

Detroit Zoo Overview and Sponsorship Opportunities

2018

Who's at the Zoo?

- More than 1.5 million guests in 2017 (expected to be 1.65 million in 2018)
 - Eleventh consecutive year exceeding more than one million guests
 - Largest single paid family attraction in Michigan
- 65,000 member households
- Over 1,400 volunteers
 - Donating over 100,000 hours of their time a year
- Detroit's most active, powerful and desirable demographic – **families with children**

Member Demographics

Gender

Men:	46.3%
Women:	53.7%

Age

18-24:	1.3%
25-34:	17.7%
35-44:	38.6%
45-54:	19.8%
55-64:	16.8%
65+:	5.8%

Marital Status

Married:	80.4%
Single:	10.5%

Education

Completed High School:	19.5%
Completed College:	45.1%
Completed Grad School:	38.6%

Household Income

\$25,000 to \$49,999:	15.2%
\$50,000 or more:	19.4%
\$75,000 or more:	24.0%
\$100 ,000 or more:	24.2%
\$150,000 or more:	17.2%

County of Residence*

Wayne County:	21.0%
Oakland County:	48.0%
Macomb County:	21.0%

% of Members who responded

Source: Member Survey 2010

* January – October 2009

Number of Children in Household

(age 17 or under)	
None:	39.1%
One:	18.3%
Two:	27.6%
Three	10.9%
Four:	2.7%
Five:	0.8%
Six:	0.7%

Presence of Children by Age

Age<2:	23.6%
Age 2-5:	56.7%
Age 6-11:	48.5%:
Age 12-17:	25.2%

Visitor Demographics

Gender:

Men: 43%

Women: 57%

Age:

18-34: 33.5%

35-49: 27.1%

50-54: 11.9%

55+: 27.6%

Married: 54.4%

Single: 329.8%

Children in Household >17:

One: 20.9%

Two: 16.8%

Three: 7.7%

Household Income:

\$50,000 to \$74,999: 17.3%

\$75,000 to \$99,999: 15.3%

\$100,000 to \$149,999: 12.2%

\$150,000+: 11.5%

County of Residence:

Wayne County: 34.9%

Oakland County: 27.9%

Macomb County: 21.8%

Other Counties: * 15.4%

Education:

High School: 30.4%

Some College: 33.6%

College Graduate: 14.9%

Post Graduate+: 14.9%

Sample: 11,745

*Other Counties Include: Lapeer, Livingston, Monroe, Sanilac, St. Clair, Washtenaw

Source: Scarborough August 2014–July 2015

Our Sponsors



Bank of America



Walgreens



meijer®



Quicken Loans®
Engineered to Amaze™

Beaumont

Consumers Energy
Count on Us

Comerica Bank

DETROIT ZOO®
DETROIT ZOOLOGICAL SOCIETY

Public Events

Public Events

Events	Descriptions	Timing	Attendance
	Wild Winter Arctic Adventure <ul style="list-style-type: none"> This event kicks off Wild Winter Weekends, an annual series of winter-themed events held on select weekends in January, February and March. The first in the series, <i>Wild Winter Arctic Adventure</i>, features ice carving demonstrations, arctic-themed arts and crafts, games and entertainment. All activities are free with Zoo admission. (11 a.m. to 3 p.m., Ford Education Center) 	January	3,000
	Wild Winter African Adventure <ul style="list-style-type: none"> Black History Month with an African drum lesson and listen to stories told by Kenyan naturalist and Detroit Zoo Education Specialist David Gakure. Enjoy live entertainment. Admission is free with paid admission to the Zoo. 11 a.m. to 3 p.m., Wild Africa Adventure, Ford Education Center. 	February	3,000
	Wild Winter Safari Social <ul style="list-style-type: none"> Escape the winter "blahs" with hot drinks and cool treats at the Detroit Zoo. Ice cream and hot cocoa will be available for purchase at discount prices. Activities include face painting, arts and crafts, animal enrichment and zookeeper talks, as well as a scavenger hunt through the Zoo for a chance to win a prize. Admission is free with paid admission to the Zoo. 11 a.m. to 3 p.m., Wild Africa Adventure, Ford Education Center. 	March	3,000
	<ul style="list-style-type: none"> An "egg-stravaganza" of family fun is planned for the Detroit Zoo's annual <i>Bunnyville</i> celebration from 9 a.m. to 5 p.m. <i>Bunnyville</i> is filled with treats, crafts, games and live entertainment. <i>Bunnyville</i> visitors who bring a canned, or other non-perishable, food item to be donated to Gleaners Community Food Bank receive a reduced admission price of \$5, parking not included. 	March	30,000+

