


Event

SPONSORSHIPS



The Henson Robinson Zoo offers a selection of premier sponsorship opportunities available to businesses, organizations, and sponsors looking to align themselves with the education, conservation, and family-centric programming the Zoo delivers.



Our event sponsorships align your brand or name with a beloved community institution, enhancing your reputation and visibility among local residents and visitors. By supporting the Zoo's events, you demonstrate a commitment to conservation, education, and family-friendly entertainment, resonating positively with environmentally-conscious consumers. Moreover, sponsorship provides valuable marketing opportunities, including prominent logo placement, advertising exposure, and mentions in promotional materials, reaching a diverse audience.

Event Sponsorships

ZOO LIGHTS

Step into a world of enchantment and wonder as the Henson Robinson Zoo transforms into a dazzling winter wonderland for Zoo Lights! Embark on a magical journey through twinkling pathways, where every corner is decorated with sparkling lights and festive decorations. As night falls, the Zoo comes alive with the glow of thousands of twinkling lights, creating a breathtaking spectacle that delights visitors of all ages. From enchanting light displays to seasonal treats and entertainment, **Zoo Lights promises to be one of Springfield's top unforgettable experiences for the whole family.**

TITLE SPONSOR \$10,000

- The Park District has partnered with Capitol Radio Group to offer Title Sponsors an incredible marketing opportunity that involves a commanding six radio station promotion including the following stations: **WDBR, OUTLAW, WQQL, WTAX, WYMG, and the WOLF**
- **On-Air Promotion** - Included in a minimum of 500 commercials (:30) in length
- **Website Presence** on each station's homepage
- **Facebook Presence on radio stations Facebook accounts** as they promote Zoo Lights through social media
- **Email Blast** - Inclusion in 1 E-Mail Blast per station to database

PARK PARTNER \$5,000

- **20% discount** on Zoo facility rentals
- **40 complimentary tickets to Zoo Lights**
- **Fall Activity Guide** - Your company's logo or name printed in our Fall Activity Guide
- **Event Recognition** - Verbal recognition prior to each event night





PARK SPONSOR **\$2,500**

- **Website** - Your company's logo/name and link on District's website
- **Posters** - Your company's logo or name printed on 50 full-color posters
- **Email Blast** - Your company's name/logo in email blasts
- **Press Releases** - Your company's name on press releases
- **Community Calendars** - Your Company's name will be submitted to three calendars
- **Table at Each Event** - Your Company may have a table at one event night

3-D GLASSES SPONSOR **\$1,000**

- **Complimentary flyer displayed** at the event 3-D glasses sponsored by _____

LIGHT DISPLAY SPONSOR **\$3,500** *10 available*

- **Logo inclusion in all advertising**
- **Logo recognition** on all promotional event materials
- **Logo recognition** on Zoo Facebook page
- **Recognition on all press releases** regarding the event
- **15 complimentary admission tickets to the event**
- **15 admission tickets** to the event to give to a charity of your choice

SPONSOR A FREE DAY AT ZOO LIGHTS **\$5,000**

- **Free Day promotional message**, Zoo Lights Free Day sponsored by _____
- **Logo inclusion** in all paid advertising
- **Logo recognition** on all promotional event materials
- **Logo recognition** on Zoo Facebook page
- **Recognition on all press releases** regarding the event
- **5 family passes** for the following season