

CONNECT WITH THE MOST EXOTIC SPECIES: HUMANS.

2022



Partners



AN OPPORTUNITY TO
CONNECT



GLOWILD!

Arkansas's larger than life lighted experience!

November – January, the Zoo is transformed into a magical light show that comes to life when the sun goes down. Our annual festival draws tens of thousands of guests who come for a fun family time. Last year's first annual event proved to be a huge success and we will build on this success in 2022!

- Date: 45+ nights Nov - Jan
- Time: 6 – 9 PM
- Target Audience: Families



CONNECTION LEVEL



5.5 Million outdoor impressions
2 Million TV impressions
21 Million radio impressions
3 Million print impressions
330,000 Social media impressions
800,000 Email recipients
1.4 Million Digital ad Impressions
30,000+ Attendees

Presenting Partner

- Dominant logo recognition as the title sponsor on promotional materials and advertising
- Opportunity to setup marketing table during the entire 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 newsletters to 33,000 distribution
- Featured on social media promotions to 95,000 followers
- Listed in online materials, ticket sales and event web page
- 224 million potential audience reach
- Tickets to VIP Party in November

Presenting Sponsor

\$50,000

500 Tickets/60 VIP



CONNECTION LEVEL

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Special Tier Sponsor

- Presenting sponsor for the most dramatic lanterns for 2023 show – a 130 foot dragon lantern!
- Listed in online ticket sales & event web page
- Featured in Email newsletters to 33,000
- Featured in various social media promotions to 95,000
- Recognized on sponsor sign at sponsor area
- Recognized in event sponsor signage
- Photo Opp. Signage at dragon lantern
- Tickets to VIP Night Party in November

Dragon Lantern Sponsor

\$25,000 250 Tickets/30 VIP



CONNECTION LEVEL

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Second Tier Sponsor

- Listed in online ticket sales & event web page
- Featured in Email newsletters to 33,000
- Featured in various social media promotions to 95,000
- Recognized on sponsor sign at sponsor area
- Recognized in event sponsor signage
- Photo Opp. Sponsors pick one of four attractions
- Interactive Area sponsors pick an interactive feature
- Tickets to VIP Night Party in November

Premium Displays

\$10,000 100 Tickets/20 VIP

Interactive Attraction Sponsor

\$5,000 50 Tickets/12 VIP

Larger Lantern Sponsor

\$2,500

25 Tickets/8 VIP

Lantern Sponsor

\$1,000

10 Tickets/4 VIP



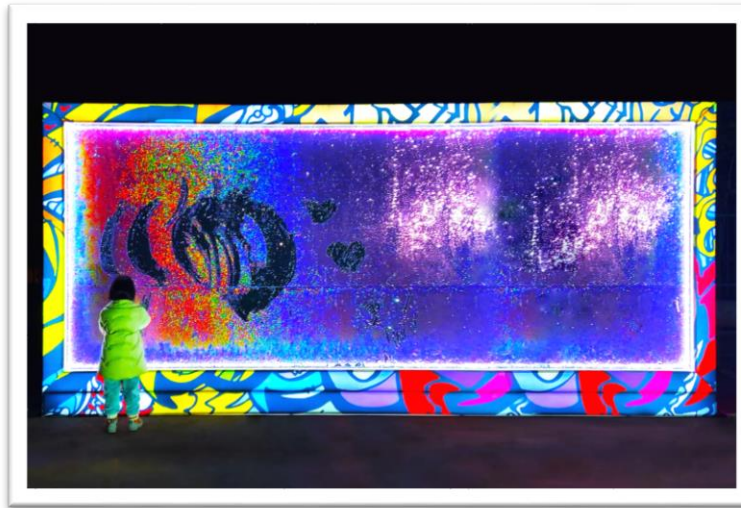
CONNECTION LEVEL

Example Sponsor Areas

GLOWILD!



