



Sponsorship Opportunities



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Frogs & Fairytales

Saturday, March 7, 2015

9 a.m. – 12 p.m.



Presenting Sponsor - \$5,000

Royal Sponsor - \$2,500

Noble Sponsor - \$1,500

Hear ye, hear ye! All the princesses, knights and amphibians of the land are invited to “leap forward” to daylight-savings time at Fresno Chaffee Zoo’s most enchanting event, *Frogs & Fairytales*. What’s a princess without a frog? Or a frog without a princess? Children are encouraged to come dressed as their favorite fairytale character (*costumes encouraged, but not required*) and learn about their amphibian friends. Journey through the Zoo to an enchanting palace for delicious snacks at the royal court. We’ll have a ‘jumpin’ good time with educational frog games and photo opportunities with real fairytale characters! Guests can also build charismatic crafts, and get a makeover! Plus, meet live reptiles and amphibians!

Presenting Sponsor benefits include: (\$5,000)

- Company banner displayed the day of the event (banner supplied by sponsor)
- Opportunity to have a booth at event
- Logo inclusion in all paid advertising
- Logo recognition on all promotional event material including invitation, event program, tickets, posters, banners and Visitor’s Guide insert (invitation mailed to over 17,500 households)
- Logo recognition in our quarterly magazine, ZooNews, which is mailed to more than 14,000 households
- Logo recognition on Fresno Chaffee Zoo website and social media outlets
- Recognition on all press releases regarding event
- 20 complimentary admission tickets to event
- 20 general Zoo admission tickets
- Invitation to Toucan Dinner (annual donor appreciation dinner)

Royal Sponsor benefits include: (\$2,500)

- Opportunity to have a booth at event
- Logo inclusion in all paid advertising
- Logo recognition on all promotional event material including invitation, event program, tickets, posters, banners and Visitor’s Guide insert (invitation mailed to over 17,500 households)
- Logo recognition in our quarterly magazine, ZooNews, which is mailed to more than 14,000 households
- Logo recognition on Fresno Chaffee Zoo website and social media outlets
- Recognition on all press releases regarding event
- 10 complimentary admission tickets to event
- Invitation to Toucan Dinner (annual donor appreciation dinner)

Noble Sponsor benefits include: (\$1,500)

- Opportunity to have a booth at event
- Logo featured in event program
- Logo recognition in our quarterly magazine, ZooNews, which is mailed to more than 14,000 households
- Logo recognition on Fresno Chaffee Zoo website and social media outlets
- Recognition on all press releases regarding event
- 4 complimentary admission tickets to event
- Invitation to Toucan Dinner (annual donor appreciation dinner)



Breakfast with the Animals

Saturday, April 11, 2015

8:30 a.m. – 11:30 a.m.

Presenting Sponsor - \$7,500

Elephant Sponsor - \$5,000

Giraffe Sponsor - \$2,500

Sea Lion Sponsor - \$1,000

Our much anticipated event, Breakfast with the Animals, is delicious and fun for the whole family! Guests arrive between 8:30 a.m. and 11:30 a.m. to enjoy hot, syrupy, buttermilk pancakes with sizzling sausage, coffee, juice and milk in our Dining Garden. Kids are entertained with live music and entertainment, the Winged Wonders Bird Show, face painting, animal presentations and more. After breakfast, guests are invited to stay and watch our animals enjoy holiday themed enrichments and egg-hunts during "Great Eggspectations."

Presenting Sponsor benefits include: (\$7,500)

- Company banner displayed the day of the event (banner supplied by sponsor)
- Logo inclusion in all paid advertising
- Logo recognition on all promotional event material including invitation, event program, tickets, posters, banners and Visitor's Guide insert (invitation mailed to over 17,500 households)
- Logo recognition in our quarterly magazine, ZooNews, which is mailed to more than 14,000 households
- Logo recognition on Fresno Chaffee Zoo website and social media outlets
- Recognition on all press releases regarding event
- 50 complimentary admission tickets to event
- 50 general Zoo admission tickets
- 20 percent discount on facility rental
- Invitation to Toucan Dinner (annual donor appreciation dinner)

Elephant Sponsor benefits include: (\$5,000)

- Logo inclusion in all paid advertising
- Logo recognition on all promotional event material including invitation, event program, tickets, posters, banners and Visitor's Guide insert (invitation mailed to over 17,500 households)
- Logo recognition in our quarterly magazine, ZooNews, which is mailed to more than 14,000 households



- Logo recognition on Fresno Chaffee Zoo website and social media outlets
- Recognition on all press releases regarding event
- 20 complimentary admission tickets to event
- 20 general Zoo admission tickets
- Invitation to Toucan Dinner (annual donor appreciation dinner)

Giraffe Sponsor benefits include: (\$2,500)

- Logo inclusion in all paid advertising
- Logo recognition on all promotional event material including invitation, event program, tickets, posters, banners and Visitor's Guide insert (invitation mailed to over 17,500 households)
- Logo recognition in our quarterly magazine, ZooNews, which is mailed to more than 14,000 households
- Logo recognition on Fresno Chaffee Zoo website and social media outlets
- Recognition on all press releases regarding event
- 15 complimentary admission tickets to event
- Invitation to Toucan Dinner (annual donor appreciation dinner)

Sea Lion Sponsor benefits include: (\$1,000)

- Logo inclusion in all paid advertising
- Logo recognition on all promotional event material including invitation, event program, tickets, posters, banners and Visitor's Guide insert (invitation mailed to over 17,500 households)
- Logo recognition in our quarterly magazine, ZooNews, which is mailed to more than 14,000 households
- Logo recognition on Fresno Chaffee Zoo website and social media outlets
- Recognition on all press releases regarding event
- 4 complimentary admission tickets to event
- Invitation to Toucan Dinner (annual donor appreciation dinner)



Dreamnight

Friday, June 5, 2015

5 p.m. – 8 p.m.