Public Events

Events	Descriptions	Timing	Attendance
 GreenFest at the Detroit Zoo	<ul style="list-style-type: none"> In observance of the global holiday celebrating life on our planet, the Detroit Zoo hosts its annual <i>GreenFest</i> celebration from 10 a.m. to 3 p.m. The Zoo-wide celebration includes earth-friendly crafts, an endangered species scavenger hunt, a rock climbing wall, animal enrichment activities, zookeeper talks and exhibits by local conservation groups. All <i>GreenFest</i> activities are free with regular Zoo admission. 	April	20,000
 SENIOR DAY AT THE DETROIT ZOO	<ul style="list-style-type: none"> Seniors living in Macomb, Oakland and Wayne counties are invited to enjoy a special day at the Detroit Zoo on <i>Senior Day</i> from 10 a.m. to 4 p.m. Seniors 62 and older and their caregivers receive free admission, parking and rides on the Tauber Family Railroad. <i>Senior Day</i> features live music by the Picks & Sticks String Band, narrated tractor train tours, bingo, zookeeper talks and a senior resource area. 	April and September	4,500
 MEET YOUR BEST FRIEND AT THE ZOO DETROIT ZOO	<ul style="list-style-type: none"> The Detroit Zoo and the Michigan Humane Society, in collaboration with several local animal welfare organizations, hosts <i>Meet Your Best Friend at the Zoo</i>. The nation's largest off-site companion-animal adoption program. Hundreds of dogs and cats are available for immediate adoption to loving homes both days. There is no charge for admission or parking for adoption event guests; however, regular admission and parking fees apply for those visiting the Zoo. 	May and September	10,000
 Sunset at the ZOO Save the date June 12, 2015	<ul style="list-style-type: none"> Recognized as Southeast Michigan's wildest party. <i>Sunset at the Zoo</i> is the Detroit Zoo's annual fundraising gala and features a strolling supper, zoo-themed martinis, live entertainment, dancing, and live and silent auctions. Tickets for <i>Sunset at the Zoo</i> range from \$150 to \$700 per person and can be ordered by phone or online. 	June	2,500

Public Events

Events	Descriptions	Timing	Attendance
 <p>WILD BEASTS, WILD WINE at the Detroit Zoo</p>	<ul style="list-style-type: none"> Make a toast to wildlife at the Detroit Zoo's <i>Wild Beasts, Wild Wine</i> from 6-10:30 p.m. The 21-and-over event will sample wines from local and national wineries and vineyards. Guests enjoy live music, exclusive after-hours access to the Zoo's award-winning habitats at twilight, animal enrichment experiences and zookeeper talks. 	August	3,500
 <p>WILD SUMMER NIGHTS CONCERT SERIES</p>	<ul style="list-style-type: none"> The Detroit Zoo gets even wilder on each Wednesday evening during July and August with its <i>Wild Summer Nights</i> concert series. Concerts take place in the Zoo's Main Picnic Grove from 6:30 p.m. to 8 p.m. <i>Wild Summer Nights</i> features a variety of live music from local bands, including children's, jazz, pop, folk and blues. Concert-goers are invited to bring a blanket and pack a picnic. The concerts are free with the purchase of Zoo admission. The Zoo remains open until 8 p.m. on Wednesdays during the concert series. 	Wednesdays In July and August	15,000+
 <p>RUN WILD FOR THE DETROIT ZOO</p>	<ul style="list-style-type: none"> Thousands of runners and walkers lace up their running shoes for the <i>Run Wild for the Detroit Zoo</i>. The event includes 5K and 10K runs, as well as a noncompetitive one-mile Fun Walk. Runners in the 5K and 10K events start at the Zoo's Ten Mile Road entrance and wind through the scenic streets of Huntington Woods surrounding the Zoo. Walkers follow a course past award-winning animal habitats as they stroll through Zoo grounds. 	September	3,500
 <p>ZOOBREW</p>	<ul style="list-style-type: none"> Hundreds of microbrew-lovers converge to sample some of the area's most popular, local brews while strolling the Zoo at twilight. The event takes place at the Zoo's Event Pavilion from 6:00 p.m. – 10:30 p.m. Guests will enjoy live entertainment on a main stage and festive food and beverage are available for purchase. Discounted admission are available for those attending as Designated Drivers for the evening. 	May and September	3,500