20 Foot Multi Light Tree



Interactive Feature



Photo Opportunity



Interactive Feature



CONNECTION LEVEL

Third Tier Sponsor



- Be recognized as a partner of the zoo and a host of the event
- Setup booth in main entry plaza level at \$500 per night
- Two tickets to VIP Night Party in November

Levels:

Sponsor a Night
\$500

6 Tickets/2 VIP

Host Sponsor
\$375

4 Tickets/2 VIP



CONNECTION LEVEL

GLOWILD!

Catering & Group Events

The GloWILD events is the perfect venue for your next corporate party, holiday event or other gathering. We offer the opportunity to host a private night of the GloWILD event just for your organization or to host a private party in Café Africa during a regular public night of the event. Our catering team can customize a party experience tailored for your group and your special night including food, ride tickets, live music, appearances by our animal ambassadors, and more!

Call our catering and group sales department for more information!
501.661.7237

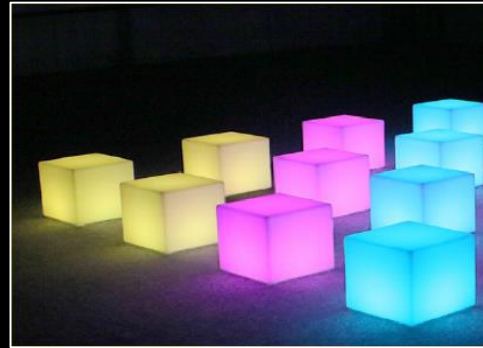


2023 GloWILD Lantern Examples and Map

| Premium Displays - \$10,000



| Interactive Displays \$5,000



Displays, Interactives and Lanterns in order of the path

Layout

- Figure 1 displays a grid of 44 numbered photographs of light art installations, categorized by color-coded tags on the left. The categories are:

 - Asia (1-23):** Red tag.
 - Bugs (24-33):** Blue tag.
 - Forest (32-41):** Green tag.
 - Tree Decor:** Magenta tag.
 - Interactive:** Yellow tag.
 - Highlight:** Red star tag.

The grid shows various light art installations, including a large white elephant (16), a large white bird (8), a large white dragon (40), and a large white tree (44).

01. Chinese Mythological Animal- Henggong Fish -\$2,500

Specification: H4m(13.2ft)

Power: 1.2kw (10A)



