

henson  
robinson **ZOO** 

**SPRINGFIELD**  
PARK DISTRICT

*Photo Credit Robert Pinkston*

**HENSON ROBINSON ZOO**

*Sponsorship*  
**OPPORTUNITIES**







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# Sponsorship Opportunities

**Greetings and welcome to the Henson Robinson Zoo** - a vibrant sanctuary where the wonders of the animal kingdom come to life! As a cherished community asset, we are seeking meaningful partnerships through sponsorships. By becoming a sponsor, you play a vital role in sustaining our mission and contributing to the well-being of the diverse range of species that call our Zoo home.

Becoming a sponsor of the Henson Robinson Zoo is a strategic decision for any business seeking to align itself with community engagement, environmental conservation, and family-oriented values. The Henson Robinson Zoo serves as a beloved cultural and educational institution, attracting a diverse audience of all ages. By associating your business with the Zoo, you not only demonstrate a commitment to local initiatives but also contribute to the welfare of wildlife through the Zoo's conservation efforts.

Sponsorships offer unique branding opportunities, providing exposure to a wide range of visitors who are passionate about wildlife and environmental sustainability. Furthermore, your business will be prominently featured in various Zoo-related events and promotional materials, fostering a positive association with community enrichment. Ultimately, sponsoring the Henson Robinson Zoo is not just an investment in a local attraction; it's a statement of your company's dedication to community well-being and environmental stewardship.

**Together, let's build a future where the magic of the animal kingdom thrives, and our community flourishes.**



## OUR OBJECTIVE

**Our goal is clear:** as we embark on an exciting journey to elevate the Henson Robinson Zoo to new heights, your unwavering support is paramount. Nestled in the heart of Central Illinois, our beloved Zoo is not merely a collection of exhibits but a testament to our commitment to wildlife conservation, education, and community engagement. Together we can pave the way for the Henson Robinson Zoo to be the best Zoo in Central Illinois. Join us in this exciting endeavor to make our Zoo a source of pride and joy for generations to come.

**Thank you for from the entire Henson Robinson Zoo team at the Springfield Park District.**






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## ABOUT THE HENSON ROBINSON

# ZOO



**The inception** of the **Henson Robinson Zoo** traces back to the visionary dreams of Henson C. Robinson, a distinguished Springfield resident. In 1967, the City of Springfield generously donated a parcel of land to the Springfield Park District to realize Robinson's dream. Since then, the Zoo has continually evolved, witnessing the inclusion of diverse animal species and engaging exhibits.

Presently, the Henson Robinson Zoo is a habitat for creatures indigenous to Australia, Africa, Asia, and North and South America. Boasting over 80 species within naturalistic displays, the Zoo serves as a hub for scientific research, conservation initiatives, and a captivating educational experience for individuals of all ages. Among the notable inhabitants are African Penguins, Eurasian Vultures, African Painted Dogs, American Black Bears, Cougars, Wolverine, Spider Monkeys, Langurs, Boa Constrictors, Naked Mole Rats, Lemurs, **and many more!**

Year-round, the Henson Robinson Zoo offers uninterrupted opportunities for animal encounters and educational experiences. Moreover, **the official operating season spans from April to November annually, including special days during the festive Zoo Lights event in December, inviting enthusiasts to revel in the Zoo's attractions.**



# 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 **2024 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:*

- April-October: **185,000 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**



# HENSON ROBINSON ZOO

## Conservation EFFORTS

The Zoo recycles paper, cardboard, and plastics. We have added new filtration and employ best practices for reducing our water and energy needs.

The Zoo utilizes solar and electronic vehicles as well as compost for the Zoo and other areas of the district!

Our children's garden educates our visitors on how to micro-farm their own food.

We are involved in six separate species survival programs, including our red wolf and African penguin projects.

- The red wolf is a critical project as there are less than 20 individuals left in the world.
- The African penguin populations have been reduced by 99%.

Member of Central Illinois Chapter of AAZK, where all sales of fish and goat food go towards.



# Pave the Way

## Sponsorship Levels

**Step into the heart of wildlife conservation** and community engagement with our unique sponsorship opportunities for essential Zoo infrastructure. **Paving the Way to Wildlife Wonders** invites businesses and individuals to contribute to the enhancement of Zoo fences, walkways, and other vital components that form the backbone of a thriving and secure Zoological environment.

### BENEFITS OF BECOMING A PAVE THE WAY SPONSOR

- **Your brand** prominently featured on strategically placed signage throughout the Zoo ensuring high visibility among diverse audiences.
- Demonstrate your commitment to community well-being by **contributing to the improvement of a cherished community space** that educates, entertains, and fosters a love for wildlife.
- Creating lasting impressions on Zoo visitors as they traverse well-maintained pathways, enhancing their overall experience and leaving a **positive association** with your brand.