Presenting Sponsor - \$5,000

Dream Sponsor - \$2,500

Star Sponsor - \$1,000

Dreamnight at the Zoo

On the first Friday in June, Fresno Chaffee Zoo staff, volunteers and sponsors open the Zoo and their hearts to local children with special health care needs or disabilities during Dreamnight at the Zoo. These children and their families enjoy a fun and free evening that includes Stingray Bay, giraffe feeding, behind-the-scene tours, the Winged Wonders Bird Show, animal enrichment activities, keeper chats, music and more. Dreamnight at the Zoo is celebrated worldwide and was initiated at the Rotterdam Zoo in 1996. **In 2014, over 236 zoos in 38 countries participated.**

Presenting Sponsor benefits include: (\$5,000)

- Company banner displayed the day of the event (banner supplied by sponsor)
- Opportunity to have a booth at event
- Logo recognition on event invitations
- 40 general Zoo admission tickets
- Invitation to Toucan Dinner (annual donor appreciation dinner)

Dream Sponsor benefits include: (\$2,500)

- Company banner displayed the day of the event (banner supplied by sponsor)
- Opportunity to have a booth at event
- Logo recognition on event invitations
- 20 general Zoo admission tickets
- Invitation to Toucan Dinner (annual donor appreciation dinner)

Star Sponsor benefits include: (\$1,000)

- Company banner displayed the day of the event (banner supplied by sponsor)
- Opportunity to have a booth at event
- Logo recognition on event invitations
- 10 general Zoo admission tickets
- Invitation to Toucan Dinner (annual donor appreciation dinner)



ValleyPBS Kids Nite

Saturday, September 5, 2015

5 p.m. – 9 p.m.

Presenting Sponsor - \$5,000

Stage Sponsor - \$5,000

Partner - \$2,500



Join us at Fresno Chaffee Zoo for an evening of PBS fun at ValleyPBS Kids Nite! Buddy the dinosaur has loved coming to the Zoo for "Dino Nite" and now he wants to bring some of his closest friends from other ValleyPBS shows. You'll get to meet Buddy from Dinosaur Train, Arthur the Aardvark, Alpha Pig from Super Why!, Curious George and Daniel Tiger all in one night! You'll also get to uncover bones in Dino Dig, see Ross Laird's Winged Wonders Bird Show, stroll through the Zoo after hours and enjoy a special screening of a PBS Kids show. And don't forget about the arts and crafts tables, animal bio-facts, vendor booths and kid-friendly entertainment!

Presenting Sponsor benefits include: (\$5,000)

As a Presenting Partner your business will be connected to one of five characters that are appearing at ValleyPBS Kids Nite. The Appearance location will be placed near your corporate booth space at the event and your business will be acknowledged with onsite signage in the character appearance space. Additionally, you will receive:

- Video and audio mention in a minimum of two, on-air PBSKids Pledge Programs promoting the ValleyPBS Kids Nite event on ValleyPBS.
- Logo placement and recognition as a Presenting Partner in 250 event promotional spots on ValleyPBS 18-HD.
- Logo placement and recognition as a Presenting Partner in 100 event promotional spots on Valley Create 18.2.
- Logo placement and recognition as a Presenting Partner in 250 Spanish language event promotional spots on Valley Vme 18.3.
- Logo placement on website event page on both valleypbs.org and fresnochaffeezoo.org.
- Logo placement and recognition as a Presenting Partner in two ValleyPBS Connected e-newsletters sent to 22,000+ e-mails.
- Recognition as an event Presenting Partner on ValleyPBS and Fresno Chaffee Zoo Facebook Pages.
- Logo recognition in our quarterly magazine, ZooNews, which is mailed to more than 14,000 households
- Logo placement and recognition on all event related collateral material (i.e. tickets, posters, etc.). 1/2 page, full color ad in event program & recognition on event grounds map.
- Logo Inclusion on event banner placed inside Fresno Chaffee Zoo at least two weeks prior to the event
- Opportunity to place one corporate banner in a prime location inside Fresno Chaffee Zoo for the day of the event.
- Inclusion as a Presenting Partner on all event related promotional signage at Fresno Chaffee Zoo leading up to and during event.
- Recognition as the presenting sponsor of a designated character at the event.

Stage Sponsor Benefits Include: (\$5,000)

As the Stage Partner you will have naming rights to the stage on grounds maps and will enjoy corporate banner placement at the stage during the event. Your business will be recognized as the sponsor of Mr. Steve, a PBS Kids performer who will perform during the event. Additionally, you will receive:

- Video and audio mention in a minimum of two, on-air PBSKids Pledge Programs promoting the ValleyPBS Kids Nite event on ValleyPBS.
- Logo placement and recognition as a Stage Partner in 250 event promotional spots on ValleyPBS 18-HD.
- Logo placement and recognition as a Stage Partner in 100 event promotional spots on Valley Create 18.2.
- Logo placement and recognition as a Stage Partner in 250 Spanish language event promotional spots on Valley Vme 18.3.
- Logo placement on website event page on both valleypbs.org and fresnochaffeezoo.org.
- Logo placement and recognition as a Stage Partner in two ValleyPBS Connected e-newsletters sent to 22,000+ e-mails.
- Recognition as an event Stage Partner on ValleyPBS and Fresno Chaffee Zoo Facebook Pages.
- Logo recognition in our quarterly magazine, ZooNews, which is mailed to more than 14,000 households
- Logo placement and recognition on all event related collateral material (i.e. tickets, posters, etc.). 1/2 page, full color ad in event program.
- Recognition on event grounds map as the Stage Partner.
- Logo Inclusion on event banner placed inside Fresno Chaffee Zoo at least two weeks prior to the event
- Opportunity to place one corporate banner in a prime location inside Fresno Chaffee Zoo for the day of the event.
- Inclusion as a Stage Partner on all event related promotional signage at Fresno Chaffee Zoo leading up to and during event.
- Recognition as the sponsor of Mr. Steve.



