



Invest in the Seneca Park Zoo Society's
A Wilder Vision campaign

2018 Opportunities

<u>Naming Opportunity</u>	<u>Naming Value</u>
Snow Leopard/Red Panda Exhibits	\$800,000
Snow Leopard Habitat	\$500,000
Red Panda Habitat	\$150,000
Snow Leopard/Red Panda Glass Viewing Station	\$100,000
Snow Leopard Glass Viewing Station	Named
Guest Transportation	\$650,000
Tram	\$500,000
North Station Tram Platform	Named
South Station Tram Platform (to be completed 2021)	Named

Giraffe/Concessions Building	\$425,000
Giraffe Feeding Platform <i>Temporary Hold</i>	\$250,000
Covered Patio	\$75,000
Gift Concession	\$50,000
Food Concession	Named
Giraffe Habitat	\$250,000
Rhino Habitat	\$325,000
Habitat	\$250,000
Outside Viewing	\$75,000
Animals of the Savanna Building	\$3,770,000
Savanna Building <i>Temporary Hold</i>	\$2,500,000
Rhino Day Room and Rhino Inside Viewing	\$200,000
Rhino Stalls (two)	\$25,000
Rhino Tamer	\$25,000
Giraffe Day Room and Giraffe Inside Viewing	\$350,000
Giraffe Stalls (three)	\$25,000
Giraffe Tamer	Named
Aquarium	\$75,000
Aviary with water feature	Named

Elephant shrew/Leopard tortoise/ Weaver Exhibit	\$40,000
Girdled lizard/Plated lizard/ Pancake tortoise Exhibit	\$40,000
Naked Mole Rat Exhibit	\$40,000
Micro Exhibits	\$25,000
Zebra Stalls (two)	\$10,000
Unnamed Animal Stalls (two)	\$10,000
Vestibules (two entrances)	\$50,000
Education Space/Interpretive Wall	\$100,000
Commissary Building	\$35,000
Commissary	\$25,000
Hay Barn	\$10,000
Other Opportunities	
Education Signage	Named
Gardens	Named
Trailside Cafe	3,000,000
2018 Naming Opportunities Total	\$9,285,000

2021 Opportunities

Naming Opportunity	Naming Value
Tropics Building	\$9,025,000
Building	\$5,000,000
Congo Ecosystem	\$1,000,000
Gorilla Habitat	\$500,000
Gorilla Day Room	\$100,000
Borneo Ecosystem	\$750,000
Orangutan Habitat	\$375,000
Orangutan Day Room	\$75,000
Madagascar Ecosystem	\$500,000
Lemur Habitat	\$250,000
Lemur Day Room	\$50,000
Lemur Habitat Trail	\$25,000
Indoor Public Space	\$150,000
Small Animal Habitats (four)	\$50,000
Tropical Reef Tank	\$25,000
Education Signage	\$25,000
Guest Services Building	\$2,900,000
Building	\$2,000,000

Entranceway	\$500,000
ZooShop	\$250,000
Zoo Ticket Concessions	\$100,000
Guest Services	\$50,000
Conservation Resource Center	\$2,880,000
Resource Center	\$2,500,000
Event Public Space	\$75,000
Adult Classroom	\$50,000
Lower Level Offices (three)	\$35,000
Small Animal Habitat	\$25,000
Administrative Offices (five)	\$25,000
2021 Naming Opportunities Total	\$14,805,000
2018 Naming Opportunities Total	\$9,285,000
Grand Total – Naming Opportunities	\$24,090,000

Donor Recognition Plan

All gifts of \$1,000,000 and more received permanent signage for the life of the building

All gifts of \$250,000 to \$999,999 receive signage for 20 years

All gifts of \$25,000 to \$249,999 receive signage for 10 years