**Becoming a sponsor of the Zoo** means becoming a steward of both animal welfare and community enjoyment. Your support ensures the continued enhancement and maintenance of vital elements that make the Zoo a safe, accessible, and **enjoyable destination** for all.

Seize the opportunity to make a lasting impact at the Zoo. Paving the Way to Wildlife Wonders offers a chance for your brand to be woven into the fabric of the Zoo's daily life, creating a legacy of support and community involvement. Embrace this unique sponsorship opportunity and contribute to the enduring **magic of a well-maintained, inviting Zoo environment for both residents and visitors alike.**





## Zoo Fence Sponsor - \$5,000

- Your company's logo/name will be prominently displayed on a 120"x84" banner on the Zoo's fence during the duration of one year.
  - *The average daily traffic of vehicles passing through Long Bay Drive is 1,850 cars per day and 1,050 cars per day on Zoo Trail Road*



## Animal Enrichment Sponsor - \$5,000/ 20 available per year

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 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 everyday enrichment activities, this program will be highlighted during special events throughout the year such as Opening Day and Zoo Lights.

## Enrichment Ideas and Animals...

- Recognition during special enrichment days including logo recognition on event gate hand-outs.
- Opportunity to activate on site with a 10'x10' tent and/or have brand ambassadors onsite and distribute approved premiums during two (2) enrichment days of the season. Must be approved by Zoo staff.
- Logo placed on enrichment information signs throughout the Zoo
- Recognition in press releases promoting each enrichment day
  - Recognition in multiple event e-blasts (16K+ subscribers)
  - Logo recognition on one (1) Facebook event posts (5.2K reach)
  - Four (4) complimentary Henson Robinson Zoo Tickets
  - Four (4) complimentary Henson Robinson Zoo Lights Tickets
  - Directly support the Zoo's mission and conservation efforts



# Pave the Way Sponsorship Levels

**CONTINUED**

## **Zoo Hopscotch Sponsor - \$5,000/ 4 available per year**

Sponsoring a hopscotch at the Zoo provides an excellent opportunity for businesses to demonstrate their commitment to community engagement, education, and family-friendly entertainment. By supporting this activity, sponsors align themselves with the Zoo's mission of promoting active learning and fostering connections with nature. The hopscotch not only offers children a fun and interactive way to explore the Zoo grounds but also encourages physical activity, coordination, and social interaction.



As a sponsor, your brand would be prominently featured alongside the hopscotch, enhancing visibility and demonstrating your dedication to supporting wholesome, enriching experiences for families. Additionally, sponsoring the hopscotch can facilitate positive brand associations, as families associate your company with the joy and excitement of a day spent at the Zoo. It's a unique opportunity to reach a diverse audience and make a meaningful impact on the local community while promoting your brand values.



## Habitat Sponsor

The Zoo is home to over **336 animals** from **96 species**. Many of which are threatened or endangered in the wild. To continue providing excellent care and supporting environmental education, the Henson Robinson Zoo offers a unique opportunity for individuals and organizations to sponsor a habitat.



### Habitat sponsorship provides several benefits, including:

- Enhancing your brand image: Unique visibility with signage at animal habitats and the Zoo's website
- Expand your audience: position your name in front of over 75,000 guests annually
- Support conservation efforts: a portion of your donation will go directly to support conservation of endangered species and their habitats
- All sponsorships include custom signage at the habitat of your choice and listing on the Zoo's community partner web page. Organizations may sponsor a habitat for a one year term

### Platinum - \$25,000

- Company/individual name or logo on sign at habitat
- Company/individual name or logo on community partners webpage with click-through link
- Two (2) collaborative posts on the Zoo's social media channels (60K reach over 90 day non peak months. 120k reach over 90 day span during peak months.) + recognition on social media and the Springfield Park District newsletter with 16K+ reach on stories for selected species
- 50 one-day admission tickets to the Henson Robinson Zoo
- 50 Zoo Lights tickets

### Gold - \$15,000

- Company/individual name or logo on sign at habitat
- Company/individual name or logo on community partners webpage with click-through link
- Two (2) collaborative posts on the Zoo's social media channels (60K reach over 90 day non peak months. Doubles the reach over 90 day span during peak months.) + recognition on social media and the Springfield Park District newsletter with 16K+ reach on stories for selected species
- 25 one-day admission tickets to the Henson Robinson Zoo
- 25 Zoo Lights tickets





# Pave the Way Sponsorship Levels

## CONTINUED

### Silver - \$5,000

- Company/individual name or logo on sign at habitat
- Company/individual name or logo on community partners webpage with click-through link
- One (1) collaborative posts on the Zoo's social media channels [60K reach over 90 day non peak months. Doubles the reach over 90 day span during peak months.] +recognition on social media and the Springfield Park District newsletter with 16K+ reach on stories for selected species
- 10 one-day admission tickets to the Henson Robinson Zoo
- 10 Zoo lights tickets



