



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<br>10 three-month Family memberships<br>15% off membership with code           | 5 Family Memberships<br>10 three-month Family memberships<br>15% off membership with code           | 15 Family Memberships<br>10 three-month Family Memberships<br>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   |