MARYLAND ZOO

HABITAT SPONSORSHIPS

ENGAGING PEOPLE WITH THE WONDER OF THE LIVING WORLD

The Zoo's mission is to engage people in the wonder of the living world through personal encounters with animals, fostering empathy, and lifelong support for conservation of wild life and wild places.

Sponsoring one of our animal habitats will give your brand feel-good exposure to one of the most valuable audiences around, the Zoo visitor.

MARYLAND ZOO
1876 Mansion House Drive
Baltimore, Maryland 21217

SPECIES SPONSOR

VALUE $7,500

SPECIES AVAILABLE: ***Birds at Crane Barn, Snowy Owl, Hellbender, Bobcat, Animals in the Cave, Box Turtle, Alpaca, KuneKune Pigs, Sheep, Miniature Donkeys, Trumpeter Swans, Longhorn, Cape Porcupine, Eagle, Tortoise, Kudu, Addra Gazelle, Warthog, Okapi, Crocodile, Panamanian Golden Frog, Lemur Lane primates, Great White Pelican***

EXPERIENCES AVAILABLE: ***Giant Tree Slide***

Digital Marketing

- Name/logo recognition on exhibit-related digital content on website and social media
- Logo recognition in Corporate Partner newsletter (qty. 1)

On-Site Collateral

- Logo recognition on exhibit signage as official exhibit sponsor (~425,000 visitors each year)

Other Deliverables

- One (1) on-grounds promotional opportunity (restrictions may apply)
- Corporate membership, includes:
  - 25 one-day, single use tickets to the Zoo (special events excluded)
  - 2 reusable membership passes
  - E-Subscription and B2B marketing opportunities in quarterly Corporate Partner newsletter
  - 15% discount on family memberships for employees
  - Group volunteering opportunities

HABITAT SPONSOR

VALUE $12,500

HABITATS AVAILABLE: ***Prairie Dog, Otter, Grizzly Bear, Flamingo, Lion, Sitatunga, African Watering Hole (rhino, zebra, ostrich), Leopard, Cheetah, Giraffe, Chimp Forest, Goat Corral***

EXPERIENCES AVAILABLE: ***Rhino encounters***

Digital Marketing

- Name/logo recognition on exhibit related digital content on website and social media
- Logo recognition in Corporate Partner newsletter (qty. 1)

On-Site Collateral

- Logo recognition on exhibit signage as official exhibit sponsor (~425,000 visitors each year)

Other Deliverables

- Industry exclusivity
- Two (2) behind-the-scenes tours—groups should be no more than eight (8) people
- One (1) visit from a Zoo animal ambassador (restrictions may apply)
- Two (2) on-grounds promotional opportunities (restrictions may apply)
- Stakeholder level corporate membership, includes:
  - 75 one-day, single use tickets to the Zoo (special events excluded)
  - 5 reusable membership passes
  - E-Subscription and B2B marketing opportunities in quarterly Corporate Partner newsletter
  - 15% discount on family memberships for employees
  - Group volunteering opportunities

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LARGE HABITAT SPONSOR

VALUE $20,000

HABITATS AVAILABLE: ***Marsh Aviary, African Aviary, Penguin Coast, Elephant***

EXPERIENCES AVAILABLE: ***Penguin Encounters, Giraffe Feeding Station***

Digital Marketing

- Name/logo recognition on exhibit related digital content on website and social media
- Logo recognition in Corporate Partner newsletter (qty. 1)

On-Site Collateral

- Logo recognition on exhibit signage as official exhibit sponsor (~425,000 visitors each year)

Other Deliverables

- Sole sponsor of exhibit
- Industry exclusivity
- 50% discount on venue rental at the Zoo (cannot combine with other discounts)
- Three (3) behind-the-scenes tours—groups should be no more than eight (8) people
- One (1) visit from a Zoo animal ambassador (restrictions may apply)
- Two (2) on-grounds promotional opportunities (restrictions may apply)
- Ten (10) one-time use tickets to donate to charity
- $750 credit towards customizable benefits
- Leadership level corporate membership, includes:
  - 125 one-day, single use tickets to the Zoo (special events excluded)
  - 10 reusable membership passes
  - One private behind-the-scenes opportunity for up to four guests
  - E-Subscription and B2B marketing opportunities in quarterly Corporate Partner newsletter
  - 15% discount on family memberships for employees
  - Group volunteering opportunities

