



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

Phase 1 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- Named	\$250,000
Covered Patio	\$75,000
Gift Concession	\$50,000
Food Concession- Named	\$50,000

Giraffe Habitat- Named \$250,000

Rhino Habitat

Habitat- Hold	\$250,000
Outside Training Wall- Named	\$75,000

Animals of the Savanna Building

Animals of the Savanna Building- Named	\$2,500,000
Rhino Day Room and Rhino Inside Viewing- Named	\$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- (2 Named)	\$10,000
Zebra Corral	\$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
Gardens- Named	\$5,000

Phase 1A Opportunities

Trailside Cafe	\$1,000,000
Pavilion (Adjacent)	\$250,000
Indoor Seating	\$100,000
Outdoor Seating	\$75,000
Catering Prep Area (Ground Floor)	\$75,000
Main Food Counter	\$75,000
Grab & Go Area	\$50,000
Drinks & Condiments Area	\$50,000
Office Space (Two Available- Ground Floor)	\$25,000
Outdoor Serving Window	\$25,000
Main Entry	\$15,000
2019 Naming Opportunities Total	\$9,300,000

Phase 2 Opportunities

Naming Opportunity	Naming Value
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

Revised January 2020

Madagascar Ecosystem	\$500,000
Lemur Habitat- Hold	\$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

Welcome Center

Building	\$4,500,000
Entranceway	\$500,000
ZooShop	\$250,000
Zoo Ticket Concessions	\$100,000
Guest Services	\$50,000

Conservation Resource Center

Resource Center <i>Temporary Hold</i>	\$4,500,000
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
Phase 1 Naming Opportunities Total	\$9,330,000
Phase 2 Naming Opportunities Total	\$18,805,000
Grand Total – Naming Opportunities	\$28,090,000

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