Partner Benefits Include: (\$2,500)

- Video and audio mention in a minimum of two, on-air PBSKids Pledge Programs promoting the ValleyPBS Kids Nite event on ValleyPBS.
- Logo placement as a Partner in 250 event promotional spots on ValleyPBS 18-HD.
- Logo placement as a Partner in 100 event promotional spots on Valley Create 18.2.
- Logo placement as a Partner in 250 Spanish language event promotional spots on Valley Vme 18.3.
- Logo placement on website event page on both valleypbs.org and fresnochaffeezoo.org.
- Logo placement and recognition as a Partner in two ValleyPBS Connected e-newsletters sent to 22,000+ e-mails.
- Recognition as an event Partner on ValleyPBS and Fresno Chaffee Zoo Facebook Pages.
- Logo recognition in our quarterly magazine, ZooNews, which is mailed to more than 14,000 households
- Logo placement and recognition on all event related collateral material (i.e. tickets, posters, etc.). 1/6 page, full color ad in event program.
- Recognition on event grounds map.
- Logo Inclusion on event banner placed inside Fresno Chaffee Zoo at least two weeks prior to the event.
- Opportunity to place one corporate banner in a prime location inside Fresno Chaffee Zoo for the day of the event.
- Inclusion as a Partner on all event related promotional signage at Fresno Chaffee Zoo leading up to and during event.
- 10 event tickets good for children or adult admission during the event.
- One 10X10 booth space in a prime location at the event.



Previously, Dino Nite, ValleyPBS Kids Nite info will appear for 2015 going forward.



Safari Night

Friday, September 25, 2015

6 p.m. – 12 a.m.

Presenting Sponsor - \$25,000

Entertainment Sponsor - \$10,000

Savanna Sponsor - \$5,000

Safari Bar Sponsor - \$4,000

Casino Sponsor - \$3,500

We invite you to sponsor this marquee event and be a part of something unique and just a little bit wild. This year's event celebrates the construction of our next major Zoo exhibit area, African Adventure.

Safari Night is a high profile gala featuring specialties from premier restaurants and beverage sponsors, dancing under the stars and the sights and sounds of the Zoo at twilight. The party strolls along the Zoo's pathways, past exotic animals and lush gardens, and eventually culminates at our Event Garden.

From creating brand awareness, entertaining key clients, or demonstrating community involvement, Safari Night is the ideal marketing platform for reaching an affluent Fresno area audience.

Presenting Sponsor benefits include: (\$25,000)

- Company banner displayed the day of the event (banner supplied by sponsor)
- Opportunity to have a booth at event
- Logo inclusion in all paid advertising
- Two reserved tables of 10 in the VIP Pavilion which includes:
 - Two bottles of wine on table
 - 20 wristbands for unlimited beverages
- Your signage and logo recognition on the VIP pavilion, Safari Night VIP lounges and event signage
- Logo recognition on event gift bags given to every attendee
- Full page program ad (color, inside front cover)
- Logo recognition on all promotional event material including invitation, event program, tickets, posters, banners and Visitor's Guide insert (invitation mailed to over 17,500 households)
- Logo recognition in our quarterly magazine, ZooNews, which is mailed to more than 14,000 households
- Logo recognition on Fresno Chaffee Zoo website and social media outlets
- Recognition on all press releases regarding event
- 50 general Zoo admission tickets
- 20 percent discount on Zoo facility rentals
- Invitation to Toucan Dinner (annual donor appreciation dinner)

Safari Night

Entertainment Sponsor benefits include: (\$10,000)

- Company banner displayed the day of the event (banner supplied by sponsor)
- Opportunity to have a booth at event
- Logo inclusion in all paid advertising
- Two reserved tables of 10 in the VIP Pavilion which includes:
 - Two bottles of wine on table
 - 20 wristbands for unlimited beverages
- Signage and logo recognition displayed at Safari Night VIP lounges, VIP Pavilion
- Logo recognition and full page program ad (color, inside back cover)
- Logo recognition on all promotional event material including invitation, event program, tickets, posters, banners and Visitor's Guide insert (invitation mailed to over 17,500 households)
- Logo recognition in our quarterly magazine, ZooNews, which is mailed to more than 14,000 households
- Logo recognition on Fresno Chaffee Zoo website and social media outlets
- Recognition on all press releases regarding event
- 40 complimentary admission tickets to event
- 20 percent discount on Zoo facility rentals
- Invitation to Toucan Dinner (annual donor appreciation dinner)

Savanna Sponsor benefits include: (\$5,000)

- Company banner displayed the day of the event (banner supplied by sponsor)
- Opportunity to have a booth at event
- Logo inclusion in all paid advertising
- Logo recognition in event program
- One reserved table of 10 in the VIP Pavilion which includes:
 - One bottle of wine on table
 - 10 wristbands for unlimited beverages
- Full page program ad (black and white)
- Logo recognition on all promotional event material including invitation, event program, tickets, posters, banners and Visitor's Guide insert (invitation mailed to over 17,500 households)
- Logo recognition in our quarterly magazine, ZooNews, which is mailed to more than 14,000 households
- Logo recognition on Fresno Chaffee Zoo website and social media outlets
- Recognition on all press releases regarding event
- 30 general Zoo admission tickets
- Invitation to Toucan Dinner (annual donor appreciation dinner)



Safari Bar sponsor benefits include: (\$4,000)

- Company banner displayed the day of the event in the VIP bar (banner supplied by sponsor)
- Opportunity to have a booth at event
- Logo inclusion in all paid advertising
- One reserved table of 10 in the VIP Pavilion which includes:
 - One bottle of wine on table
 - 10 wristbands for unlimited beverages
- Logo recognition in event program (full page, black and white)
- Logo recognition on all promotional event material including invitation, event program, tickets, posters, banners and Visitor's Guide insert (invitation mailed to over 17,500 households)
- Logo recognition in our quarterly magazine, ZooNews, which is mailed to more than 14,000 households
- Logo recognition on Fresno Chaffee Zoo website and social media outlets
- Recognition on all press releases regarding event
- 20 general Zoo admission tickets
- Invitation to Toucan Dinner (annual donor appreciation dinner)