## AVAILABLE HABITATS

### Platinum | \$25,000

- Black Bears
- Cougars

### Gold | \$15,000

- Red Wolves
- Otters
- Porcupine

### Silver | \$5,000

- Titi Monkeys
- Wallabies



## **Keeper Chat Sponsor - \$5,000 (time period depends upon event)**

Sponsoring a keeper chat at the Zoo offers a powerful platform for businesses to demonstrate their commitment to wildlife conservation, education, and animal welfare. These informative sessions provide visitors with firsthand knowledge about the Zoo's inhabitants, their habitats, behaviors, and conservation efforts. By supporting keeper chats, sponsors align themselves with the Zoo's mission of inspiring stewardship for the natural world.



The sponsorship not only enhances the visitor experiences by providing engaging and educational content but also allows sponsors to showcase their dedication to environmental sustainability and wildlife preservation. With their logo prominently displayed during the chat, sponsors can effectively reach a captive audience of Zoo visitors, fostering positive brand associations and highlighting their support for initiatives that promote understanding and appreciation of wildlife. It's an opportunity for businesses to make a meaningful impact on conservation efforts while enhancing their brand image and community engagement.

## **Bird Show Sponsor - \$10,000 per year**

Your brand awareness will soar when you sponsor the Henson Robinson Zoo's Bird Show. 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 website
- 10% discount on Zoo facility rentals
- 50 complimentary Zoo tickets



# Pave the Way Sponsorship Levels

## CONTINUED

### **Adopt-an-Animal - Title Sponsor - \$10,000**

**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 75,000 individuals, schools, scout groups, community organizations, and companies support the Zoo. Adoptions include a certificate of adoption, information about the animal, recognition on the Adopt Donor page on the Zoo's web page, and an invitation to a special event for our adopters and members. Your involvement gets others involved and gives more back to the Zoo.

#### **Title Sponsor Benefits include:** (all deliverables are per year)

- Logo on the Adopt Donor Page located on the Zoo's web page
- Recognition at our special event to thank our members
- Recognition in news releases announcing the sponsorship and any subsequent releases promoting the Adopt-an-Animal program









# Corporate Sponsorship

**The Henson Robinson Zoo** is proud to offer a series of corporate memberships, sponsorships, and other partnership opportunities for organizations, in an effort to encourage even more engagement, education, and conservation within the surrounding communities. These partnership opportunities also offer an incredible opportunity for local businesses and organizations to connect with each other.

**Partnering with the Henson Robinson Zoo helps us create lifelong learning opportunities for wildlife conservation.** Your support allows us to provide world-class animal care, educational programs, and support vital conservation efforts. Together, we can make a lasting impact on the future of our planet and its species.

The Henson Robinson Zoo is a wonderful sponsorship vehicle for businesses in the Central Illinois area. Businesses can utilize the extensive outreach of the Zoo within the community. **The Zoo connects sponsors to over 75,000 potential customers each year.** Our membership base of 2,165 households translates to over approximately 8,660 members.

As a Corporate Sponsor, your organization will expand its reach to the Zoo's members and patrons through marketing and brand recognition opportunities. Branded signage, web and social media placement, and select in-person opportunities will be available through our various sponsorship packages, connecting your brand with our diverse audience.





## **BENEFACTOR** \$30,000

*All benefits are valid for one year*

- **6 Ambassador Club Primer Memberships**  
(Behind the Scenes Tour Included)
- **25 Family Memberships**
- **3 Behind-the-Scenes Tour for 5**
- **150 Zoo Tickets**
- **10 Zoo Lights Tickets**
- **Logo** on the Zoo Website
- **Recognition** on Community Partners Wall on the Springfield Park District website
- **3 Collaborative Social Media Post**
- **1 Zoo to You**
- **20% Membership Discount for Employees**
- **15 % Discount on Zoo Camp for Employees**
- **20% Discount on Event Facility Rentals**
- **Team Building Animal Enrichment Day**  
up to 100 people

## **PRESIDENT'S PARTNER** \$25,000

- All benefits are **valid for one year**
- **100 single use** Zoo tickets
- **40 Zoo tickets** to donate to a charity of your choice
- **1 behind the scenes animal experience**  
(limit 6 guests)
- **1 complimentary private event space**  
rental at the Zoo  
*\*additional add on's not included*





