



Two weekends of Halloween fun for the whole family - Spooktacular has tons to offer for all ages! Up to 1600 guests per evening come in costume to explore the Zoo, enjoy animal experiences, participate in crafts and activities, and stroll the trick-or-treat trail.

Spooktacular	Presenting	Theme Weekend	Spooky Critter Story Time	Live Entertainer	Creepy Craft	Animal Experience	Trick or Treat	Trick or Treat 1 Night
Recognition in tandem with Spooktacular brand across all event promotion	X	Promotion in tandem with sponsored weekend						
Rental Privileges	50% reduction in fee for 1 reservation of SPZ Conference Center for company meetings (catering not included)							
Complimentary Zoo memberships	5 three-month Family memberships 15% discount with code	3 three-month Family memberships 15% discount with code	15% discount with code	15% discount with code	15% discount with code	15% discount with code		
Event tickets	\$3 discount with code	\$3 discount with code	\$3 discount with code	\$3 discount with code	\$3 discount with code	\$3 discount with code		
Brand displayed on signage at sponsored activity	X	X	X	X	X	X		
Recognition on event webpage	X	X	X	X	X	X	X	X
Recognition on social media	Always recognized in tandem with event brand	Recognized in tandem with theme weekend	X	X	X	X	X	X
Trick or Treat Table (must supply own candy)	X	X	X	X	X	X	X	X
Acknowledgement in ZooNooz	X	X	X	X	X	X	X	X
Investment	\$5,000	\$3,000	\$1,500	\$1,000	\$1,000	\$750	\$500	\$200

ZooBrew is Rochester's favorite summer happy hour at the Zoo! More than 2000 guests 21+ attend each ZooBrew to enjoy live music, amazing animal experiences, and food and beverage for sale across the Zoo's 20 acres.

ZooBrew	Presenting	Bar Sponsor	Main Stage	Savanna Stage	Lion Bus Stage	VIP	Table
Recognition in tandem with ZooBrew brand across all event promotion	X						
Rental Privileges	Fees waived for 1 reservation of SPZ Conference Center for company meetings (catering not included)	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)				
Complimentary Zoo memberships	5 Annual Family memberships 10 three-month Family memberships 15% discount with code	5 Annual Family memberships 10 three-month Family memberships 15% discount with code	5 three-month family memberships 15% discount with code	15% discount with code	15% discount with code	15% discount with code	
Ability to table onsite at ZooBrew	X	X	X	3 dates	3 dates	2 dates	1 date
Event tickets	20 general admission 10 VIP	20 general admission 10 VIP	10 general admission 6 VIP	10 general admission	10 general admission	8 VIP	Admission for up to 4 staff working table
Brand displayed on signage at sponsored activity	X	X	X	X	X	X	
Recognition on event webpage	X	X	X	X	X	X	
Recognition on social media	Always recognized in tandem with event brand	Always recognized in tandem with event brand	X	X	X	X	
Acknowledgement in ZooNooz	X	x	X	X	X	X	X
Opportunity to table at Spooktacular in October 2026 free of charge	X	X	X				
Investment	\$15,000	\$10,000	\$5,000	\$2,500	\$2,500	\$1,500	\$500



Birds, Bees & Brews is a signature inclusive tasting event celebrating Finger Lakes and New York State brews - beer, cider, kombucha, coffee, and more. 500 guests 21+ sample dozens of beverages while learning about the role of pollinators in a healthy ecosystem.

Birds, Bees, & Brews	Combined Tasting Event Presenting	BBB Presenting	Food Truck Rodeo	Tasting Area	Naturalists at Night	Animal Encounter	Table Partner
Recognition in tandem with brand across all event promotion	Both BBB and W4W	X					
VIP Reserved area for employees attending the event	Both BBB and W4W	X					
Rental Privileges	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)					
Opportunity to provide an info table with giveaways, etc.	Both BBB and W4W	X	X	X			X
Complimentary Zoo memberships	7 three-month Family memberships 15% discount with code	5 three-month Family memberships 15% discount with code	15% discount with code	15% discount with code			
Event tickets	6 complimentary tickets to each event \$5 discount with code	6 complimentary and \$5 discount with code	3 complimentary and \$5 discount with code	3 complimentary and \$5 discount with code	\$5 discount with code		
Brand displayed on signage at sponsored activity	Logo included on custom tasting cups for both events	Logo included on custom silicone tasting cup	Logo at Food Truck Rodeo	Logo on Tasting Area signage	Logo at Naturalists at Night signage	Logo on Animal Encounter signage	
Recognition on event webpage	Both BBB and W4W	X	X	X	X	X	X
Recognition on event maps	Both BBB and W4W	X	X	X	X	X	
Recognition on social media	Always recognized in tandem with both event brands	Always recognized in tandem with event brand	X	X	X		
Acknowledgement in ZooNooz	X	X	X	X	X	X	X
Opportunity to table at Spooktacular in October 2026 free of charge	X	X					
Investment	\$8,000	\$5,000	\$2,000	\$1,500	\$750	\$500	\$250



Wine for Wildlife is our bookend signature tasting event for adults 21+, featuring a lineup of sustainable and environmentally friendly wines from the Finger Lakes AVA, across the United States, and around the world.

