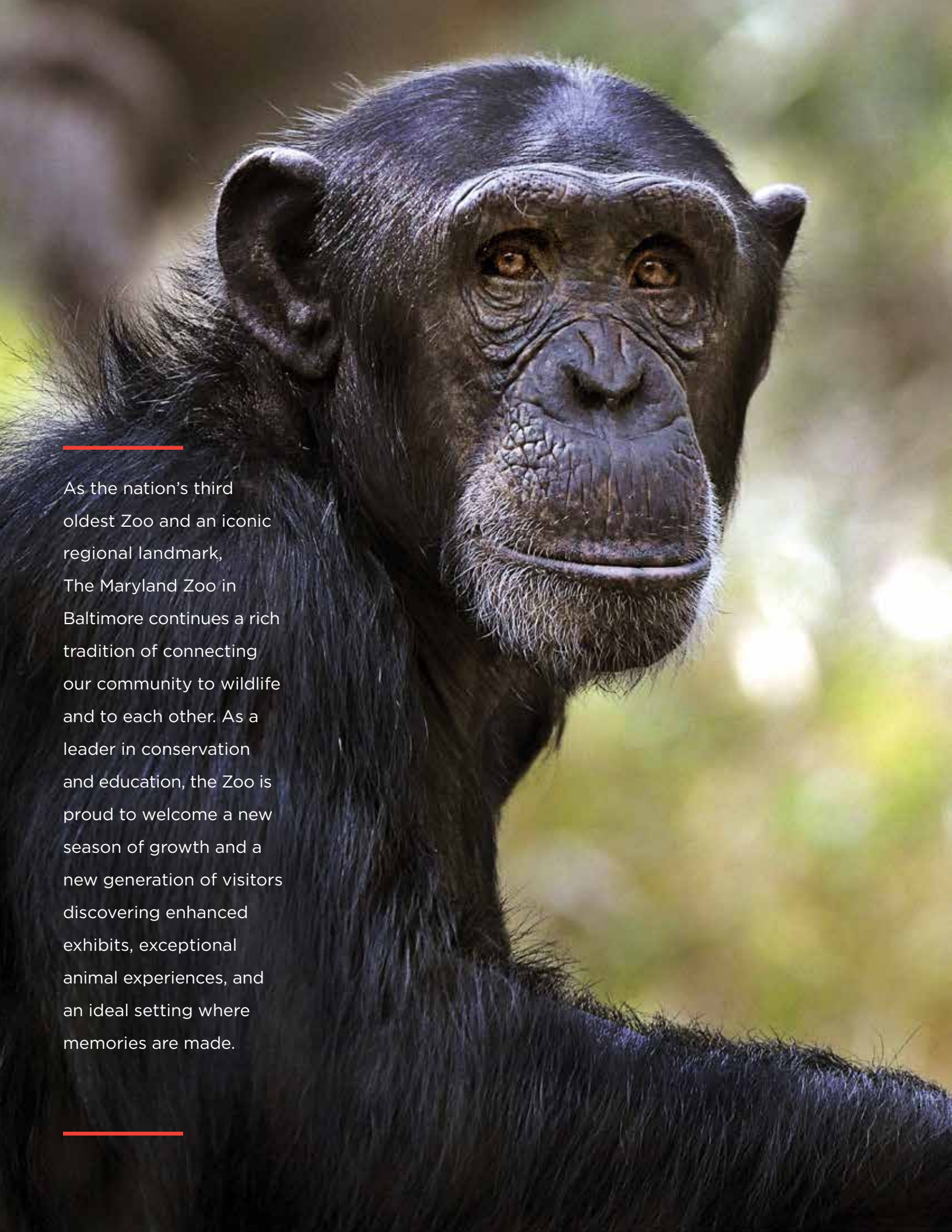




**MARKETING
AND SPONSORSHIP
OPPORTUNITIES**

THE MARYLAND ZOO
IN BALTIMORE



As the nation's third oldest Zoo and an iconic regional landmark, The Maryland Zoo in Baltimore continues a rich tradition of connecting our community to wildlife and to each other. As a leader in conservation and education, the Zoo is proud to welcome a new season of growth and a new generation of visitors discovering enhanced exhibits, exceptional animal experiences, and an ideal setting where memories are made.