# Corporate Sponsorship



## **Ambassador - \$18,000**

*All benefits are valid for one year*

- **4 Ambassador Club Primer Memberships** (Behind the Scenes Tour Included)
- **15 Family Memberships**
- **2 Behind-the-Scenes Tour for 5**
- **75 Zoo Tickets**
- **8 Zoo Lights Tickets**
- **Logo** on the Zoo Website
- Invitation to Annual Community Partner Networking Event
- Recognition on Community Partners Wall on the Springfield Park District website
- **2 Collaborative Social Media Post**
- **15% Membership Discount for Employees**
- **10% Discount on Zoo Camp for Employees**
- **15 % Discount on Event Facility Rentals**

## **Premier Partner - \$15,000**

*All benefits are valid for one year*

- **75 single-use Zoo tickets**
- **10 Family Memberships**
- **30 Zoo tickets** to donate to a charity of your choice
- **1 behind the scenes animal experience** (limit 4 guests)
- **20% discount** on private event space rental at the Zoo



## Champion - \$10,000

All benefits are valid for one year

- **2 Ambassador Club Primer Memberships**  
(Behind the Scenes Tour Included)
- **10 Family Memberships**
- **1 Behind-the-Scenes Tour for 5**
- **50 Zoo Tickets**
- **6 Zoo Lights Tickets**
- **Logo** on the Zoo Website
- Invitation to **Annual Community Partner Networking Event**
- Recognition on Community Partners Wall on the Springfield Park District website
- **1 Collaborative Social Media Post**
- **10% Membership Discount for Employees**
- **5% Discount on Zoo Camp for Employees**



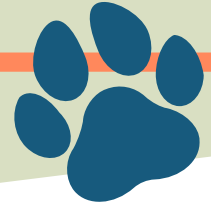
## Additional Add on Benefits

Additional Benefits may also be purchased a la carte.

- **Camera Sponsorship** - \$2,500 for one month
- **Booth at Select Events** - \$1,000 1 per event - 2 total
- **Behind the Scenes Animal Experience**
  - **Public** (Limit to 6 guests per experience)
    - **Animal:** \$50 per person
    - **Animal:** \$40 per person
  - **Private** (Limit 6 guests per experience)
    - **Animal:** \$750
    - **Animal:** \$800
    - **Animal:** \$1,000
- **15% discount** on household Zoo memberships for all company employees - price range [\$2,500-\$25,000 (price subject to total number of employees)]
- **Animal Ambassador Visit** - \$250  
*Animal availability subject to change*
  - Animal Ambassador to visit during corporate event
  - Up to 4 visits per year (\$250 each)



# Small Business Membership



The Henson Robinson Zoo recognizes the importance of small businesses in the community so we have special membership opportunities for you and your employees! All Small Business Memberships include e-subscription and B2B marketing opportunities once per quarter in the monthly What's Happening at the Springfield Park District Newsletter.



## **WORLD-WIDE CONSERVATIONIST - \$1,175**

- 10% employee membership discount
- 30 single use admission tickets
- 2 family passes
- Listing on Zoo's website

## **WILDLIFE CHAMPION - \$1,500**

- 10% employee membership discount
- 25 single use admission tickets
- 2 family passes
- Listing on Zoo's website

## **ANIMAL ADVOCATE - \$1,000**

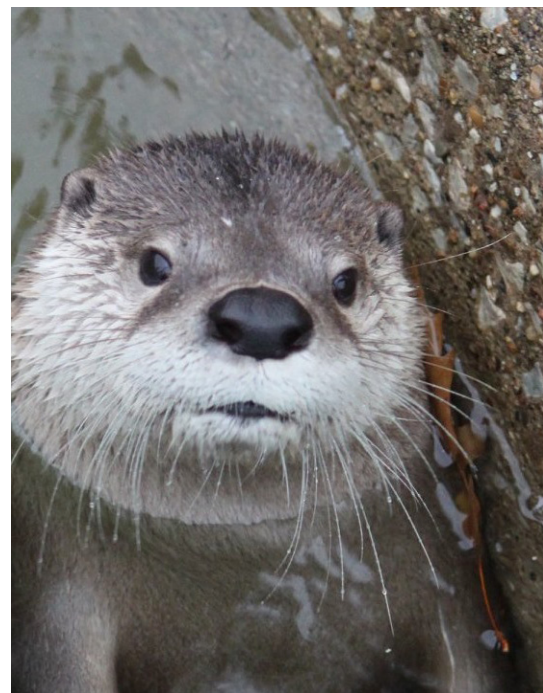
- 10% employee membership discount
- 20 single use admission tickets
- 2 family passes
- Listing on Zoo's website

## **ZOO PAL - \$750**

- 5% employee membership discount
- 15 single use admission tickets
- 1 reusable admission passes
- Listing on Zoo's website