Public Events

Events	Descriptions	Timing	Attendance
	<ul style="list-style-type: none"> Zoo Boo is one of the community's most popular Halloween festivities. Zoo Boo offers children a merry-not-scary, safe and exciting environment to celebrate Halloween and features a half-mile cleverly decorated trick-or-treat trail that begins at the front entrance and winds through the Zoo. Zoo Boo is open from 6 p.m. to 8 p.m. Advance tickets for Zoo Boo can be purchased at Booth One at the admission gate of the Detroit Zoo or online 	Fridays, Saturdays and Sundays in October	50,000+
	<ul style="list-style-type: none"> Every evening guests will experience the magic of the Zoo in winter. The Detroit Zoo transforms into a winter wonderland with over a million lights. Along the trail there will be Santa's workshop, ice sculptures, arts and crafts, live entertainment, carolers, fire pit warming stations and more. The Zoo is open from 5:30 p.m. to 8:30 p.m. every Friday, Saturday and Sunday from November 22 to January 5. 	November and December	150,000+

Zoo Marketing Assets

Digital Ticket Confirmation

Detroit Zoo Online Ticket Store

Thank you for your order Aaron Tockstein!

Your confirmation number is 20131030-471600.

IMPORTANT INFORMATION ABOUT YOUR TICKETS

Your tickets are included in this email as a PDF attachment.
Please print and bring the attachments to the Zoo for your visit.
There is no need to bring this confirmation email.

Billing Information

Aaron Tockstein
13340 Commonwealth
Southgate, MI 48195
734-246-3364
atockstein@dzs.org

