PARTY FOR THE PLANET SPONSORSHIP OPPORTUNITIES
THE EL PASO ZOO CELEBRATES THE VALUE OF ANIMALS AND NATURAL RESOURCES AND CREATES OPPORTUNITIES FOR PEOPLE TO REDISCOVER THEIR CONNECTION TO NATURE.

The El Paso Zoo has been a member of the Association of Zoos and Aquariums (AZA) for 29 years. AZA envisions a world where all people respect, value, and conserve animals and nature. Look for the AZA logo whenever you visit a zoo or aquarium as your assurance that you are supporting a facility dedicated to providing excellent care for animals, a great experience for yourself, and a better future for all living things. With more than 200 accredited members, AZA is a leader in global wildlife conservation.

ABOUT THE EL PASO ZOO

The El Paso Zoo has a passion for wildlife, education, and families. Becoming an El Paso Zoo sponsor positions your brand within the community and creates an environment that encourages meaningful opportunities for cause marketing, cross-promotion, and partnerships. Your company will benefit from being affiliated with the zoo’s conservation and environmental efforts.

FOR ZOO SPONSORSHIPS: SARAH BORREGO | EVENT COORDINATOR
(915) 212-2818 | BORREGOSC@ELPASOTEXAS.GOV
Party for the Planet, hosted by the nation’s Association of Zoo and Aquarium’s accredited institutions, is one of the largest Earth Day celebrations on record! Millions of zoo and aquarium visitors across North America “party for the planet” with family fun and renew their commitment to wildlife conservation. This year, the El Paso Zoo joins the party again by hosting a variety of conservation partners. Guests learn the latest ways to be kind to the environment with a focus on how we can all help in El Paso!
Event name to be listed as: Party for the Planet presented by Your Company Name

Additional recognition as sponsor with your logo:
- in all marketing and advertising materials
- on press releases and during media interviews
- our company commercial will run in the Wildlife Amphitheater in between education shows.

Brand strategically developed in event-related social media content beginning April 1 with live social media event coverage. Based on the average individual event post reach, your six (6) posts will reach approximately 160,000 people.

- Customized promotional booth at two prime locations in the Zoo to distribute marketing collateral and information (to be distributed by your company).

- El Paso Zoo will provide candy for distribution to children at one display space (candy to be distributed by your company).

- Distribution of promotional goodies to be handed out at display locations.

- Your company's logo with a link to website on the El Paso Zoo's Party for the Planet Facebook and Zoo website calendar event page

- 12 admission tickets to Party for the Planet
ENRICHMENT SPONSORSHIP
1 AVAILABLE - $2,000
- Recognition as sponsor with logo placement:
  - on incorporated animal enrichment activity such as a piñata or decorated box
  - on press releases
- Brand strategically developed in event-related social media content. Based on the average individual event post reach, your four (4) posts will reach approximately 80,000 people.
- Promotional booth at one location in the Zoo to distribute marketing collateral and information (to be distributed by your company).
- 8 admission tickets to Party for the Planet

ACTIVITY SPONSORSHIP
1 AVAILABLE - $1,500
- Recognition as sponsor with your logo:
  - on marketing kiosks around zoo
- El Paso Zoo will provide one giant inflatable activity and staff to supervise it.
- Recognition sign at children’s activity area
- Promotional booth at one location in the Zoo to distribute marketing collateral and information (to be distributed by your company).
- 4 admission tickets to Party for the Planet
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