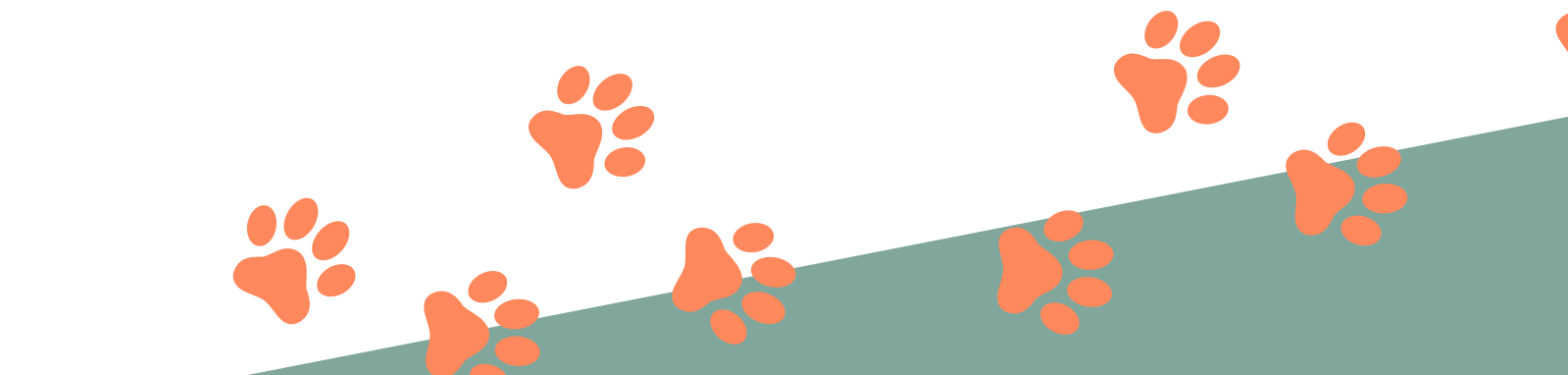







# Event

## 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.



# OPENING DAY

**Welcome to the season's opening day festivities at the Henson Robinson Zoo, where excitement and anticipation fill the air! As the gates swing open, visitors are greeted by a vibrant tapestry of sights, sounds, and experiences, promising a day filled with wonder and adventure. Whether it's your first visit or a cherished tradition, opening day at the Henson Robinson Zoo is a celebration of nature's wonders and the timeless bond between humans and animals. Join us on this extraordinary journey as we embark on a day of discovery, connection, and unforgettable memories at the heart of Springfield's beloved Zoo.**

## PRESENTING SPONSOR *Value \$30,000*

*2 opportunities available*

- **Event naming rights, including logo**, "Opening Day at the Henson Robinson Zoo presented by \_\_\_\_\_"
- Opportunity to activate on site with a **10'x10' tent** and/or have brand ambassadors onsite and distribute approved premiums
- Opportunity to fund and create additional signage (Zoo and/or event-themed, to be placed around event area); must be approved by the Zoo
- **Logo recognition on general event signage** to include: welcome banner and event flyers
- Name inclusion in **press releases and blog post** on Springfield Park District website, mentions in news interviews about the event
- Recognition as presenting sponsor on event webpage
- Logo and link listing on Opening Day event page
- Recognition in event e-blasts (16K+ subscribers)
- Logo inclusion in **social and digital ads**
- **Recognition in multiple facebook event posts** (5.2k per day reach)
- Directly support the Zoo's mission and conservation efforts





# Event Sponsorships

## OPENING DAY

### PHOTO BOOTH SPONSOR *Value \$5,000 2 opportunities available*

- **Opportunity to activate** on site with a 10'x10' tent and/or have brand ambassadors onsite and distribute approved premiums
- **Opportunity to fund and create additional signage** (Zoo and/or event-themed, to be placed around event area); must be approved by the Zoo
- **Logo recognition on general event signage** to include: welcome banner and event flyers
- Name inclusion in press releases and blog post on Springfield Park District website, mentions in news interviews about the event
- Logo and link listing on **Opening Day event page**
- Recognition in event e-blasts (16K+ subscribers)
- **Logo inclusion** in social and digital ads
- Recognition in multiple Facebook event posts (5.2k per day reach)

### AUTOMOTIVE SPONSOR *Value \$5,000 1 opportunity available*

- **Exclusive automotive category sponsorship**
- **Opportunity to activate** on site with a 10'x10' tent and/or have brand ambassadors onsite and distribute approved premiums
- **Opportunity to fund and create additional signage** (Zoo and/or event-themed, to be placed around event area); must be approved by the Zoo
- **Logo recognition on general event signage** to include: welcome banner and event flyers
- Name inclusion in press releases and blog post on Springfield Park District website, mentions in news interviews about the event
- Logo and link listing on **Opening Day event page**
- Recognition in event e-blasts (16K+ subscribers)
- **Logo inclusion** in social and digital ads
- Recognition in multiple Facebook event posts (5.2k per day reach)