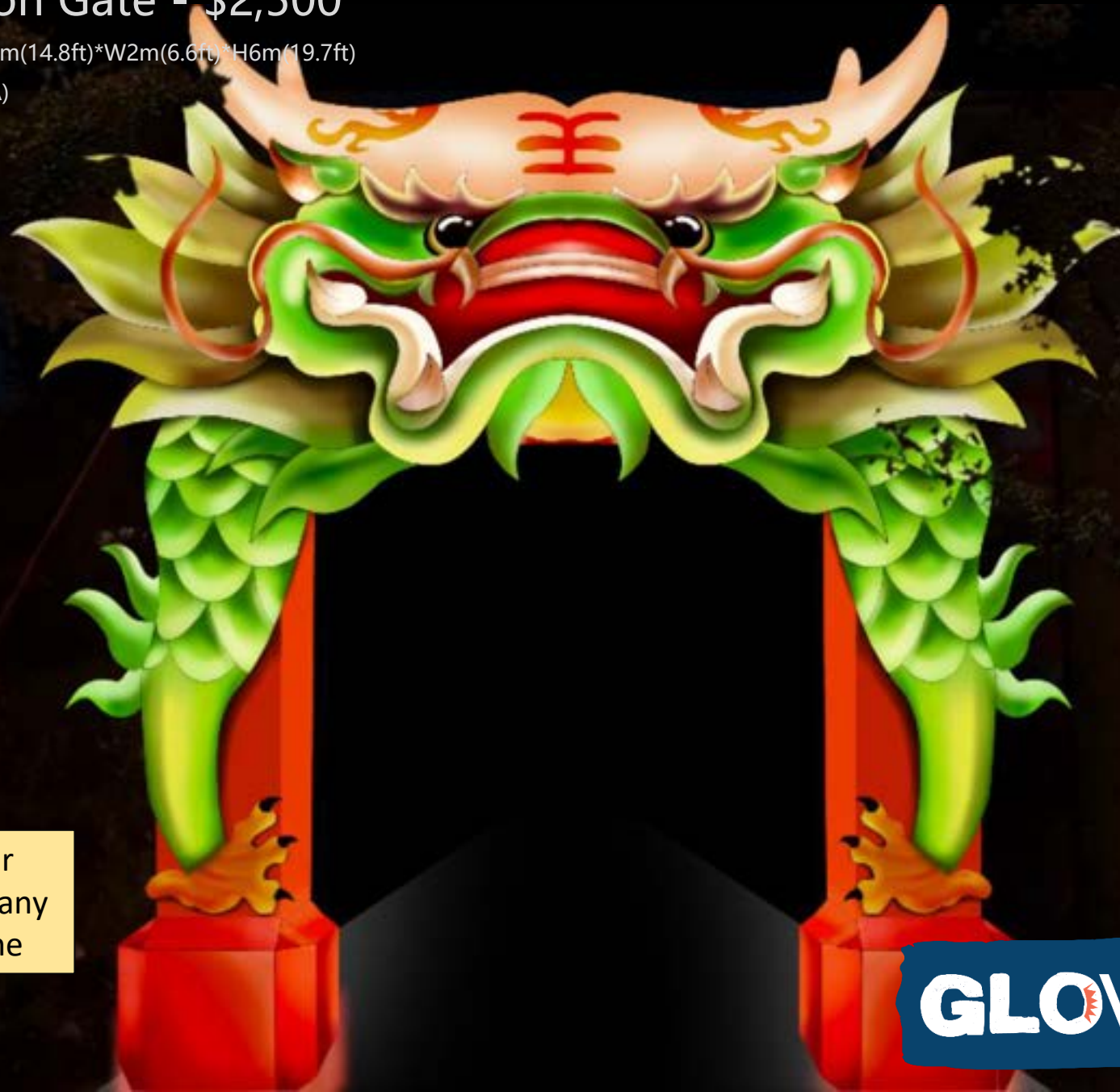
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02. Dragon Gate - \$2,500

Specification: L4.5m(14.8ft)*W2m(6.6ft)*H6m(19.7ft)

Power : 2kw (17A)



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03. Butterfly Tree (color change, some butterfly wings move) - \$10,000

Specification: H6m(19.7ft) (light change)

Power: 1.6kw(14A)



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04.Panda Game (press the buttons as many as you can) \$5,000

Specification: L10m(32.8ft)*H3.5m(11.5ft)

Power: 1.2kw (10A)



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05.Lion Head (it is a photo spot and the backside has no fabric.
Visitors can see the inside) - \$1,000

Specification: H2.5m (8.2ft)

Power: 0.5kw (5A)



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06.Angel' s Wing – \$10,000 (Premium Display)

Specification: H4.5m(14.8ft)

Power: 1.6kw(14A)



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07. Merlion - \$1,000

Specification: L8m(26.3ft)*W2m(6.6ft)*H3.5m(11.5ft)

Power: 1.5kw (13A)



08. Great Bustard - - \$1,000

Specification: L5m(16.4ft)*W2m(6.6ft)*H3.5m(11.5ft)

Power: 0.6kw (5A)



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09-1. Moonlight Swings \$5,000 (Interactive)

Specification: H3.5m(11.5ft)

Power: 0.2kw (2A)



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09-2. Smoke Cannon – Priced with the Moon Swings

Specification: H3.5m(11.5ft)

Power: 0.2kw (2A)



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10. Light Pole - \$1,000

Specification: L15m(49.3ft)*W1m(3.3ft)*H2m(6.6ft)

Power: 1.2kw(10A)