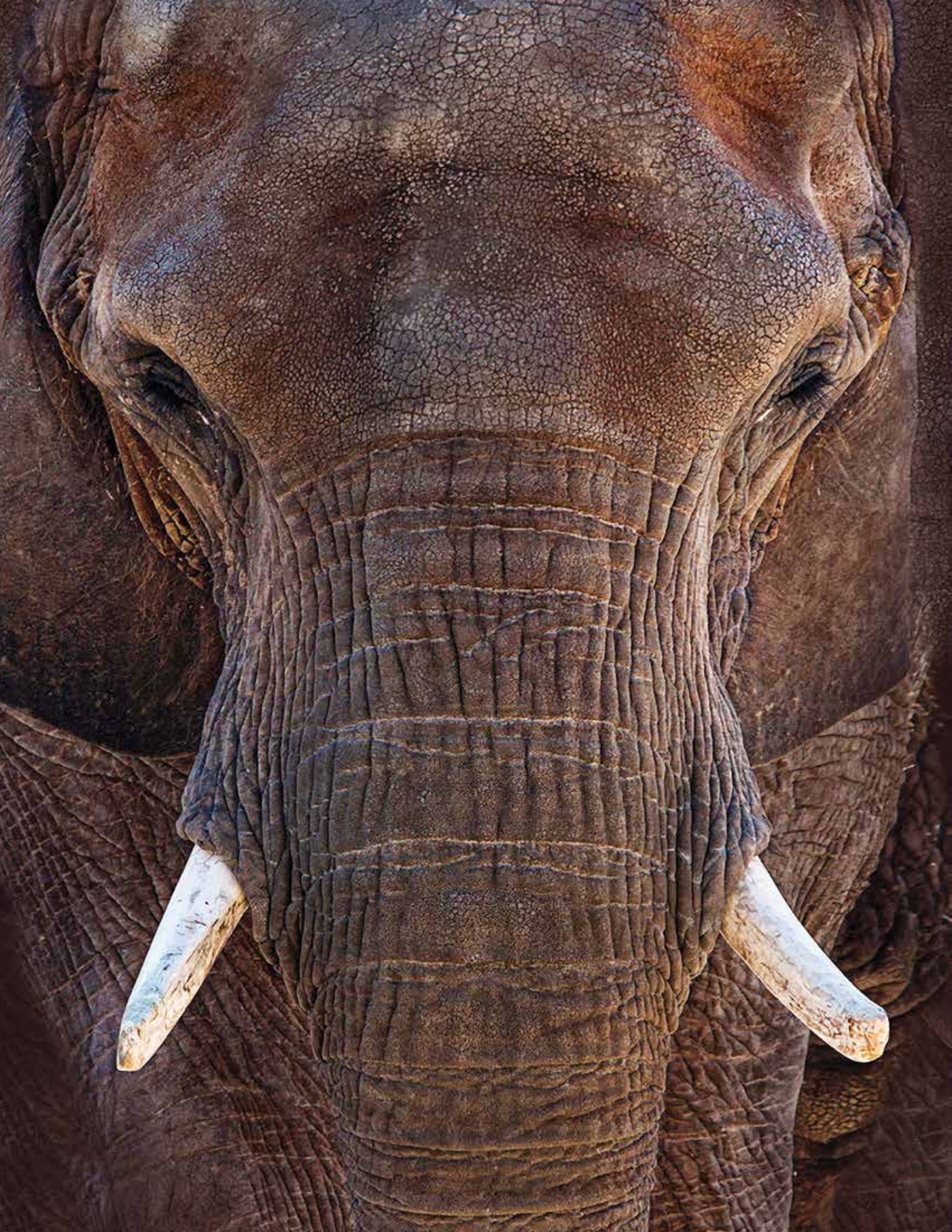
MEET ME AT THE ZOO!

The Maryland Zoo is a place where families of all kinds come to meet for memorable experiences and meaningful connections. The Zoo recently hosted more than 424,000 annual visitors and continues to grow an impressive audience of engaged and passionate supporters. Our more than 12,000 member households constitute a healthy mix of rooted, upwardly mobile, and financially sufficient homes in our immediate region. Largely female with children, and mainly aged 25 to 45, our core audience is a highly desirable demographic of household decision makers.

The Zoo's animal collection encompasses more than 1,500 mammals, birds, amphibians, and

reptiles representing nearly 200 species in naturalistic and acclaimed exhibits including The Maryland Wilderness featuring an award-winning children's zoo, The Polar Bear Watch, The African Journey, and the Zoo's newest premier habitat, a state-of-the-art African Penguin Exhibit.

Proud to be a leader in education, The Maryland Zoo is home to educational programs that support learning outcomes for Maryland schools and are aligned with federal and state curricula. The Zoo serves nearly 87,000 students, teachers and chaperones annually through the Free School Admission Program. Outreach staff extend the reach of the Zoo's education programming by providing off-site interactive programs to more than 46,000 children and adults each year.