## COMMUNITY SPONSOR *Value \$3,500 5 opportunities available*

- **Logo recognition on general event signage** to include: welcome banner and event flyers
- Name inclusion in press releases and blog post on Springfield Park District website, mentions in news interviews about the event
- Logo and link listing on **Opening Day event page**
- Recognition in event e-blasts (16K+ subscribers)
- **Logo inclusion** in social and digital ads
- Recognition in multiple Facebook event posts (5.2k per day reach)
- Mentioned in **sponsor “thank you”** over PA
- Directly support the Zoo’s mission and **conservation efforts**

## SUPPORTING SPONSOR *Value \$3,000 Multiple opportunities available*

- **Logo recognition on general event signage** to include: welcome banner and event flyers
- Name inclusion in press releases and blog post on Springfield Park District website, mentions in news interviews about the event
- Logo and link listing on **Opening Day event page**
- Recognition in event e-blasts (16K+ subscribers)
- **Logo inclusion** in social and digital ads
- Recognition in multiple Facebook event posts (5.2k per day reach)



# Event Sponsorships

## BLUES AND BREWS

Welcome to the **Blues and Brews event** at the Henson Robinson Zoo, where the rhythm of the music and the taste of craft brews harmonize amidst the enchanting backdrop of wildlife. The Zoo transforms into a lively venue pulsating with energy and excitement. With the soulful melodies of blues music filling the air, guests are invited to indulge in their senses in a unique fashion of culture and nature. Amidst the laughter and chatter, the aroma of delectable food wafts from food trucks stationed nearby, complementing the rich flavors of locally brewed beers. As friends gather and families unwind, there's a palpable sense of camaraderie and celebration, epitomizing the spirit of community. Against the backdrop of wildlife, **Blues and Brews at the Henson Robinson Zoo promises an evening of unforgettable entertainment**, where every sip, every note, and every moment is infused with the magic of the wild.

### PRESENTING SPONSOR Value \$30,000 2 opportunities available

- **Event naming rights**, including logo, "Opening Day at the Henson Robinson Zoo presented by \_\_\_\_\_"
- **Opportunity to activate** on site with a 10'x10' tent and/or have brand ambassadors onsite and distribute approved premiums
- **Opportunity to fund and create additional signage** (Zoo and/or event-themed, to be placed around event area); must be approved by the Zoo
- **Logo recognition on general event signage** to include: welcome banner and event flyers
- Name inclusion in press releases and blog post on Springfield Park District website, mentions in news interviews about the event
- Logo and link listing on **Blues and Brews event page**
- Recognition in event e-blasts (16K+ subscribers)
- **Logo inclusion** in social and digital ads
- Recognition in multiple Facebook event posts (5.2k per day reach)
- **Twenty five (25)** complimentary Zoo tickets
- **Twenty (20)** Blues and Brews Zoo tickets
- Directly support the Zoo's **mission and conservation efforts**





## MAIN STAGE SPONSOR *Value \$10,000 1 opportunity available*

- **Main stage naming rights, “\_\_\_\_\_’s Stage”**
- **Opportunity to activate** on site with a 10’x10’ tent and/or have brand ambassadors onsite and distribute approved premiums
- **Opportunity to fund and create additional signage** (Zoo and/or event-themed, to be placed around event area); must be approved by the Zoo
- **Logo recognition on general event signage** to include: welcome banner and event flyers
- **Custom stage banners** - one (1) 20’x10’ horizontal with event schedule Logo inclusion on main event flyer
- Name inclusion in press releases and blog post on Springfield Park District website, mentions in news interviews about the event
- Recognition as a main stage sponsor on event webpage
- Logo and link listing on **Blues and Brews event page**
- Recognition in event e-blasts (16K+ subscribers)
- **Logo inclusion** in social and digital ads
- Recognition in multiple Facebook event posts (5.2k per day reach)
- **Twenty (20)** complimentary Zoo tickets
- **Fifteen (15)** Blues and Brews Zoo tickets
- Directly support the Zoo’s **mission and conservation efforts**



# Event Sponsorships

## BLUES AND BREWS

### TASTING GLASS SPONSOR *Value \$15,000 1 opportunity available*

- **Logo inclusion on 1,000+** keepsake 6oz tasting glasses
- **Opportunity to activate** on site with a 10'x10' tent and/or have brand ambassadors onsite and distribute approved premiums
- **Opportunity to fund and create additional signage** (Zoo and/or event-themed, to be placed around event area); must be approved by the Zoo
- **Logo recognition on general event signage** to include: welcome banner and event flyers
- **Custom stage banners** - one (1) 20'x10' horizontal with event schedule Logo inclusion on main event flyer
- Name inclusion in press releases and blog post on Springfield Park District website, mentions in news interviews about the event
- Recognition as a tasting sponsor on event webpage
- Logo and link listing on **Blues and Brews event page**
- Recognition in event e-blasts (16K+ subscribers)
- **Logo inclusion** in social and digital ads
- Recognition in multiple Facebook event posts (5.2k per day reach)
- **Twenty (20)** complimentary Zoo tickets
- **Fifteen (15)** Blues and Brews Zoo tickets
- Directly support the Zoo's **mission and conservation efforts**