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11. Palace Tunnel - \$10,000 (Premium Display)

Specification: L20m(65.7ft)*W2.5m(8.2ft)*H2.5m(8.2ft)

Power: 1.5kw(13A)

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12. Chinese Mythological Animal--Nine-Tail Fox - \$1,000

Specification: L5m(16.4ft)*W2m(6.6ft)*H2.5m(8.2ft)

Power: 0.8kw(7A)



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13. Chinese Mythological Animal—Vermilion Bird - \$1,000

Specification: L3m(9.9ft)*W2m(6.6ft)*H2.5m(8.2ft)

Power: 0.8kw (7A)



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14.Tulip Road Decoration \$1,000

Specification: L20m(65.6ft)

Power: 1.2kw(10A)



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15. Panda - \$1,000

Specification: H4.5m(14.8ft)

Power: 1.2kw(10A)

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16. Elephant – \$1,000

Specification: H2.5m(8.2ft)

Power: 0.5kw(5A)



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17. Phoenix Corridor \$5,000

Specification: L5m(16.4ft)*W2m(6.6ft)*H3m(9.9ft)

Power: 0.8kw(7A)



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18. Goldfish - \$1,000

Specification: L10m(33ft)*W2.5m98.2ft)*H2.5m(8.2ft)

Power: 1kw (9A)



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19. Twelve Zodiac - \$1,000

Specification: W1.5m(4.9ft)*H2m(6.6ft)

Power: 1.5kw(13A)



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20. Chinese Dragon - \$25,000 (Special Tier Sponsor)

Specification: L40m(131ft)*W2m(6.6ft)*H6m(19.7ft)

Power: 1.5kw(13A)



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21. Lotus Decoration - \$1,000

Specification: L20m(65.6ft)*W2m(6.6ft)*H2.5m(8.2ft)

Power: 1kw(9A)



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22-1.Fiber Tree - \$10,000 (Premier Display)

Specification: L7m(23ft)*W7m(23ft)*H3.3m(10.9ft)

Power: 2kw(17A)



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22-2.Seasaw - \$5,000 (Interactive)

Specification:

Power: 0.2kw (2A)

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22-3.Interactive Game - \$5,000 (Interactive)

Specification: H2.5m(8.2ft)

Power: 0.5kw(5A)



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23. Mythological Animal- Baize - \$1,000

Specification: L5m(16.4ft)*W2m(6.6ft)*H3m(9.9ft)

Power: 0.8kw(7A)



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24. Building Decoration for Pavilion - \$2,500

Specification: H0.6m(2ft)

Power: 2.5kw(21A)



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25.Daisy - \$1,000

Specification: L10m(33ft)*W2m(6.6ft)*H2.5m(8.2ft)

Power: 0.8kw(7A)

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26. Billbergia Corridor \$5,000

Specification: L10m(33ft)*W2m(6.6ft)*H3.5m(11.5ft)

Power: 0.9kw(8A)



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28.Blue Morpho Photo Spot – \$10,000 Premium Display

Specification: H2.5m(8.2ft)

Power: 1.2kw(10A)



27.Blue Morpho(color change) – Priced with previous slide

Specification: L25m(82ft)*W5m(16.4ft)*H4m(13.2ft)

Power: 1.2kw(10A)

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29. Spider and Ant Wall - \$10,000 Premium Display

Specification: H6m(19.7ft)*L15m(49.2ft)

Power: 2kw(17A)