Casino Sponsor benefits include: (\$3,500)

- Company banner displayed the day of the event at the Casino (banner supplied by sponsor)
- Opportunity to have a booth at event
- Logo inclusion in all paid advertising
- One reserved table of 10 in the VIP Pavilion which includes:
 - One bottle of wine on table
 - 10 wristbands for unlimited beverages
- Logo recognition in event program (full page, black and white)
- Logo recognition on all promotional event material including invitation, event program, tickets, posters, banners and Visitor's Guide insert (invitation mailed to over 17,500 households)
- Logo recognition in our quarterly magazine, ZooNews, which is mailed to more than 14,000 households
- Logo recognition on Fresno Chaffee Zoo website and social media outlets
- Recognition on all press releases regarding event
- 10 general Zoo admission tickets
- Invitation to Toucan Dinner (annual donor appreciation dinner)



ZooBoo

**Friday and Saturday,
October 23 & 24, 2015**

**Friday and Saturday,
October 30 & 31, 2015**

ZooBoo



Presenting Sponsor: \$25,000

Haunted Sponsor: \$15,000

Spooky Sponsor: \$10,000

Tombstone Sponsor: \$5,000

ZooBoo offers a merry, not too scary alternative to traditional trick or treating amongst the Zoo's creepy, crawly creatures. Ghouls and goblins, super heroes and princesses wander through the Zoo visiting sponsored treat stations. Additional Halloween themed activities include carnival style games, Dracula's Disco, live entertainment, haunted reptile building, graveyard and more. This Zoo FUNdraiser sells out each year so it has been expanded to four nights. It's so easy to be a sponsor of this event – it's frightening!

Presenting Sponsor benefits include: (\$25,000)

- Company banner displayed the day of the event in the Event Garden (banner supplied by sponsor)
- Logo recognition on all promotional event material including invitation, event program, tickets, posters, banners and Visitor's Guide insert (invitation mailed to over 17,500 households)
- Logo recognition in our quarterly magazine, ZooNews, which is mailed to more than 14,000 households
- Logo recognition on Fresno Chaffee Zoo website and social media outlets
- Recognition on all press releases regarding event
- 30 complimentary admission tickets to event
- 40 general Zoo admission tickets
- 20 percent discount on Zoo facility rentals
- Invitation to Toucan Dinner (annual donor appreciation dinner)

Haunted Sponsor benefits include: (\$15,000)

- Logo recognition on all promotional event material including invitation, event program, tickets, posters, banners and Visitor's Guide insert (invitation mailed to over 17,500 households)
- Logo recognition in our quarterly magazine, ZooNews, which is mailed to more than 14,000 households
- Logo recognition on Fresno Chaffee Zoo website and social media outlets
- Recognition on all press releases regarding event
- 20 complimentary admission tickets to event
- 30 general Zoo admission tickets
- Invitation to Toucan Dinner (annual donor appreciation dinner)

Spooky Sponsor benefits include: (\$10,000)

- Logo recognition on all promotional event material including invitation, event program, tickets, posters, banners and Visitor's Guide insert (invitation mailed to over 17,500 households)
- Logo recognition in our quarterly magazine, ZooNews, which is mailed to more than 14,000 households
- Logo recognition on Fresno Chaffee Zoo website and social media outlets
- Recognition on all press releases regarding event
- 15 complimentary admission tickets to event
- 20 general Zoo admission tickets
- Invitation to Toucan Dinner (annual donor appreciation dinner)

Tombstone Sponsor benefits include: (\$5,000)

- Logo recognition on all promotional event material including invitation, event program, tickets, posters, banners and Visitor's Guide insert (invitation mailed to over 17,500 households)
- Logo recognition in our quarterly magazine, ZooNews, which is mailed to more than 14,000 households
- Logo recognition on Fresno Chaffee Zoo website and social media outlets
- Recognition on all press releases regarding event
- 10 complimentary admission tickets to event
- 15 general Zoo admission tickets
- Invitation to Toucan Dinner (annual donor appreciation dinner)



Breakfast with Santa
Saturday, December 5, 2015

Presenting Sponsor: \$5,000

Santa Sponsor: \$2,500

Tinsel Sponsor: \$1,500

Breakfast
With Santa

Presenting Sponsor benefits include: (\$5,000)

- Company banner displayed the day of the event (banner supplied by sponsor)
- Opportunity to have a booth at event
- Logo inclusion in all paid advertising
- Logo recognition on all promotional event material including invitation, event program, tickets, posters, banners and Visitor's Guide insert (invitation mailed to over 17,500 households)
- Logo recognition in our quarterly magazine, ZooNews, which is mailed to more than 14,000 households
- Logo recognition on Fresno Chaffee Zoo website and social media outlets
- Recognition on all press releases regarding event
- 15 complimentary admission tickets to event
- 20 general Zoo admission tickets
- Invitation to Toucan Dinner (annual donor appreciation dinner)

Santa Sponsor benefits include: (\$2,500)

- Opportunity to have a booth at event
- Logo inclusion in all paid advertising
- Logo recognition on all promotional event material including invitation, event program, tickets, posters, banners and Visitor's Guide insert (invitation mailed to over 17,500 households)
- Logo recognition in our quarterly magazine, ZooNews, which is mailed to more than 14,000 households
- Logo recognition on Fresno Chaffee Zoo website and social media outlets
- Recognition on all press releases regarding event
- 10 complimentary admission tickets to event
- Invitation to Toucan Dinner (annual donor appreciation dinner)

Tinsel Sponsor benefits include: (\$1,500)

- Opportunity to have a booth at event
- Logo recognition in event program
- Logo recognition in our quarterly magazine, ZooNews, which is mailed to more than 14,000 households
- Logo recognition on Fresno Chaffee Zoo website and social media outlets
- Recognition on all press releases regarding event
- 4 complimentary admission tickets to event
- Invitation to Toucan Dinner (annual donor appreciation dinner)