## PHOTO BOOTH SPONSOR *Value \$5,000 2 opportunities available*

- **Opportunity to activate** on site with a 10'x10' tent and/or have brand ambassadors onsite and distribute approved premiums
- **Opportunity to fund and create additional signage** [Zoo and/or event-themed, to be placed around event area]; must be approved by the Zoo
- **Logo recognition on general event flyers**
- Name inclusion in press releases and blog post on Springfield Park District website, mentions in news interviews about the event
- Logo and link listing on **Blues and Brews event page**
- Recognition in event e-blasts (16K+ subscribers)
- **Logo inclusion** in social and digital ads
- Recognition in multiple Facebook event posts (5.2k per day reach)



## AUTOMOTIVE SPONSOR *Value \$5,000 1 opportunity available*

- **Exclusive automotive category** sponsorship
- **Opportunity to activate** on site with a 10'x10' tent and/or have brand ambassadors onsite and distribute approved premiums
- **Opportunity to fund and create additional signage** [Zoo and/or event-themed, to be placed around event area]; must be approved by the Zoo
- **Logo recognition on general event flyers**
- Name inclusion in press releases and blog post on Springfield Park District website, mentions in news interviews about the event
- Logo and link listing on **Blues and Brews event page**
- Recognition in event e-blasts (16K+ subscribers)
- **Logo inclusion** in social and digital ads
- Recognition in multiple Facebook event posts (5.2k per day reach)





# Event Sponsorships

## FOOD TRUCK COOKOFF NIGHT

Get ready for a tantalizing culinary voyage at the Henson Robinson Zoo's highly anticipated **Food Truck Cookoff Night!** The air will be filled with the aroma of sizzling dishes and the buzz of excitement from food enthusiasts gathering for a memorable evening. This unique event promises a fusion of flavors of local cuisine, served up by some of Springfield's most popular food trucks, all set against the backdrop of the Zoo's enchanting ambiance. Mark your calendars and prepare your taste buds for an unforgettable experience at the intersection of wildlife and culinary enjoyment.

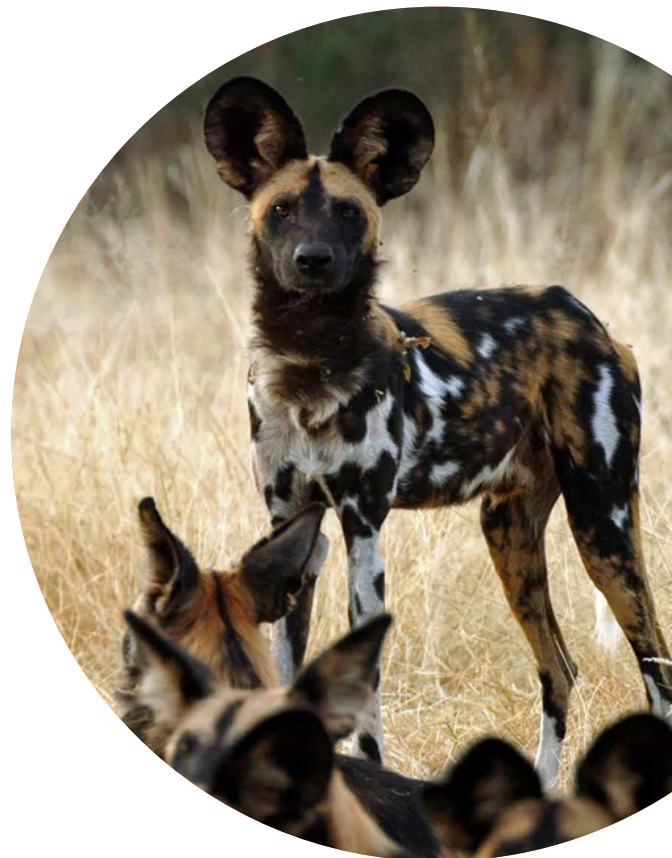
### PRESENTING SPONSOR *Value \$30,000 2 opportunities available*