Wine For Wildlife	Combined Tasting Events Presenting	Wine for Wildlife Presenting	Tasting Area 3 available	Tapas Tasting	Education Session	Conservation Spotlight	Animal Encounter	Table Partner
Recognition in tandem with brand across all event promotion	Both BBB and W4W	X						
VIP Reserved area for employees attending the event	Both BBB and W4W	X						
Rental Privileges	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)						
Opportunity to provide an info table with giveaways, etc.	Both BBB and W4W	X	X	X	X			X
Complimentary Zoo memberships	7 three-month Family memberships 15% discount with code	5 three-month Family memberships 15% discount with code	15% discount with code	15% discount with code	15% discount with code			
Event tickets	6 complimentary tickets to each event \$5 discount with code	4 complimentary and \$5 discount with code	2 complimentary and \$5 discount with code	2 complimentary and \$5 discount with code	2 complimentary and \$5 discount with code	\$5 discount with code	\$5 discount with code	
Brand displayed on signage at sponsored activity	Logo included on custom tasting cups for both events	Logo included on custom tasting cup	Logo on Tasting Area signage	Logo on Tapas Tasting signage	Logo on Education Session signage	Logo on Conservation Spotlight sign	Logo on Animal Encounter sign	
Recognition on event webpage	Both BBB and W4W	X	X	X	X	X	X	X
Recognition on event map	Both BBB and W4W	X	X	X	X	X	X	
Recognition on social media	Always recognized in tandem with both event brands	Always recognized in tandem with event brand	X	X	X	X	X	
Acknowledgement in ZooNooz	X	X	X	X	X	X	X	X
Opportunity to table at Spooktacular in October 2026 free of charge	X	X						
Investment	\$8,000	\$5,000	\$3,000	\$1,500	\$1,500	\$750	\$500	\$250



One of Rochester's most established 5K races, this run & walk event attracts over 850 runners each year. A Rochester Runner of the Year race and the only 5K that charts a course through the Zoo, this race is family-friendly and welcomes participants of all ages and abilities.

Jungle Jog 5K	Presenting	Race Shirt	Starting or Finish Line	Wellness Zone	Race Bib	Fun-Run	Packet Pick Up	Mile Marker	Table
Recognition in tandem with Jungle Jog brand	X								
Opportunity to provide remarks at start of race	X								
Rental Privileges	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)							
Complimentary Zoo memberships	10 three-month family memberships 15% discount with code	5 three-month family memberships 15% discount with code	15% discount with code	15% discount with code	15% discount with code	15% discount with code			
Race registrations	15	10	5	5	\$5 off with code	\$5 off with code	\$5 off with code		
Recognition on event signage	X	X	X	X	X	X	X	X	
Logo on event t-shirt	Logo on shirt sleeve	Logo featured on body of shirt	Logo on shirt sleeve	Logo on shirt sleeve	Logo on bib				
Recognition on event webpage	X	X	X	X	X	X	X		
Recognition on social media	Always recognized in tandem with event brand	X	X	X	X	X	X		
Opportunity to table at the event and/or packet pickup	X	X	X	X	X	X	X	X	X
Ability to provide hand-out info in race packet	X	X	X	X	X	X	X	X	X
Acknowledgement in ZooNooz	X	X	X	X	X	X	X	X	X
Opportunity to table at Spooktacular in October 2026 free of charge	X	X							
Investment	\$10,000	\$5,000	\$2,500	\$2,500	\$1,500	\$1,500	\$1,000	\$500	\$250



CONSERVATION PROGRAMS

Reach more than 40,000 guests and participants across dozens of community action programs.

