

CONNECT WITH THE MOST EXOTIC SPECIES: HUMANS.

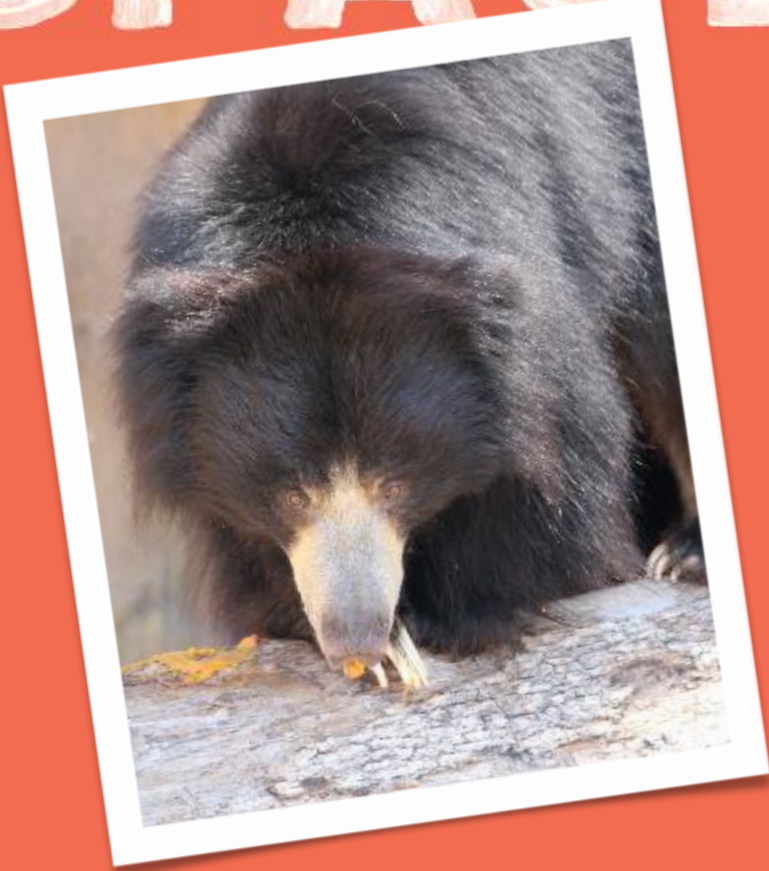
2023



Partners



A TRANSFORMATIVE SPACE



Why Zoos Matter

- Connecting with living creatures transforms you
- When we appreciate nature, we are moved to care for our natural world
- The experience helps children develop empathy, caring and respect for all living things
- We inspire the next generation of conservationists, scientists and biologists
- Zoos are important community centers that encourage family recreation



A POPULAR
PLACE



Arkansas's Top Family Destination

- Founded in 1924 and houses many historic buildings – a city icon
- Home to 400+ animals
- Many threatened or endangered species
- 300,000+ guests visit each year
- 70,000+ school children visit each year
- 46,000+ individuals participate in educational programs
- Located in War Memorial Park



CONSERVATION TODAY FOR
TOMORROW



- We give time and expertise to ensure the long-term survival of species in the wild locally and abroad
- Animals are cooperatively managed, no monetary exchange
- All done for what is best for the animal
- We inspire the next generation of conservationists
- Newest local partnership – eastern collared lizard



AN OPPORTUNITY TO
CONNECT



A beer and food truck festival like none other in town!

A night filled with all of the beer samples and yard games you can enjoy! Add in a few food trucks, live entertainment and visits from our Animal Ambassadors and you've got the most unique beer festival in town!

- Date: September 21, 2023
- Time: 6 – 9 PM
- Target Audience: Young Professionals
- Media: Primary focus for advertising August & September



CONNECTION LEVEL



7 Million Radio impressions

1 Million Print impressions

100,000 Social Media impressions

373,000 Email recipients

250,000 Digital impressions

1,000 Attendees

Presenting Partner

- Dominant logo recognition as the title sponsor on promotional materials and advertising
- Opportunity to setup marketing table during the event
- Featured on all media including television, radio commercials, print, live broadcast and press releases; Introduction and verbal recognition at the VIP event with opportunity to speak
- Event banners placed at prime locations at event site
- Featured in email newsletter to 33,000 distribution
- Featured on social media promotions ~95,000 followers
- Listed in Online materials, ticket sales and event web page
- Audience reach estimated at 224 million

Presenting

\$10,000

14 VIP Tickets

10 Regular Tickets



CONNECTION LEVEL



Second Tier Partner

- Featured in email newsletter to 33,000 distribution
- Featured on social media promotions ~95,000 followers
- Listed in online materials, ticket sales and event web page
- Banner displayed at wine station or entertainment area depending on sponsorship level

7 Million Radio impressions

1 Million Print impressions

100,000 Social Media impressions

373,000 Email recipients

250,000 Digital impressions

1,000 Attendees

Beer Station

\$2,500

8 VIP Tickets

4 Regular Tickets

Entertainment Area

\$5,000

10 VIP Tickets

6 Regular Tickets



CONNECTION LEVEL



Host Level Partner

- Sponsor recognition sign/banner at the event
- Event Tickets
- Listed in Online materials, ticket sales and event web page
- Selfie Station Banner (\$1,000 only)

Levels:

Brew Partner \$500

4 VIP Tickets

Selfie Station \$1000

6 VIP Tickets

2 Regular Tickets



Sponsor Agreement Form

Thank you for sponsoring the Zoo and helping further our mission of creating engaging experiences that inspire people to value and conserve our natural world.

Contact First/Last Name _____ Contact Title _____

Contact Phone Number _____ Contact Email Address _____

Organization Name _____

Organization Mailing Address _____ City _____ State _____ Zip _____

AZF/Zoo Representative _____

Total _____ Method of Payment _____

Signature _____

- *Note: your signature confirms you are authorized to enter into agreement to sponsor.*

Thank you again for your support!

Please return form to:

Sponsorship Department
Little Rock Zoo
1 Zoo Drive
Little Rock, AR 72205
zoopartner@littlerock.gov
501.661.7060 (fax)

Checks can be made out to:
Arkansas Zoological Foundation
35-2241655 EIN

Sponsorship Level:



A CONNECTION AS
UNIQUE
AS YOUR BRAND



Please submit to:

Arkansas Zoological Foundation – Attn: Zoo Partner –
1 Zoo Drive – Little Rock, AR 72205

Checks should be made to Arkansas Zoological Foundation.
Please contact us if you would like to pay by credit card. Fees
may apply.

All proceeds help fund the Arkansas Zoological Foundation, a
non-profit organization investing in the growth and
development of the Little Rock Zoo.

Contact Information:

Email: zoopartner@littlerock.gov

Office: 501.661.7208

Mobile: 501.351.0273

Fax: 501.666.7040