ELECTRIC SHUTTLE SPONSORSHIP

VALUE $10,000

Digital Marketing

- Name & logo recognition on related digital content on website and social media
- Logo & link on Corporate Partner webpage
- Recognition in one edition of Corporate Partner Newsletter
- Recognition in relevant content in Hullabazoo monthly newsletter
- Recognition in relevant content in Have You Heard? member newsletter
- Recognition in all relevant press releases
- Recognition on Zoo's accessibility web page

On-Site Collateral

- Logo recognition on shuttles as official sponsor (includes two signs)
- Logo recognition on shuttle stop signs, located at the top and bottom of Buffalo Yard Road.

Other Deliverables

- Industry exclusivity & naming
- Stakeholder level corporate membership, includes:
  - 75 one-time use Zoo admission tickets
  - 5 reusable Zoo admission passes
  - 10% discount on private event space rentals at the Zoo
  - Company website link listed on Zoo's website
  - 15% discount on Family Memberships for employees
  - E-subscription and B2B marketing opportunities in quarterly Corporate Partner Newsletter
  - Group volunteering opportunities
  - Invitation to B2B networking events

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PENGUIN BREEDING SEASON SPONSOR

VALUE $25,000

Digital Marketing

- Naming rights for duration of partnership
- Name & logo recognition on related digital content on website and social media
- Logo & link on Corporate Partner webpage
- Recognition as sponsor of relevant animal webcam
- Recognition in one edition of Corporate Partner Newsletter
- Recognition in relevant content in Hullabazoo monthly newsletter
- Recognition in relevant content in Have You Herd? member newsletter
- Recognition in all relevant press releases

On-Site Collateral

- Logo recognition on signage at the penguin exhibit, throughout breeding season

Other Deliverables

- Industry exclusivity & naming
- 25% discount on rental space
- $1,500 credit towards customizable benefits
- Sole sponsor of the 2023 penguin breeding season (number of penguin chicks TBD)
- Opportunity to name up to two of the chicks (The Maryland Zoo cannot guarantee that penguin chicks will remain at our facility. It is always possible for a breeding recommendation to relocate an animal to another AZA accredited institution.)
- Three behind-the-scenes tours for groups of up to 8 people each
- One visit from a Zoo animal ambassador (restrictions may apply)
- Two on-grounds promotional opportunities (restrictions may apply)
- Executive level corporate membership, includes:
  - 200 one-day, single use tickets to the zoo (special events excluded)
  - 5 reusable membership passes
  - E-subscription and B2B marketing opportunities in quarterly Corporate Partner Newsletter
  - 15% discount on family memberships for employees
  - Group volunteering opportunities

RIDE SPONSOR

VALUE $50,000

TRAIN: ***Hosting ~50,000 riders per year, the train is a great way to explore the Zoo from a different vantage point.***

CAROUSEL: ***Hosting ~30,000 riders per year, the carousel provides dizzying fun to children and adults, alike.***

Digital Marketing

- Name/logo recognition digital content on website and social media
- Recognition on attraction-relevant slide on digital signage located at the Main Gate
- Recognition in relevant content in Hullabazoo monthly newsletters
- Recognition in relevant content in Have You Herd? member newsletters
- Recognition in quarterly Corporate Partner newsletter (qty. 1)
- Recognition on the Rides & Attractions and Zoo Experiences web pages
- Recognition in attraction-relevant press releases

On-Site Collateral

- Prominent logo recognition on permanent signage located at the sponsored attraction
- Recognition on all other signage promoting the sponsored attraction
- Recognition on train or carousel riders' wristbands ~50,000

Other Deliverables

- Industry exclusivity guaranteed
- Sole sponsor of attraction
- Complimentary rental space
- $2250 credit towards customizable benefits
- Logo and link on corporate member webpage
- Premier level corporate membership, includes:
  - 250 one-day, single use tickets to the Zoo (special events excluded)
  - 20 reusable membership passes
  - One private behind-the-scenes opportunity for up to four guests
  - E-Subscription and B2B marketing opportunities in quarterly Corporate Partner newsletter
  - 15% discount on family memberships for employees
  - Group volunteering opportunities