- **Event naming rights, including logo**, "Food Truck Cookoff Night the Henson Robinson Zoo presented by \_\_\_\_\_"
- **Opportunity to activate** on site with a 10'x10' tent and/or have brand ambassadors onsite and distribute approved premiums
- **Opportunity to fund and create additional signage** (Zoo and/or event-themed, to be placed around event area); must be approved by the Zoo
- **Logo recognition on general event signage** to include: welcome banner and event flyers
- Name inclusion in press releases and blog post on Springfield Park District website, mentions in news interviews about the event
- Recognition as presenting sponsor on event webpage
- Logo and link listing on **Food Truck Cookoff Night event page**
- Recognition in event e-blasts (16K+ subscribers)
- **Logo inclusion** in social and digital ads
- Recognition in multiple Facebook event posts (5.2k per day reach)
- **Twenty five (25)** complimentary Zoo tickets
- **Twenty (20)** Food Truck Cookoff Night tickets
- Directly support the Zoo's **mission and conservation efforts**



## MAIN TASTING SPONSOR *Value \$10,000 1 opportunity available*

- **Main stage naming rights, “\_\_\_\_\_’s Stage”**
- **Opportunity to activate** on site with a 10’x10’ tent and/or have brand ambassadors onsite and distribute approved premiums
- **Opportunity to fund and create additional signage** (Zoo and/or event-themed to be placed around event area); must be approved by the Zoo
- **Logo recognition on general event signage** to include; welcome banner and event flyers
- Name inclusion in press releases and blog post on Springfield Park District website, mentions in news interviews about the event
- Recognition as Main Tasting sponsor on event webpage
- Logo and link listing on **Food Truck Cookoff Night event page**
- Recognition in event e-blasts (16K+ subscribers)
- **Logo inclusion** in social and digital ads
- Recognition in multiple Facebook event posts (5.2k per day reach)
- **Twenty (20)** complimentary Zoo tickets
- **Fifteen (15)** Food Truck Cook Off Zoo tickets
- Directly support the Zoo’s **mission and conservation efforts**



# Event Sponsorships

## FOOD TRUCK COOKOFF NIGHT

**SPOTLESS SPONSOR** Value \$15,000 1 opportunity available

- **Logo inclusion on 1,000+ napkins.** Your mess-free moment for everyone at the event
- **Opportunity to activate** on site with a 10'x10' tent and/or have brand ambassadors onsite and distribute approved premiums
- **Opportunity to fund and create additional signage** (Zoo and/or event-themed to be placed around event area); must be approved by the Zoo
- **Logo recognition on general event signage** to include; welcome banner and event flyers
- Name inclusion in press releases and blog post on Springfield Park District website, mentions in news interviews about the event
- Recognition as Spotless sponsor on event webpage
- Logo and link listing on **Food Truck Cookoff Night event page**
- Recognition in event e-blasts (16K+ subscribers)
- **Logo inclusion** in social and digital ads
- Recognition in multiple Facebook event posts (5.2k per day reach)
- **Twenty (20)** complimentary Zoo tickets
- **Fifteen (15)** Zoo Lights tickets
- Directly support the Zoo's **mission and conservation efforts**





## PHOTO BOOTH SPONSOR *Value \$5,000 2 opportunities available*

- **Logo recognition on general event flyers**
- Name inclusion in press releases and blog post on Springfield Park District website, mentions in news interviews about the event
- Logo and link listing on **Food Truck Cookoff Night event page**
- Recognition in event e-blasts (16K+ subscribers)
- **Logo inclusion** in social and digital ads
- Recognition in multiple Facebook event posts (5.2k per day reach)

## AUTOMOTIVE SPONSOR *Value \$5,000 1 opportunity available*

- **Exclusive automotive category sponsorship**
- **Opportunity to activate** on site with a 10'x10' tent and/or have brand ambassadors onsite and distribute approved premiums
- **Opportunity to fund and create additional signage** (Zoo and/or event-themed, to be placed around event area); must be approved by the Zoo
- **Logo recognition on general event signage** to include: welcome banner and event flyers
- Name inclusion in press releases and blog post on Springfield Park District website, mentions in news interviews about the event
- Logo and link listing on **Food Truck Cookoff Night event page**
- Recognition in event e-blasts (16K+ subscribers)
- **Logo inclusion** in social and digital ads
- Recognition in multiple Facebook event posts (5.2k per day reach)



# Event Sponsorships

## PARENTS' NIGHT OUT

Escape the hustle and bustle of daily life and treat yourselves to a well-deserved evening of relaxation and adventure at the Henson Robinson Zoo's exclusive Parents' Night Out event! We invite parents to entrust their littles to our experienced staff for a few hours of fun-filled activities and animal encounters at the Henson Robinson Zoo while parents enjoy an evening on the town. It is the perfect opportunity for parents to unwind for an adults-only evening.

### \$5,000 PER EVENT

- 25 general admission tickets
- Opportunity for on-site self promotion during the event (subject for approval)
- Logo on flyer
- Name and Logo included in z-mails to membership families (2,165)
- Recognition in public relations and promotional materials for event









# 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 Radio 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 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** - Inclusion of all Park Partner benefits

### PARK PARTNER \$5,000

- **20% discount** on Zoo facility rentals *\*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 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 *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)