Conservation Programs	Presenting Sponsor ZooMobile	Presenting Sponsor Nature Cart	Presenting Sponsor Community Cleanups	Presenting Sponsor Nature Hikes	Single Cleanup or Hike
Recognition in tandem with Program brand across all promotion	X	X	X	X	X
Complimentary private programming	3 per year	1 private Nature Cart presentation	1 employee or client cleanup	1 employee or client nature hike	
Rental Privileges	Fees waived for up to 2 reservations 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)	
Complimentary Zoo memberships	15 Family Memberships 10 three-month Family memberships 15% off membership with code	8 three-month Family memberships 15% off membership with code	8 three-month Family memberships 15% off membership with code	6 three-month Family memberships 15% discount with code	15% discount with code
Additional Benefits	All Corporate Membership benefits at Lion Level	All Corporate Membership benefits at Giraffe level	All Corporate Membership benefits at Giraffe level	All Corporate Membership benefits at Giraffe level	
Brand displayed on signage at sponsored activity	Full wrap of ZooMobile vehicle with logo placement	X	X	X	
Recognition on event webpage	X	X	X	X	For single cleanup or hike
Recognition on social media	Always recognized in tandem with program brand	Always recognized in tandem with program brand	Always recognized in tandem with program brand	Always recognized in tandem with program brand	X
Recognition in Member emails	Always recognized in tandem with program brand	Always recognized in tandem with program brand	Always recognized in tandem with program brand	Always recognized in tandem with program brand	X
Acknowledgement in ZooNooz	X	X	X	X	X
Spooktacular Table	X	X	X	X	
Investment	\$50,000	\$8,000	\$8,000	\$5,000	\$1,000



One of the Zoo's highest visibility sponsorships, reaching than 400,000 visitors and 100,000+ online users each year. Signature Seneca Park Zoo conservation programs are highly visible and well attended, along with making a real impact on environmental and wildlife conservation in the Greater Rochester Region.

SUMMER PROGRAMMING

Summer Programming	Presenting Sponsor Summer Programming	Presenting Sponsor Conservation Awareness Days	Combined Onsite Programs Sponsorship
Recognition in tandem with Program brand across all promotion	X	X	X
Complimentary private programming	1 ZooMobile or Butterfly Beltway	1 ZooMobile	2 ZooMobile or Butterfly Beltway
Rental Privileges	Fees waived for 1 reservation of SPZ Conference Center for company meetings (catering not included)	Fees waived for 1 reservation of SPZ Conference Center for company meetings (catering not included)	Fees waived for up to 2 reservations of SPZ Conference Center for company meetings (catering not included)
Complimentary Zoo memberships	5 Family Memberships 10 three-month Family memberships 15% off membership with code	5 Family Memberships 10 three-month Family memberships 15% off membership with code	15 Family Memberships 10 three-month Family Memberships 15% off membership with code
Additional Benefits	All Corporate Membership benefits at Polar Bear level	All Corporate Membership benefits at Polar Bear level	All Corporate Membership benefits at Lion level
Brand displayed on signage at sponsored activity	X	X	X
Recognition on event webpage	X	X	X
Recognition on social media	Always recognized in tandem with program brand	Always recognized in tandem with program brand	Always recognized in tandem with program brand
Recognition in Member emails	Always recognized in tandem with program brand	Always recognized in tandem with program brand	Always recognized in tandem with program brand
Acknowledgement in ZooNooz	X	X	X
Opportunity to table at Spooktacular in October 2026 free of charge	X	X	X
Investment	\$15,000	\$10,000	\$25,000

Zoo Education programs offer immersive STEAM learning for ages 18 months - 18 years. Popular among Zoo members and recognized throughout the region, programs range from KinderZoo for early childhood learners to our sold-out ZooCamp.

EDUCATION PROGRAMS

Sponsor Level	Presenting Sponsor ZooCamp	Teen Programs	School Programs	Early Childhood Programs
Recognition in tandem with Program brand across all promotion	X	X	X	X
Logo recognition on participant t-shirts	X	X		
Brand displayed on signage at sponsored activity	Signage at summer ZooCamp tents	Brand recognized at ZooTeen stations		
Rental Privileges	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)		
Program perks	2 free camp registrations	1 free Teen registration	1 free education program for school group of your choice	
Complimentary Zoo memberships	7 three-month Family memberships 15% discount with code	5 three-month Family memberships 15% discount with code	3 three-month Family memberships 15% discount with code	15% discount with code
Recognition on program webpage	X	X	X	X
Recognition on social media	X	X	X	X
Recognition in Member emails	X	X	X	X
Acknowledgement in ZooNooz	X	X	X	X
Opportunity to table at Spooktacular in October 2026 free of charge	X	X		
Investment	\$7,500	\$5,000	\$3,000	\$1,000



Seneca Park Zoo celebrates Earth Day with a special Conservation Awareness Day featuring programs and community partners. This event attracts Zoo guests with giveaways, education sessions, and a multitude of ways they can take action for a healthy environment.

