



Tap into Seneca Park Zoo's broad, diverse, and engaged audience with Zoo sponsorships. Your brand could be highlighted at the Zoo, reaching 360,000 guests annually, or delivered into 20,000+ mailboxes throughout our region.

BRAND PARTNERSHIPS

Brand Partnerships	ZooNooz	Habitat	Member Appreciation	Giraffe Feed	Tram
Recognition in tandem with brand across all promotion	Always associated with ZooNooz publication	Brand recognition at Habitat for duration of annual sponsorship	Brand recognition to members in all Member Appreciation Week/Weekend promotion	Brand recognition in all Giraffe Feed promotion	Brand recognition in all Tram promotion
Logo recognition in print	Logo on all ZooNooz publications	Logo on physical signage at habitat	Logo on all communications and signage for Member Appreciation	Logo on Giraffe Feed signage	Logo on Tram signage
Complimentary Zoo memberships	5 Family Memberships 10 three-month Family memberships 15% off membership with code	7 three-month Family memberships 15% discount with code	5 three-month Family memberships 15% discount with code	5 three-month Family memberships 15% discount with code	5 three-month Family memberships 15% discount with code
Program perks	1 complimentary ZooMobile, Butterfly Beltway, Cleanup, or Trek in the Twilight program	Opportunity to table at habitat during 2 Awareness Weekends	Opportunity to table at Member Appreciation events	10 free Giraffe Feed tickets	10 free Tram tickets
Rental Privileges	Fees waived for 1 reservation of SPZ Conference Center for company meetings (catering not included)	50% reduction in fee for 1 reservation of SPZ Conference Center for company meetings (catering not included)	50% reduction in fee for 1 reservation of SPZ Conference Center for company meetings (catering not included)	50% reduction in fee for 1 reservation of SPZ Conference Center for company meetings (catering not included)	50% reduction in fee for 1 reservation of SPZ Conference Center for company meetings (catering not included)
Recognition on SPZ webpage	X	X	X	X	X
Recognition on social media	X	X	X	X	X
Recognition in Member emails	X	X	X	X	X
Acknowledgement in ZooNooz	Every issue	X	X	X	X
Opportunity to table at Spooktacular in October 2026 free of charge	X	X	X	X	X
Investment	\$10,000	\$7,500	\$5,000	\$5,000	\$5,000