*A fifth straight
year of growth.*

424,846

ANNUAL VISITORS IN FY2014

THAT'S A **25%**

INCREASE

IN VISITORS SINCE FY2010

NOTABLE REVENUE OF

**OVER ONE
MILLION**

GENERATED BY
ZOO FAMILY MEMBERSHIPS

RECORD MONTH
OF PERSONAL GIVING

\$150,000

FOR DECEMBER 2014

*"A few years ago I noted that the key to our financial success is finding the economies and efficiencies in our spending, while offering our guests and dedicated members reasons to come to the Zoo, **and then come back again.**"*

— DON HUTCHINSON
PRESIDENT/CEO

Photo courtesy of Kevin B. Moore



ON-SITE SPONSORSHIP

Imagine your company's name on an exhibit, pavilion, tram or train and your company's name on the Zoo's map, collateral material, or website. For a minimal cost per day, thousands of visitors to the Zoo will see your company's name and know that you support one of the most important educational and cultural institutions in the region. Your company will also benefit from being affiliated with the Zoo's conservation and environmental efforts.

We are always happy to customize opportunities to meet your needs.

SIGNAGE OPPORTUNITIES

STREET & LAMPPOST BANNERS

\$15,000 per year

What better way to gain marketing exposure than to sponsor the highly visible banners within Zoo grounds. More than 20 banner positions are available leading down the Zoo's walkway to and from the main area of exhibits. An excellent opportunity for a company looking to reach a maximum number of visitor impressions.

TRAM SIGNAGE

\$15,000 per year, with a three-year commitment

Our stroller-friendly trams can be wrapped with colorful graphics to market your product or service. Sponsorship can also include signage at tram stops. This guarantees that tram riders and those who walk to the exhibits will see your message.

DIRECTIONAL SIGNAGE & ZOO MAPS

\$15,000 per year

The Maryland Zoo in Baltimore is one of the largest zoos in the nation. The Zoo is spread across 135 acres in a 745 acre urban park. Directional signs inside zoo guide our guests and enhance the overall experience. Your message on a directional sign can build awareness of your product or service. Our Zoo map is a great place for a traffic-driving, money-saving coupon because it puts your message right into the hands of potential customers. At the same time it generates multiple impressions during and even after a visit to the park.

PRODUCT SAMPLING & DEMONSTRATION

\$1,000 per day (discount for consecutive days)

With thousands of guests visiting the Zoo every day, product sampling or demonstration gives sponsors instant feedback and exposure for new products.

LANDSCAPING

\$5,000 per year

The Maryland Zoo in Baltimore prides itself on beautiful grounds. In addition to exotic animals, guests see beautiful landscapes, featuring dazzling flowers, and stately trees as well. Working in conjunction with our full-time horticultural staff you can "stake your claim" to a plot of the Zoo to showcase your capabilities. Ground level signage makes the connection to your company. Residential and commercial landscapers are encouraged to take advantage of this sponsorship opportunity.

ZOO TRAIN MARKETING OPPORTUNITIES

TRAIN RIDE & STATION NAMING OPPORTUNITY

\$25,000 per year, with a three-year commitment

The sponsor will receive naming rights to the train ride with their name and logo featured throughout the station. The sponsor's name will also be featured on the Zoo map.

TRAIN CAR

\$5,000 per year, with a three-year commitment

Each of the train cars provides an open air ride that the guests will never forget. The sponsor can select one of the cars to display their logo. One sponsorship will be sold per train car.

BRIDGE

\$5,000 per year, with a three-year commitment

The bridge adds an exhilarating experience for train riders of all ages. The sponsor will receive the naming rights for the bridge and a sign on the bridge will include the sponsor's name and logo.

IN-KIND SPONSORSHIP

The Maryland Zoo in Baltimore would consider an in-kind donation for any level of sponsorship. A sponsorship fee may be paid by providing goods and services that are budget-relieving to the Zoo. These sponsorship opportunities are reviewed on a case-by-case basis.



EXHIBIT SPONSORSHIP

Sponsorship of an exhibit is a unique way to promote and display your company's name. There are many opportunities for you to connect your company's name, product or mission with one of the Zoo's many outstanding exhibits or themed areas.

AFRICAN JOURNEY

EXHIBIT SPONSORSHIP

\$5,000 - 10,000 per year each

Lions, African Watering Hole, Leopards, Cheetahs, Elephant Overlook, Warthog/ Dik-dik, Vulture, Sitatunga, Tortoise Yard, African Aviary, Red Ruffed Lemur, Giraffe, Okapi, Elephant