Zoo Lights

**November 27-29,
December 4-6, 11-13, 18-23,
26-30, 5 p.m. – 8 p.m.**

- Presenting Sponsor: \$25,000**
- Entertainment Sponsor: \$10,000**
- North Pole Sponsor: \$10,000 (4 available)**
- Treat Station Sponsor: \$5,000**
- HoloSpex Glasses Sponsor: \$5,000**
- Light Show Sponsor: \$5,000**
- Light Display Sponsor: \$3,500 (10 available)**
- Holiday Tree Sponsor: \$3,000**
- Snowflake Sponsor: \$2,500**
- Gingerbread Sponsor: \$1,000**



The Fresno Chaffee Zoo's popular annual FUNdraiser ZooLights is back for its seventh year! We invite you to sponsor this amazing family event and be a part of something unique and just a little bit wild. This winter-time spectacular event features our Zoo full of brightly lit zoo themed lighting, entertainment from around the community, brilliantly decorated holiday trees, warm and toasty refreshments all the while enjoying the Zoo after dark. Visitors will enjoy the festivities while strolling along the Zoo's pathways. Of course what would the holidays be without pictures with Santa? The jolly old elf has arranged for his village to be transported to Fresno Chaffee Zoo so all good little boys and girls can visit with him.

Presenting Sponsor benefits include: (\$25,000)

- Company banner displayed the day of the event in the event garden (banner supplied by sponsor)
- Logo inclusion in all paid advertising
- All promotions billed as "_____presents ZooLights"
- Logo recognition on all promotional event material including invitation, event program, tickets, posters, banners and Visitor's Guide insert (invitation mailed to over 17,500 households)
- Logo recognition in our quarterly magazine, ZooNews, which is mailed to more than 14,000 households
- Logo recognition on Fresno Chaffee Zoo website and social media outlets
- Recognition on all press releases regarding event
- Opportunity to have a company Christmas tree in our designated sponsor tree lot
- Free facility rental for your holiday party
- 50 complimentary admission tickets to event
- 50 general Zoo admission tickets
- Invitation to Toucan Dinner (annual donor appreciation dinner)

Entertainment Sponsor benefits include: (\$10,000)

- Company banner displayed the day of the event in the entertainment area (banner supplied by sponsor)
- Logo inclusion in all paid advertising
- Logo recognition on all promotional event material including invitation, event program, tickets, posters, banners and Visitor's Guide insert (invitation mailed to over 17,500 households)
- Logo recognition in our quarterly magazine, ZooNews, which is mailed to more than 14,000 households
- Logo recognition on Fresno Chaffee Zoo website and social media outlets
- Recognition on all press releases regarding event
- Opportunity to have a company Christmas tree in our designated sponsor tree lot
- 20 percent discount at Zoo facility rentals
- 40 complimentary admission tickets to event
- 30 general Zoo admission tickets
- Invitation to Toucan Dinner (annual donor appreciation dinner)

North Pole Sponsor benefits include: (\$10,000)

(4 available: Santa's Village, Santa's Workshop, Train and Nutcracker)

- Company banner displayed the day of the event in one of the four areas (banner supplied by sponsor)
- Logo inclusion in all paid advertising
- Logo recognition on all promotional event material including invitation, event program, tickets, posters, banners and Visitor's Guide insert (invitation mailed to over 17,500 households)
- Logo recognition in our quarterly magazine, ZooNews, which is mailed to more than 14,000 households
- Recognition on all press releases regarding event
- Opportunity to have a company Christmas tree in our designated sponsor tree lot
- 20 percent discount at Zoo facility rentals
- 40 complimentary admission tickets to event
- 30 general Zoo admission tickets
- Invitation to Toucan Dinner (annual donor appreciation dinner)

Treat Station Sponsor benefits include: (\$5,000)

- Company banner displayed the day of the event at treat station (banner supplied by sponsor)
- Logo recognition on all promotional event material including invitation, event program, tickets, posters, banners and Visitor's Guide insert (invitation mailed to over 17,500 households)
- Logo recognition in our quarterly magazine, ZooNews, which is mailed to more than 14,000 households
- Recognition on all press releases regarding event
- Opportunity to have a company Christmas tree in our designated sponsor tree lot
- 20 percent discount at Zoo facility rentals
- 30 complimentary admission tickets to event
- 30 general Zoo admission tickets
- Invitation to Toucan Dinner (annual donor appreciation dinner)



HoloSpex Glasses Sponsor benefits include: (\$5,000)

- Company banner displayed the day of the event at HoloSpex glasses booth (banner supplied by sponsor)
- Recognition on 3D HoloSpex glasses frames (if more than 10,000 glasses are needed, your logo will remain on further reprints of the frames).
- Logo recognition on all promotional event material including invitation, event program, tickets, posters, banners and Visitor's Guide insert (invitation mailed to over 17,500 households)
- Logo recognition in our quarterly magazine, ZooNews, which is mailed to more than 14,000 households
- Recognition on all press releases regarding event
- Opportunity to have a company Christmas tree in our designated sponsor tree lot
- 20 percent discount at Zoo facility rentals
- 30 general Zoo admission tickets
- 30 general Zoo admission tickets
- Invitation to Toucan Dinner (annual donor appreciation dinner)

Light Show Sponsor benefits include: (\$5,000)

- Company banner displayed the day of the event at light show (banner supplied by sponsor)
- Logo recognition on all promotional event material including invitation, event program, tickets, posters, banners and Visitor's Guide insert (invitation mailed to over 17,500 households)
- Logo recognition in our quarterly magazine, ZooNews, which is mailed to more than 14,000 households
- Recognition on all press releases regarding event
- Opportunity to have a company Christmas tree in our designated sponsor tree lot
- 20 percent discount at Zoo facility rentals
- 30 complimentary admission tickets to event
- 30 general Zoo admission tickets
- Invitation to Toucan Dinner (annual donor appreciation dinner)