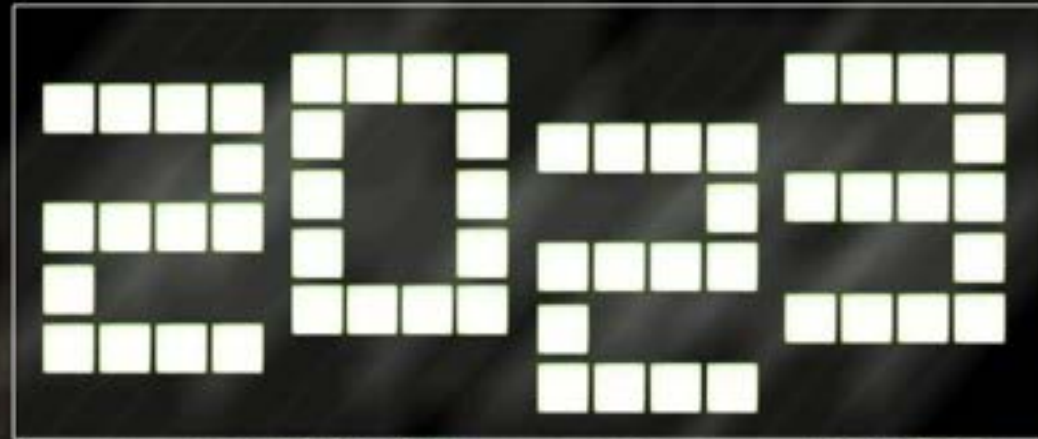
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30-1.Stepping Board \$5,000 (Includes next two slides)

Specification: L2.3-2.7m(7.5-8.9ft)

Power: 0.9kw(8A)



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30-2.Kaleiscope – Priced with Stepping Boards

Specification: L4.8m(15.8ft)*W2.4m(7.9ft)*H3.65m(12ft)

Power: 0.6kw(5A)



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30-3. Lighting Seats – Priced with Stepping Boards

Specification: L2.3-2.7m(7.6-8.9ft)

Power: 0.9kw(8A)



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30-4. Drum - \$2,500

Specification: L2.3-2.7m((7.6-8.9ft)

Power: 0.9kw (8A)

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31.Hornet - \$1,000

Specification: L6m(19.7ft)*W2m(6.6ft)*H2.5m(8.2ft)

Power: 0.7kw(6A)



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32.Jungle - \$2,500

Specification: L12M(39.4ft)*H2.5m(8.2ft)

Power: 1kw(9A)



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33.Tiger - \$1,000

Specification: L12m(39.4ft)*H2m(6.6ft)

Power: 1kw(9A)



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34. Peacock Feather Corridor (feather chasing light) - \$10,000

Specification: L30m(98.5ft)*W6m(19.7ft) *H6m(19.7ft)

Power: 3kw(25A)



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35. Monkey - \$10,000

Specification: L8m(26.3ft)*W5m(16.4ft)*H6m(19.7ft)

Power: 3kw(25A)



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36. Platypus - \$1,000

Specification: L8m(26.3ft)*H3m(9.9ft)

Power: 0.7kw(6A)

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37.Chameleon (interactive with a stepping board. Step on it can trigger color change and tongue movement) - \$10,000

Specification: L20m(65.6ft)*W2m(6.6ft)*H3m(9.9ft)

Power: 1.5kw(13A)