CHIMP FOREST NAMING RIGHTS

\$50,000 per year for entire exhibit

SUPPORT & SPONSORSHIP OF EXHIBITS WITHIN THE CHIMP FOREST

\$5,000 - 10,000 per year

Mixed Species Exhibit, Crocodile, Sifaka, Indoor Chimp Area

MARYLAND WILDERNESS

STREAM

\$5000 per year/per exhibit

River Otter, Hellbender, Red Fox

THE CAVE

\$10,000 per year

Bat, Rattlesnake, Skunk

GIANT TREE SLIDE, NATIVE MARYLAND REPTILES & AMPHIBIANS

\$10,000 per year

MEADOW

\$5,000 per year

American Toad, Eastern Box Turtle

MARSH AVIARY

\$10,000 per year

THE BOG

\$5,000 per year

GOAT CORRAL (PETTING ZOO) NAMING RIGHTS

\$25,000 per year

COW BARN NAMING RIGHTS

\$10,000 per year

MEETING BARN NAMING RIGHTS

\$5,000 per year

SUPPORT & SPONSORSHIP OF ANIMALS WITHIN MARYLAND FARMYARD

\$5,000 per year/per exhibit

Cows, Donkeys, Pig, Chickens, Sheep

POLAR BEAR WATCH UNDERWATER VIEWING AREA

\$10,000 per year

SUPPORT & SPONSORSHIP OF ANIMALS WITHIN THE POLAR BEAR WATCH

\$10,000 per year/per exhibit

Snowy Owl, Arctic Fox

OTHER AREAS OF THE ZOO

WATERFOWL LAKE PAVILION

\$10,000 per year

LAKESIDE PAVILION

\$5,000 per year

CELEBRATION HILL

\$5,000 per year

MANSION HOUSE CONFERENCE ROOM

\$3,000 per year



EVENT SPONSORSHIP

The Zoo's events have become a tradition for thousands of guests each year. Guests enjoy the added excitement of visiting the Zoo during an event. Included are brief descriptions of each event. Please ask for detailed information on the individual event sponsorship opportunities.

BREAKFAST WITH THE ANIMALS SERIES

\$1,000-\$10,000
Series includes 16 separate breakfasts
Estimated Attendance 50-100 per event

Guests come to the Zoo for an intimate early morning meal at an animal exhibit area, stay to visit with their favorite Zoo animals, and hear from keepers who care for them.

SEX AT THE ZOO

\$1,000-\$10,000
One Evening
Estimated Attendance 150-250

Guests enjoy an elegant cocktail reception with animal ambassadors as well as an entertaining presentation all about the "birds & the bees" of animal reproduction. Unique facts and unusual mating habits of the wild kingdom are the highlight of this adults-only experience.

ZOO BLOOM

\$500-\$10,000
One Day
Estimated Attendance 5,000-15,000

Sponsors can kick off the new Zoo year in March. Guests are eager to return after the winter break to visit their favorite animals and to see what's new and exciting at the Zoo.

BUNNY BONANZOO

\$1,000-\$15,000
Three Days
Estimated Attendance 7,500-10,000

A spring tradition for all of Baltimore, Bunny BonanZOO is an event for the entire family. Featuring games, live entertainment and a traditional egg hunt, this free event is perfect for families with small children.

PARTY FOR THE PLANET

\$1,000-\$5,000
Two Days
Estimated Attendance 5,000-8,000

As a recognized April event at zoos and aquariums across the nation, Party for the Planet is a celebration that focuses on environmental and wildlife education. Games, giveaways, and hands-on activities engage guests of all ages as we celebrate the Earth.

BREW AT THE ZOO

\$1,000-\$15,000
Two Days
Estimated Attendance 5,000-8,000

Brew at the Zoo, Baltimore's largest beer festival, features local and regional beers, great entertainment, artisan vendors, and amazing food for all Zoo guests to enjoy. Takes place annually on Memorial Day weekend.

ANNUAL MEMBER APPRECIATION PICNIC

\$1,000-\$10,000
One Day
Estimated Attendance 250-750

The Maryland Zoo in Baltimore values its members. Every year, the Zoo holds an appreciation picnic to honor and celebrate our members' support of the Zoo. Games, children's activities, crafts, and giveaways are some of the small ways the Zoo says "thank you" to our most loyal guests.

OKTOBEARFEST

\$1,000-\$15,000
One Day
Estimated Attendance 1,500-3,000

In the tradition of a German beer festival, this new twist on an old favorite features local and regional fall beer sampling, live entertainment, vendors, and great geschmeckt (that's German for food)!

ZOOBOOO!

\$1,000-\$15,000
Three Days
Estimated Attendance 8,000-10,000

The premier, safe trick-or-treating event in the Baltimore area, ZooBOOO! includes entertainment, games, crafts, contests and special animal encounters!

ZOO ZOOM

\$1,000-\$15,000
One Day
Estimated Total Race Entries 1,800

Featuring an exciting 8K course through the Zoo, this annual race is fast becoming a must attend event for local runners. In addition, many families participate in the 1-mile Walk and Kids Fun Run. This event consistently sells out quickly.

SENIOR DAY

\$50,000
One Day
Estimated Attendance 3,000-5,000

Seniors across Maryland, 65 and over, and a guest will enjoy an amazing FREE day at the Zoo complete with admission, a picnic lunch, special keeper chats, Zoo tours and many other wonderful activities throughout the day. Your organization can help make that happen.

THE MARYLAND ZOO
IN BALTIMORE

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