Payment Information

XXXXXX0XXXXX3322
eCommerce Transaction

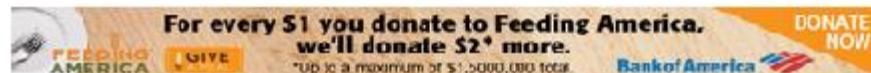
Your Order

WILD LIGHTS ONLINE
Friday, November 29, 2013

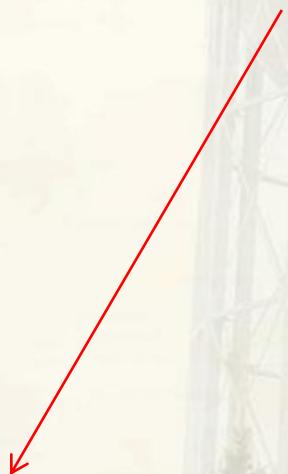
\$8.00 1 \$8.00

Subtotal: \$8.00
Tax: \$0.00
Shipping: \$0.00

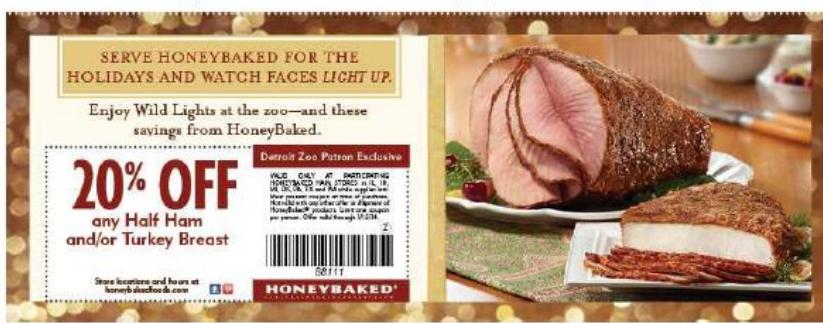
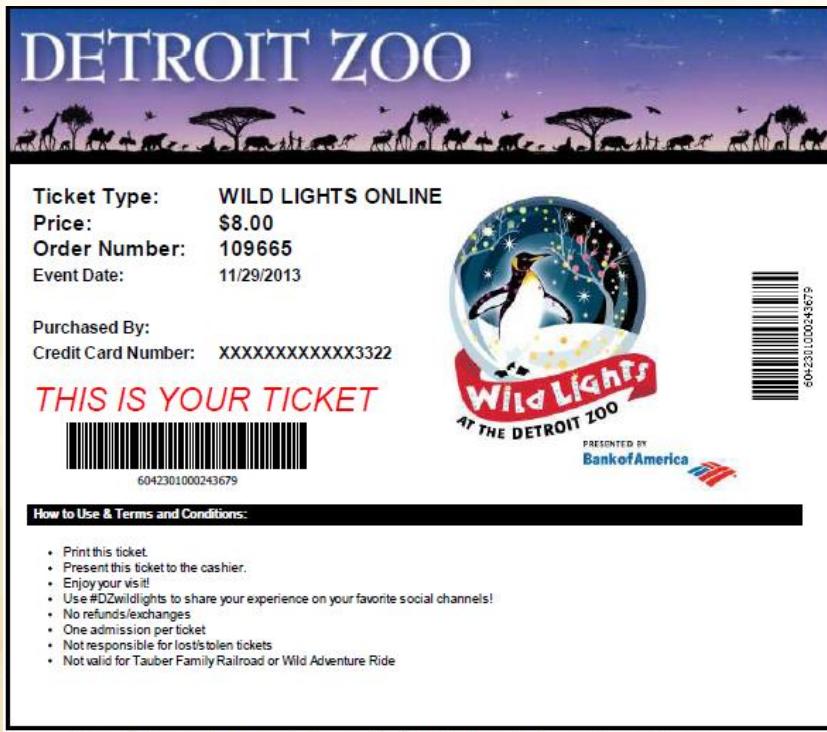
Order Total: \$8.00



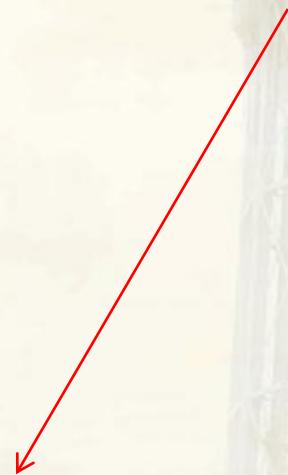
Banner advertising on confirmation email
when tickets are purchased on-line



On-line Ticket Messaging



Coupon or Image ad on all digital admission tickets or parking passes



HoneyBaked Ham saw over
\$60K in incremental sales
growth

Member Perks Page

- Advertised in our member eNewsletter (Zmail)
- Offers can be static or change out monthly

DETROIT ZOO

Home • Plan • Groups • Attractions • Events • Animals • Conservation • Education • Support • Membership • About

Search Member Perks

Zoo Memberships

- Purchase/Renew Membership
- Gift Membership
- Member Perks** (highlighted with a red arrow)
- Membership Prices
- Member Benefits
- Membership FAQ
- Reciprocal List of Zoos

It's more than a Zoo Membership! Show your membership card and save on everyday needs! Visit these local area partners for great offers and promotions!