Light Display Sponsor benefits include: (\$3,500)

10 available

- Logo recognition on all promotional event material including invitation, event program, tickets, posters, banners and Visitor's Guide insert (invitation mailed to over 17,500 households)
- Logo recognition in our quarterly magazine, ZooNews, which is mailed to more than 14,000 households
- Recognition on all press releases regarding event
- Opportunity to have a company Christmas tree in our designated sponsor tree lot
- 20 complimentary admission tickets to event
- 25 general Zoo admission tickets
- Invitation to Toucan Dinner (annual donor appreciation dinner)

Holiday Tree Sponsor benefits include: (\$3,000)

- Custom sign designed by Fresno Chaffee Zoo with your company logo featured. Sign will be displayed at holiday tree area.
- Logo recognition on all promotional event material including invitation, event program, tickets, posters, banners and Visitor's Guide insert (invitation mailed to over 17,500 households)
- Logo recognition in our quarterly magazine, ZooNews, which is mailed to more than 14,000 households
- Recognition on all press releases regarding event
- Opportunity to have a company Christmas tree in our designated sponsor tree lot
- 15 complimentary admission tickets to event
- 15 general Zoo admission tickets
- Invitation to Toucan Dinner (annual donor appreciation dinner)

Snowflake Sponsor benefits include: (\$2,500)

- Logo recognition on all promotional event material including invitation, event program, tickets, posters, banners and Visitor's Guide insert (invitation mailed to over 17,500 households)
- Logo recognition in our quarterly magazine, ZooNews, which is mailed to more than 14,000 households
- Recognition on all press releases regarding event
- Opportunity to have a company Christmas tree in our designated sponsor tree lot
- 15 complimentary admission tickets to event
- 10 general Zoo admission tickets
- Invitation to Toucan Dinner (annual donor appreciation dinner)

Gingerbread Sponsor benefits include: (\$1,000)

- Logo recognition on all promotional event material including invitation, event program, tickets, posters, banners and Visitor's Guide insert (invitation mailed to over 17,500 households)
- Logo recognition in our quarterly magazine, ZooNews, which is mailed to more than 14,000 households
- Recognition on all press releases regarding event
- Opportunity to have a company Christmas tree in our designated sponsor tree lot
- 10 complimentary admission tickets to event
- 10 general Zoo admission tickets
- Invitation to Toucan Dinner (annual donor appreciation dinner)



PARTNERSHIP OPPORTUNITIES

Become involved in a highly visible corporate partnership with the Fresno Chaffee Zoo – one of the San Joaquin Valley’s greatest cultural assets and a destination for more than 700,000 visitors annually. Your Zoo sponsorship will associate you with a beloved institution that stands for family fun as well as environmental education and conservation.

Fresno Chaffee Zoo can help you deliver your message to a target audience in an uncluttered environment, through a number of cause-related marketing opportunities. Sponsors can reach consumers in a way traditional advertising cannot – by incorporating your message into their lifestyle. Zoo sponsorship creates heightened corporate image, brand awareness and the potential for increased traffic, while demonstrating social responsibility and community involvement.

FRESNO CHAFFEE ZOO EXHIBITS AND ATTRACTIONS

STINGRAY BAY: *A Touching Experience*

Presenting Sponsor - \$50,000 / year

3 year minimum commitment

Fresno Chaffee Zoo is one of the top visitor attractions in the region and a seasonal sponsorship ensures your company’s presence at the Zoo throughout the year. Sponsors of Stingray Bay will receive visibility in the Zoo’s targeted advertising and publicity campaign that includes television, radio and print.

Presenting Sponsor Benefits include:

(All deliverables listed are per year)

- Logo recognition on exhibit signs
- Logo recognition on exhibit directional signs
- Logo inclusion on all Stingray Bay paid advertising
- Logo recognition on the Zoo’s Visitor Guide insert given to all Zoo visitors
- Logo recognition on the Zoo’s website
- Name recognition in our quarterly magazine, ZooNews, which is mailed to more than 14,000 households
- Recognition in news releases promoting the exhibit
- 20 percent discount on Zoo facility rentals
- 50 Complimentary Zoo tickets
- Invitation to Toucan Dinner (annual donor appreciation dinner)



ROSS LAIRD’S WINGED WONDERS BIRD SHOW

Presenting Sponsor - \$50,000 / year

3 year minimum commitment

Your brand awareness will soar when you sponsor Ross Laird’s Winged Wonders Bird Show at Fresno Chaffee Zoo. This incredible free flight show is designed to promote awareness of the natural behavior of birds, while at the same time instilling an understanding of environmental issues that face our feathered friends.

Presenting Sponsor Benefits include:

(All deliverables listed are per year)

- Logo recognition on stage sign
- Recognition at the beginning of each show
- Logo recognition on the Zoo’s Visitor Guide given to all Zoo visitors
- Logo recognition on the Zoo’s website
- Name recognition in our ZooNews magazine which is mailed to more than 14,000 households
- 20 percent discount on Zoo facility rentals
- 50 Complimentary Zoo tickets
- Invitation to Toucan Dinner (annual donor appreciation dinner)



Valley FARM

FRESNO CHAFFEE ZOO

VALLEY FARM CHILDREN'S ZOO

Title Sponsor - \$50,000 / year
3 year minimum commitment

Children of all ages love our Valley Farm, where they have an opportunity to touch and make friends with domestic animals such as sheep, goats, chickens, and even a dairy cow! By connecting our visitors with animals, the Zoo makes the world better for both. Renovated in 2013 – Fresno Chaffee Zoo added Valley Farm (formerly known as Small Wonders) which focuses on factors that make our region unique and vital to the entire world - crops that are grown right here in our own backyard! Zoo visitors will be able to see just how crops are grown, what it takes to produce water, and how what we do here in the Central Valley affects people around the world. Don't wait to connect your brand with Fresno Chaffee Zoo.



