



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

Naming Opportunity

Naming Value

Welcome Center

Building	\$7,500,000
Plaza in Front of Zoo	\$1,000,000
Bridge	\$1,500,000
Entry Concourse	\$750,000
Plaza Bathrooms	\$75,000

First Floor

Ticket Booths	\$150,000
Entry Lobby	\$100,000
Sensory Room	\$50,000
Volunteer Area	\$50,000
First Aid Room	\$25,000
Security Room	\$25,000

Second Floor

Board Room	\$200,000
Zoo Viewing Patio	\$125,000
Boardroom Patio	\$75,000
Small Conference Room	\$50,000
South Patio	\$50,000
Office Suites	Ranging from \$50,000 to \$150,000

Conservation Resource Center

Building	\$5,000,000
Entrance/Lobby	\$250,000
Event Space	\$500,000
Staircase	\$150,000
Wet Lab	\$150,000
Classrooms (3)	\$100,000
Education/Conservation Office Suite	\$100,000
Break Room with Patio	\$75,000
Small Conference/Bride Room	\$50,000

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### Zoo Gift Shop

Building	\$1,000,000
Store Display Area	\$100,000
Guest Mobility Amenities	\$25,000
Storage Facility	\$50,000

### Tropics Complex

Building	\$7,500,000
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### Madagascar

Lemur Habitats with Outdoor Yard	Named
Lemur Habitat Large	\$100,000
Fossa Habitats (2)	\$100,000
Madagascar Overhead Trails	\$100,000
Lemur Habitat Small	\$75,000
Tortoise Habitat	\$50,000
Pavilion with Micro Habitats	\$50,000

### Southeast Asia

Orangutan and Siamang Habitats with Outdoor Yard	\$1,000,000
Southeast Asia Overhead Trails	\$100,000
Chinese Alligator Habitat	\$75,000
Orangutan and Siamang Indoor Habitat	Named

### Indo-Pacific Islands

Asian Small Clawed Otter and Binturong Habitat with Outdoor Yard	\$200,000
Clouded Leopard Habitat	\$150,000
Komodo Dragon Habitat	\$150,000
Indo-Pacific Overhead Trails	\$100,000
Flying Fox	\$75,000
Burmese Python Habitat	\$50,000
Otter and Binturong Viewing Bubble	\$50,000
Reptile Micro Habitats	\$25,000

### Aquatic Habitats

Aquarium	\$1,000,000
J Tunnel	\$500,000
Coral Reef Tank	\$75,000
Specialty Tanks (2)	Named
Jellyfish Tank/Sea Anemone and Clownfish Tank	
Pacific Octopus	\$25,000
Sea Horse/Leafy Sea Dragons and Pipefish	\$25,000

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### Spine Level One

Public Viewing Area	\$150,000
Viewing Porch	\$50,000
Accessible Restroom	\$50,000
Orangutan Siamang Cognitive Center	\$50,000

### Canopy Level

Play Center	\$500,000
Sensory Room	\$100,000

### Outdoor Yards

Public Viewing Area #1	\$200,000
Public Viewing Area #2	\$200,000
Small Theatre	\$100,000
Outdoor Sky Trail	\$100,000
Nature Playground	\$50,000

## 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.

A **Wilder** Vision