



Invest in the Seneca Park Zoo Society's  
*A Wilder Vision* Capital Campaign

**Trailside Cafe Opportunities**

**Naming Opportunity**

**Naming Value**

**Trailside Conservation Café**

Building	\$1,500,000
Pavilion (adjacent)	\$250,000
Indoor Seating / Main Cafe	\$100,000
Main Entry with Pergola	\$75,000
Outdoor Seating / Cafe	\$75,000
Catering Prep Area (ground floor)	\$75,000
Main Food Counter	\$75,000
Grab & Go Area	\$75,000
Kitchen Prep Area	\$50,000
Drinks & Condiments Area	\$50,000
Office Space (ground floor)	\$25,000
Outdoor Serving Window	\$25,000
<b>Trailside Cafe Opportunities</b>	<b>\$875,000</b>

## Phase 2 Opportunities

### Welcome Center

Building	\$7,000,000
Bridge	\$500,000
Welcome Plaza	\$500,000
Tropics Plaza	\$500,000
Ticketing	\$125,000
Conference Rooms (three available)	\$25,000
Green Space	\$15,000
First Aid Room	\$15,000
Security Room	\$15,000
Reception	\$15,000
Guest Waiting Area	\$15,000
Lower-Level Administrative Offices	\$5,000
Upper-Level Administrative Offices	\$5,000

### Conservation Education Center

Building	\$5,000,000
Wet Lab/Classroom	\$250,000
Entrance/Lobby	\$50,000
Classrooms (three available)	\$20,000
Education Offices (three available)	\$10,000
Education Cubicles (five available)	\$2,500
Storage/Mechanical Spaces (two available)	\$2,500

## Zoo Gift Shop

Zoo Gift Shop	\$1,000,000
Store Display Area	\$100,000
Administrative Office(s)	\$10,000
Storage Room	\$5,000

## Tropics Complex

Building	\$7,000,000
Orangutan/Gibbon Habitat	\$500,000
Lemur/Sifaka Habitat- <b>Named</b>	\$250,000
Indoor Play Space	\$250,000
Indoor Public Space	\$200,000
Aquarium Tunnel	\$150,000
Rotational Exhibit with Pavilion View	\$150,000
Aviary	\$100,000
Komodo Dragon Habitat	\$100,000
Habitat Trail	\$100,000
Rotational Exhibit (two available)	\$100,000
Orangutan/Gibbon Day Room- <b>Named</b>	\$75,000
Python Pavilion	\$75,000
Ambassador Animal Indoor Space	\$75,000
Lemur/Sifaka Day Room	\$50,000
Tortoise & Tree Python Habitat	\$50,000
Ambassador Animal Outdoor Space	\$50,000
Quiet Area	\$50,000
Jewel Box Habitats	\$25,000
Tropical Reef Tank/Feature Aquarium- <b>Named</b>	\$25,000

Secondary Tanks (four available?)

\$25,000

**Phase 2 Naming Opportunities Total**

**\$24,882,500**

**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.