EARTH DAY

Earth Day	Presenting	Regional Conservation Sponsor	Global Conservation Sponsor	Table
Recognition in tandem with Earth Day event across all promotion	X			
Rental Privileges	50% reduction in fee for 1 reservation of SPZ Conference Center for company meetings (catering not included)			
Complimentary Zoo memberships	5 three-month Family memberships and 15% off with code	3 three-month Family memberships and 15% off with code	2 three-month Family memberships and 15% off with code	
Recognition on event signage	X	X	X	
Ability to table at Earth Day	X	X	X	X
Recognition on event webpage	X	X	X	X
Recognition on social media	X	X	X	X
Opportunity for employees to volunteer at Earth Day cleanup or on-site	X	X	X	X
Acknowledgement in ZooNooz	X	X	X	X
Opportunity to table at Spooktacular in October 2026 at no expense	X			
Investment	\$5,000	\$3,000	\$1,500	\$200



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



Corporate memberships at Seneca Park Zoo offer a range of company and employee benefits, including discounted Zoo attendance and membership, access to signature programs, brand recognition with our broad and engaged audiences, and more.

CORPORATE MEMBERSHIP

Corporate Membership	Lion	Polar Bear	Giraffe	Tiger	Rhino
Complimentary ZooMobile visit, Butterfly Garden, Community Cleanup, or Trek in the Twilight	2	1			
Rental Privileges	Fees waived for up to 2 reservations of SPZ Conference Center for company meetings (catering not included)	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)		
Complimentary passes to ZooBrew	50	40	20	10	
Complimentary Zoo memberships	15 Family Memberships 10 three-month Family Memberships and 15% off membership with code	5 Family Memberships 10 three-month Family memberships and 15% off membership with code	3 Family Memberships 5 three-month Family memberships and 15% off membership with code	3 three-month Family memberships and 15% off membership with code	2 three-month Family memberships and 15% off membership with code
Discount on Zoo Admission	\$2 off with code	\$2 off with code	\$2 off with code	\$2 off with code	\$2 off with code
Social media shout-out	X	X	X	X	X
Acknowledgement in ZooNooz	X	X	X	X	X
Recognition in Zoo annual report and digital signage	X	X	X	X	X
Opportunity to table at Spooktacular in October 2026 free of charge	X	X	X		
Investment	\$25,000	\$10,000	\$5,000	\$2,500	\$1,000

Interested? development@senecazoo.org



ZOOBILATION

Zoobilation is our largest single-day fundraiser and the most unique charity event in our region. Hosted on-site at Seneca Park Zoo, the evening includes a strolling cocktail hour, dinner service beside animal habitats, and opportunities to experience education and conservation programs up close all evening long. 600 Zoo supporters participate, including representatives of over 40 local businesses.

Zoobilation	Presenting	Dinner Safari	Live Auction	Tasting Trail	Dream Big Drawing	Silent Auction	Valet	Registration	Premium Table 10 available	Table 25 available	Welcome Drink 2 available	Dessert & Coffee 2 available	Ambassador Animal 2 available	Check-Out 2 available	Live Music 3 available	Wine Pull 2 available	Bar 4 available
Recognition in tandem with Zoobilation brand across all event promotion channels	X																
Company executive recognized as Honorary Chair of Zoobilation	X																
Opportunity to provide remarks during evening program	X				Sponsor pulls winning ticket												
Rental Privileges	Fees waived for up to 2 reservations of SPZ Conference Center for company meetings (catering not included)	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)	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)								
Complimentary Zoo memberships	5 Annual Family memberships 10 three-month Family memberships 15% discount with code	10 three-month Family memberships 15% discount with code	7 three-month Family memberships 15% discount with code	7 three-month Family memberships 15% discount with code	7 three-month Family memberships 15% discount 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	3 three-month Family memberships 15% discount with code	15% discount with code	15% discount with code	15% discount with code	15% discount with code	15% discount with code	15 % discount with code	15% discount with code
Reserved tables	2 - exclusive location	1 - exclusive location	1	1	1	1	1	1	1	1							
Event tickets	20	10	10	10	10	10	10	10	10	8	4	4	4	4	2	2	2
Brand displayed on signage at sponsored activity	X	X	X	X	X	X	X	X			X	X	X	X	X	X	X
Recognition on event webpage	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Recognition on social media	Always recognized	Individual and group	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Recognition on event signage	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Acknowledgement in ZooNooz	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Opportunity to represent brand by tabling at Spooktacular in October 2026, free of charge	X	X	X	X	X	X	X	X									
Investment	\$20,000	\$10,000	\$7,500	\$7,500	\$7,500	\$7,500	\$6,000	\$6,000	\$5,000	\$3,000	\$2,500	\$2,500	\$2,500	\$2,500	\$1,500	\$1,500	\$1,500