Show your membership card and save 15% off your total invoice at all 14 Detroit area locations [Click here for the coupon](#).


Visit Door to Door Organics and receive \$10 off your order

DETROIT ZOO® This Month at the Zoo, your dose of Vitamin Z.

Join Us for... Detroit Zoo hours 10:00 a.m. to 2:30 p.m. with matanzas & pumpkins! Trunk or Treat!

OUTBACK STEAKHOUSE®

FREE KIDS MEAL with purchase of an adult entrée
Valid 10/01/2014 - 12/01/2014
*Some restrictions may apply.

Detroit Zoo Member Perks

Members of the Detroit Zoo not only support the mission of **Celebrating and Saving Wildlife**, but also receive special offers and promotions. Show your Detroit Zoo membership card to [local area partners](#) and save!

In addition to a full year of free admission and parking during regular Zoo hours, your membership entitles you to:

- Exclusive entrances
- Invitation to MemberFest
- Discounted admission to zoos and aquariums nationwide
- Free admission to Wild Summer Nights concerts
- And much more!

DETROIT ZOO®
Another benefit of membership...
the Rackham Fountain entrance!
Open weekends in October

Website Exposure

Logo recognition
on event
webpage

DETROIT ZOO

Events Calendar | Buy Tickets | Volunteers | Jobs | Contact Us | [Facebook](#) | [Twitter](#) | [YouTube](#)

Home | Plan | Animals | Conservation | Groups | Education | Attractions | Support | Membership | Events | About

Please click here to view the Detroit Zoo's position on Senate Bill 48 (the "bear bill").

Bunnyville AT THE DETROIT ZOO presented by meijer

Check out the fun games, activities, entertainment, and the WOW! Whisker Painting Station! Saturday, March 30, 10 a.m. to 4 p.m.

Zoo Hours | Privacy & Terms | Directions | News

See what's going on Today at the Zoo

Click here to view the Detroit Zoo's position on diversion of millage by DDAs

Vitamin Z Part of a complete childhood. *Viewing of polar bear living

Smiles	85%
Fascination	92%
Wonder	85%
Friendship-building	87%
Enhanced memories	88%
Goals and Aspirations	100%

A significant source of Vitamin Z may be viewing of polar bear living. www.detroitzoo.org

Zoo Links

- 2012 Detroit Zoo Commercial Click Here
- Get up close with a Zoo animal! Click here
- Looking for a job? Click here
- Take a ride on the Detroit Zoo Carousel!
- See the new tiger! Click here
- Upcoming Zoo events are listed here
- What's on the menu? View our dining options here
- Like us on the Detroit Zoo Facebook Page!

Center for Zoo Animal Welfare helping improve the world's well-being

BELLE ISLE NATURE ZOO DETROIT ZOOLOGICAL SOCIETY

View our GreenPrint | Support Your Detroit Zoo | Field Trip Information | Meet the Otter Pups!

Run Wild for the Detroit Zoo

START

Zoo Zoo

And So Much More!

Meet Your Best Friend

Detroit Zoo Events

Hop on over to **Bunnyville** at the Detroit Zoo!
March 30, 2013, 10 a.m. to 4 p.m.

An "egg-stravaganza" of family fun is planned for the Detroit Zoo's 22nd annual **Bunnyville** celebration on Saturday, March 30, 2013, 10 a.m. to 4 p.m. **Bunnyville**, presented by Meijer, features treats, games, crafts, live entertainment, animal enrichment activities, zookeeper talks and much more!

Bunnyville AT THE DETROIT ZOO presented by meijer

Bunnyville visitors are encouraged to bring a canned or other non-perishable food item to be donated to Gleaners Community Food Bank. Each guest with a food donation will receive a reduced admission price of \$8, parking not included. Admission for Detroit Zoological Society Members is free, but Members are encouraged to bring food donations.