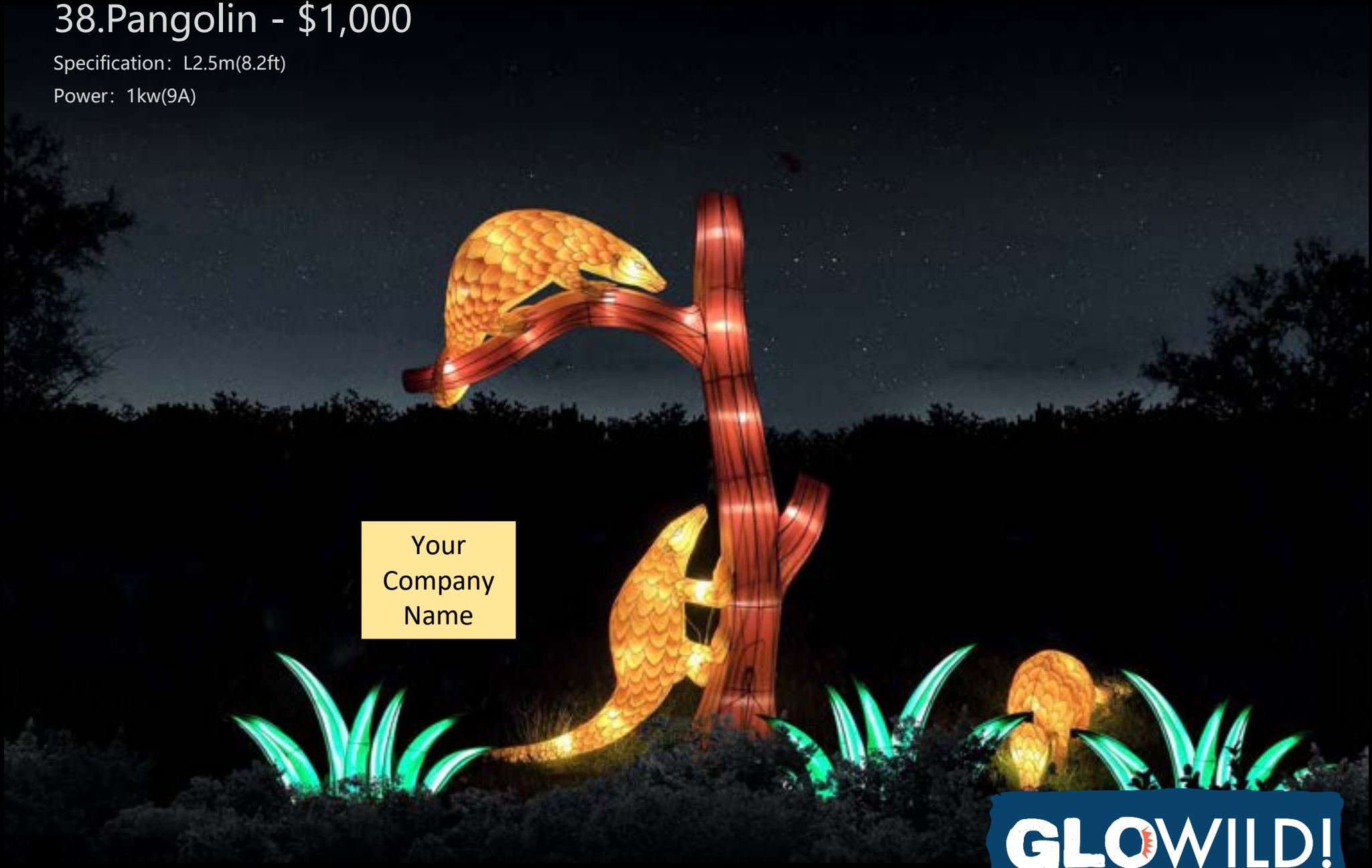
38.Pangolin - \$1,000

Specification: L2.5m(8.2ft)

Power: 1kw(9A)

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39. Red Panda - \$1,000

Specification: L5m(16.4ft)*W2m(6.6ft)*H3m(9.9ft)

Power: 1.2kw (10A)



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40. Snake - \$1,000

Specification: L4m(13.2ft)*W2m(6.6ft)*H3m(9.9ft)

Power: 0.5kw(5A)



41.Bell Flower – \$1,000

Specification: L30m(98.5ft)*H2.5m(8.2ft)

Power: 2kw(17A)

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43.Tree Decoration -\$1,000

Specification: D0.5m(1.7ft)

Power:



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Sponsor Level Recap

\$50,000 – 500 Tickets 60 VIP - Presenting

\$25,000 – 250 Tickets / 30 VIP

\$10,000 – 100 Tickets / 20 VIP

\$5,000 - 50 Tickets / 12 VIP

\$2,500 – 25 Tickets / 8 VIP

\$1,000 – 10 Tickets / 4 VIP

\$500 - 6 Tickets / 2 VIP

\$375 – 4 Tickets / 2 VIP



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

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:

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