



henson  
robinson **ZOO**



**SPRINGFIELD**  
PARK DISTRICT

**HENSON ROBINSON ZOO**

*Zoo Lights*  
**SPONSORSHIPS**



# Maximizing

## YOUR AUDIENCE REACH AT THE HENSON ROBINSON ZOO

**Sponsorships** enable you to reach the Zoo's **75,000** number of visitors in a way traditional advertising cannot: by incorporating your message into their lifestyle. Your partnership with the Zoo creates heightened brand awareness and image, tying your brand to a positive family experience while demonstrating your social responsibility and community involvement - a seamless package designed to directly influence consumer behavior.

### WHO WILL YOU REACH?

- Up to approximately **75,000 guests** (in a typical year) comprised of families, tourists, and **2,165** number of member families
- **70% female** - average age of 35
- **\$113,000** in Gift Shop Sales annually
- **According to the Association of Zoos and Aquariums:**
  - An average Zoo visit is **four hours**
  - **79%** of consumers feel better about buying products and services from companies that support wildlife and conservation efforts;  
**66%** of consumers are more likely to buy those products/services
  - **More people visit America's Zoos** annually than the NFL, MLB, NBA, and NHL combined
  - Locally recognized as Capitol Radio Group's **2023 Best of Capitol Silver Winner** for Best Family Attraction



### ZOO LIGHTS

- Brought in **6,239** visitors in 2023
- **3,284** visitors in 2022
- **90% increase** in the last two years!

### SOCIAL MEDIA STATS

*Our followers:*

- August - December: **53,000 Reach on Facebook**
- **17,000** followers on Facebook and Instagram
- **Largest social media following** within the Springfield Park District
- We are committed to providing **EXCELLENT ANIMAL CARE** for nearly 96 different species of invertebrates, reptiles, birds, mammals, and amphibians
- Home to the **cutest penguins** in Springfield. They have inspired so many community members
- The Henson Robinson Zoo is leading the way to securing a positive future for **endangered species**



# 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 \$8,000

- The Park District has partnered with Capitol Media Group to offer Title Sponsors an incredible marketing opportunity that involves a commanding six radio station promotion including the following stations: **WDBR, PURE OLDIES, OUTLAW, REWIND, WTAX, WYMG, and the WOLF**
- **On-Air Promotion** - Included in a minimum of 200 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** - Inclusion of all Park Partner benefits

### PARK PARTNER \$5,000

- **20% discount** on Zoo facility rental *\*to be used within a 12 month period*
- **40 complimentary tickets** to Zoo Lights
- **Digital Fall Activity Guide** - Your company's logo or name included in our Fall Activity Guide
- **Event Recognition** - 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 campaigns reaching 17,000 subscribers
- **Press Releases** - Your company's name on press releases
- **Community Calendars** - Your Company's name will be featured on three calendars
- **Table at 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 *9 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





Find your **FUN**, find your *smile* at [springfieldparks.org](http://springfieldparks.org)