Sponsor Benefits include:

(All deliverables listed are per year)

- Logo recognition on exhibit entrance sign
- Logo recognition on the Zoo's Visitor Guide insert
- Name recognition in our ZooNews magazine which is mailed to more than 14,000 households
- Recognition in dedicated news release
- One time, 20 percent discount on Zoo facility rentals
- 50 Complimentary Zoo tickets per year
- Invitation to Toucan Dinner (annual donor appreciation dinner)



GIRAFFE FEEDING STATION

Presenting Sponsor - \$25,000 / year
3 year minimum commitment

The brand-new giraffe feeding station, Twiga Terrace, gives Fresno Chaffee Zoo visitors a one-of-a-kind experience. Close contact with animals helps visitors connect with them, and fosters positive, caring attitudes towards animals and the environment. Zoo visitors purchase food to hand feed the giraffes, leaving Zoo visitors excited and inspired to care for these gentle giants. You can feel the adventure!



Presenting Sponsor Benefits include:

(All deliverables listed are per year)

- Logo recognition on exhibit sign
- Logo recognition on the Zoo's Visitor Guide insert given to all Zoo visitors
- Logo recognition on the Zoo's website
- Name recognition in our ZooNews magazine which is mailed to more than 14,000 households
- Recognition in dedicated news release
- 20 percent discount on Zoo facility rentals
- 50 Complimentary Zoo tickets
- 250 Complimentary Giraffe Feeding tickets
- Invitation to Toucan Dinner (annual donor appreciation dinner)

AFRICAN ADVENTURE

Recognition opportunities have been designated within African Adventure so that you or your company can be a part of this historical expansion. With your generous support, you will help this project to be even more spectacular.

The 18-acre multiphase expansion features new animal species in spectacular naturalistic exhibits, many multi-species, which together emulate the African plains and savannas. African Adventure will be a brand new, state-of-the-art home for a pride of African lions, a family herd of African elephants, white rhinos, a brand new giraffe feeding station (Twiga Terrace) with 360 degree views of the savanna, a new dine-in restaurant called Kopje Lodge and cheetahs complete with a cheetah run - just in the first phase! African Adventure provides opportunities for cultural discovery, interactive play spaces and engaging live interpretation for all ages. This addition offers guests a wildlife experience that is unparalleled in zoos today!

African Adventure exhibit naming opportunities

African Adventure Exhibit		\$2,500,000
Kopje Lodge		\$1,000,000
Ajabu Reserve		\$1,000,000
Lion Exhibit		\$500,000
Giraffe Exhibit		\$500,000
Elephant Exhibit		\$500,000
Entrance Garden		\$250,000
Cheetah Exhibit		\$250,000
Mahali		\$100,000
Twiga Trail		\$100,000
Tembo Trail	Reserved	\$100,000
Classroom	Reserved	\$50,000
Meerkat Exhibit	Reserved	\$50,000
Overlook (6 to choose from)		\$25,000
Warthog Exhibit		\$25,000
Vulture Exhibit		\$25,000

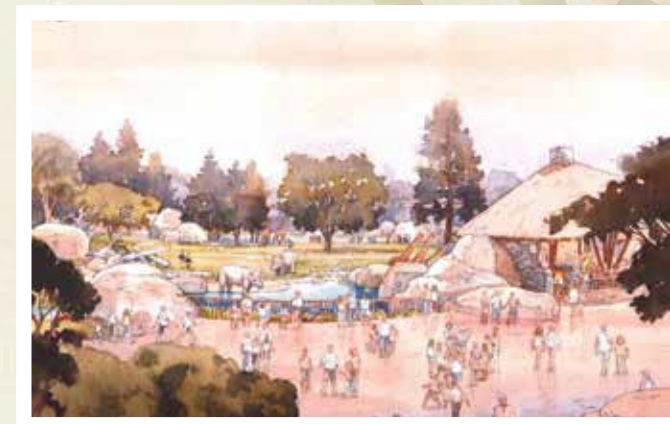


African adventure donation recognition opportunities

Bronze Elephant Footprint	\$20,000	
Bronze Lion Paw-print	\$20,000	
Bronze Giraffe Hoof-print	\$15,000	
Bronze Rhinoceros Footprint	\$15,000	
Bronze Cheetah Paw-print	\$10,000	

Recognition on the donor wall \$500 - \$9,999 (to be designed)

Trail Tile (12"x12") \$500



SEA LION COVE

Tier 1 - Kelp Rockfish

\$25,000 - \$50,000

1 time commitment



Tier 2 - Kelp Bass

\$10,000 - 24,999

1 time commitment



Tier 3 - California Bonita

\$2,500 - 9,999

1 time commitment



Modeled after Point Lobos, CA, Sea Lion Cove is one of the most unique and beautiful new sea lion exhibits in the country. You're immediately transported to the California coast with the sound of crashing waves, salty sea air, barking sea lions, harbor seals and beautiful brown pelicans. Gaze in wonder at these amazing animals from four unique vantage points. At the "nose-to-nose" viewing window, get so close you could seemingly reach out and touch them. Watch them porpoise and play from above at the "cliff overlook" or take in an animal presentation by their dedicated keepers at "the presentation theater" while children build sand castles in the sand play area. Or better yet, follow the coastal path down to "Pacific Point View" - the 35-foot underwater viewing window where you can watch these amazing creatures glide gracefully beneath the water, performing playful acrobatics through the underwater archway.

Sea Lion Cove tells the story of the Central Valley's connection with the California Coast. Viewing areas provide an engaging learning experience, and memorable guest experience by including a large underwater viewing area. Presentations are given daily, focusing on natural behaviors and abilities, biology and conservation.

Donor Benefits include:

(All deliverables listed are per year)

- Name recognition in the Zoo's membership magazine which is mailed to more than 14,000 households
- Invitation to Toucan Dinner (annual donor appreciation dinner)
- Name recognition on the appropriate fish plaque on the Sea Lion Cove Donor Wall that will be permanently displayed next to the underwater viewing area of the new exhibit.



