



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

2019 Opportunities

<u>Naming Opportunity</u>	<u>Naming Value</u>
Snow Leopard/Red Panda Exhibits	
Snow Leopard Habitat- Named	\$500,000
Snow Leopard Stalls (two available)	\$15,000
Snow Leopard Cubbing Den	\$20,000
Off Exhibit Snow Leopard Habitat	\$10,000
Red Panda Habitat	\$150,000
Red Panda Stalls (one available) - Named (1)	\$15,000
Snow Leopard/Red Panda Glass Viewing Station- Named	\$100,000
Snow Leopard Glass Viewing Station- Named	\$50,000
Snow Leopard Trail Cam	\$15,000

Guest Transportation

Tram- Named	\$250,000
North Station Tram Platform- Named	\$75,000
South Station Tram Platform- Named	\$75,000

Giraffe/Concessions Building

Giraffe Feeding Platform <i>Temporary Hold</i>	\$250,000
Covered Patio	\$75,000
Gift Concession	\$50,000
Food Concession- Named	\$50,000

Giraffe Habitat- Named \$250,000

Rhino Habitat

Habitat <i>Temporary Hold</i>	\$250,000
Outside Training Wall	\$75,000

Animals of the Savanna Building

Animals of the Savanna Building- Named	\$2,500,000
Rhino Day Room and Rhino Inside Viewing	\$200,000
Rhino Stalls (two available)	\$25,000
Rhino Tamer	\$25,000
Giraffe Day Room and Giraffe Inside Viewing	\$350,000
Giraffe Inside Feeding Platform	\$75,000

Giraffe Balcony	\$15,000
Giraffe Stalls (one available) - Named (3)	\$25,000
Giraffe Maternity Stall - Named	\$35,000
Giraffe Tamer- Named	\$30,000
Aquarium	\$75,000
Aviary with water feature- Named	\$125,000
Elephant shrew/ Weaver Exhibit- Named	\$40,000
Girdled lizard/Plated lizard/ Pancake tortoise Exhibit	\$40,000
Naked Mole Rat Exhibit	\$40,000
Micro Habitat Tree with Six Exhibits- Named	\$25,000
Zebra Stalls- (3 Named)	\$10,000
Zebra Corral <i>Temporary Hold</i>	\$15,000
Zebra Maternity Stall- Named	\$25,000
Vestibules (two entrances)	\$50,000
Education Space/Interpretive Wall	\$100,000

Commissary Building

Commissary	\$25,000
Hay Barn	\$25,000

Other Opportunities

Education Signage- Named	\$25,000
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Revised October 2018

Gardens- Named	\$5,000
Trailside Cafe	\$1,000,000
2019 Naming Opportunities Total	\$7,330,000

2021 Opportunities

Naming Opportunity	Naming Value
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Tropics Building

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- Named	\$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- Named	\$25,000
Education Signage	\$25,000

Guest Services Building

Building	\$2,000,000
Entranceway	\$500,000
ZooShop	\$250,000
Zoo Ticket Concessions	\$100,000
Guest Services	\$50,000

Conservation Resource Center

Resource Center <i>Temporary Hold</i>	\$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

2019 Naming Opportunities Total **\$7,330,000**

2021 Naming Opportunities Total **\$14,805,000**

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