FRESNO CHAFFEE ZOO PROGRAMS

ADOPT-AN-ANIMAL

Title Sponsor - \$10,000 / year

3 year minimum commitment

The Adopt-an-Animal program was created to defray the expense of the daily care of our animals including the expansion and renovation of the animal habitats. Each year more than 600 individuals, schools, scout groups, community organizations and companies support the Zoo through this program. Adoptions start at just \$25 and benefits include a certificate of adoption, information about the animal, recognition on the Adopt Donor Board, and an invitation to a special event for our adopters and members, Zoobilation. Your involvement gets others involved and gives more back to the Zoo.

Title Sponsor Benefits include:

(All deliverables listed are per year)

- Logo on the Adopt Donor Board located on Zoo grounds (a new Adopt Board will be designed utilizing sponsorship funds)
- Logo on the Adopt-an-Animal brochure distributed on Zoo grounds and via other promotional opportunities
- Name recognition on the Zoo's Visitor Guide insert given to all Zoo visitors
- Recognition on Zoobilation program, our special event to thank our members and Adopt donors
- Logo on mailings promoting the Adopt-an-Animal program including our ZooNews membership magazine (mailed to more than 14,000 households) and school mailings
- Logo on the Zoo's web page promoting the Adopt-an-Animal program
- Recognition in news release announcing the sponsorship and any subsequent releases promoting the Adopt-an-Animal program
- Invitation to Toucan Dinner (annual donor appreciation dinner)



ANIMAL ENRICHMENT

Title Sponsor - \$5,000 / year
3 year minimum commitment

Animal enrichment provides Zoo animals a stimulating environment to keep them active and interested in their Zoo habitat year-round. From indestructible boomer balls given to big cats, to puzzle feeders for primates, and special food treats provided to all creatures great and small, the objective is to keep the animals active and stimulate innate behaviors such as foraging, hunting and play. In addition to every day enrichment activities, this program will be highlighted during special events throughout the year – **Valentine's Sweet Treats (Sunday, February 8, 2015), Great Eggspectations (Saturday, April 11, 2015), Cool Zoo (Saturday, July 18, 2015), Stomp 'n' Chomp (Saturday, October 31, 2015), and Santa Paws (Saturday, December 5, 2015).**



Sponsor Benefits include: (All deliverables listed are per year)

- Recognition during special enrichment days including logo recognition on event gate hand-outs
- Logo placed on enrichment information signs throughout the Zoo
- Recognition in membership magazine articles promoting each enrichment day – mailed to 14,000 households
- Recognition on the Fresno Chaffee Zoo website and social media outlets promoting each enrichment day
- Recognition in press releases promoting each enrichment day
- Invitation to Toucan Dinner (annual donor appreciation dinner)

Savanna Scout Guide

Title Sponsor - \$5,000 / year
1 year minimum commitment

New to Fresno Chaffee Zoo, the Savanna Scout Guide is an interactive challenge that allows Zoo guests to become a part of the African Adventure experience. Zoo guests that participate in the Savanna Scout program become researchers that go through a series of challenges (approximately 24) to learn more about African wildlife, conservation and scientific research methods. Participants are encouraged to attend animal chats, read signage, participate in hands on exploring by using binoculars and telemetry equipment, and spend time making observations about animals. The Savanna Scout handbook can also be utilized by school groups as the activities incorporate Common Core Standards as well as Next Generation Science Standards for science and engineering practices like problem solving, crosscutting concepts (cause and effect relationships), encouraging discussion based learning and analyzing and interpreting data.



Sponsor Benefits include: (All deliverables listed are per year)

- Your logo printed on each scout guide recognizing you as the book sponsor
- Recognition in membership magazine ZooNews promoting the guide – mailed to 14,000 households
- Recognition on the Fresno Chaffee Zoo website and social media outlets promoting the guide.
- Invitation to Toucan Dinner (annual donor appreciation dinner)

OTHER DONATION OPPORTUNITIES

MEMBERSHIP - Fresno Chaffee Zoo has several different membership levels which offer one year admission to the Zoo along with many other benefits. Please call for our current membership brochure listing all benefits and membership levels or visit us online at www.fresnochaffeezoo.org for more information.

ADOPT-AN-ANIMAL - A donation can be made to sponsor any animal at Fresno Chaffee Zoo with adoption benefit levels from \$25 to \$500. Animal sponsors will be listed at our centrally located recognition board under the name of the animal you have sponsored. Please call for our current adopt brochure listing adoption levels and benefits or visit us online at www.fresnochaffeezoo.org for more information.

NEW EXHIBITS - A vital part of retaining zoo accreditation is continually planning, building and upgrading enclosures at Fresno Chaffee Zoo. Donations are accepted all year to continue to fund expansion of Fresno Chaffee Zoo.

TROPICAL RAIN FOREST EXHIBIT TILES - There are two types of tiles at the entrance and exit of the Tropical Rain Forest exhibit at a \$580 and \$1,080 donation level. The \$580 donation provides a clay tile of approximately 11 1/2 x 8 inches. The \$1,080 donation provides a black glazed tile of approximately 14 x 5 1/2 inches. Both tiles allow up to two lines of engraved recognition.

SUNDA FOREST EXHIBIT TILES - There are four levels of recognition available on jade color corion tiles at the Sunda Forest Exhibit. \$125 (list recognition on master tile), \$275 (recognition on 1"x4" tile), \$1,000 (recognition on 1"x8" tile) and \$5,000 (recognition on 2"x8" tile).

ENDOWMENT FUND - Donations are gratefully accepted to the Endowment Fund. The principal on this fund accumulates while the interest is used for capital improvements to Fresno Chaffee Zoo. Donations of any amount are accepted toward this Endowment Fund.

TRIBUTES - Fresno Chaffee Zoo gratefully accepts donations in memory of loved ones. Donations can also be made in tribute of birthdays, anniversaries, or any special occasion.

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