Bunnyville activities will feature a golden egg hunt with great prizes, the Jelly Bean Jamboree, Funny Bunny Games sponsored by Tim Hortons, springtime crafts and photo opportunities with the Easter Bunny (available for purchase). The Off Broadway Productions musical "The Bunny Follies" will be performed in the Events Pavilion at noon, 1 p.m., 2 p.m. and 3 p.m.

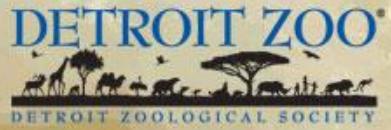
Dont forget to stop by the Whisker Painting station, sponsored by **WOW!** Internet, Cable and Phone for your official Bunnyville whiskers!

Supported by:

WOW!

It's that kind of experience.

wowway.com



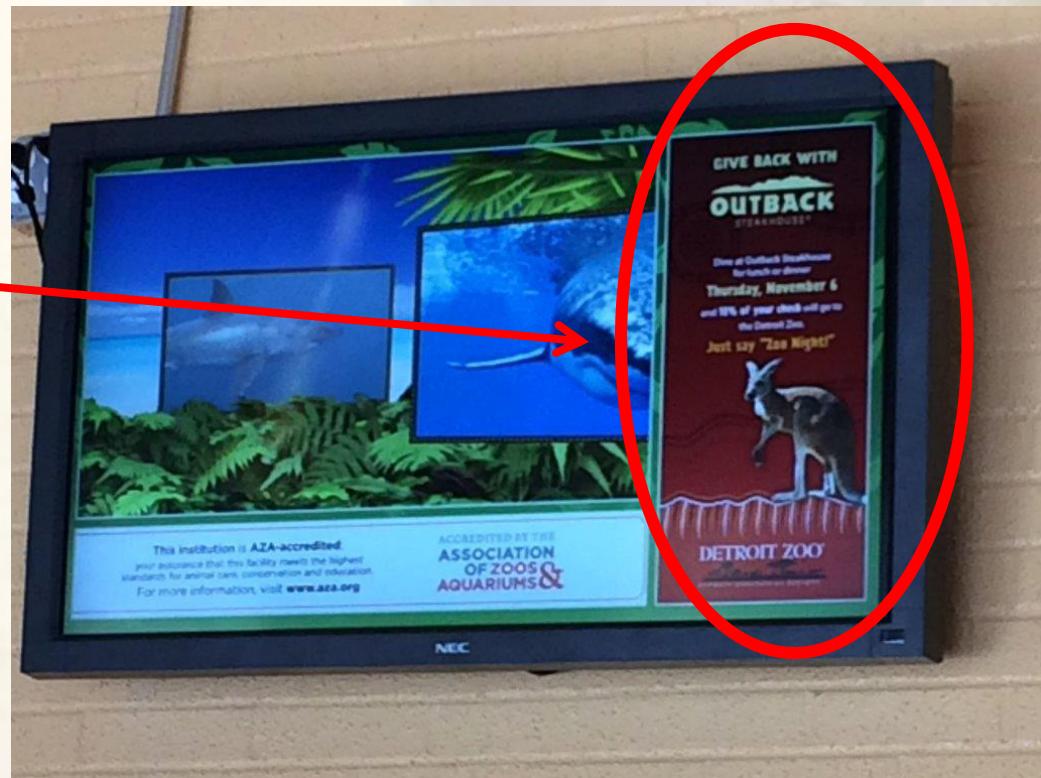
Bunnyville AT THE DETROIT ZOO presented by meijer

Check out the fun games, activities, entertainment, and the **WOW!** Whisker Painting Station! Saturday, March 30, 10 a.m. to 4 p.m.

Recognition on the event rotating banner
on Detroit Zoo website homepage

Digital Screens

- Ability to put a side banner ad on multiple screens throughout the Zoo
 - Arctic Café (2)
 - Zoofari Market
 - Main Train Station (2)
 - Africa Train Station (2)



Other Publications

- Harambee Headlines
 - Reaches over 1,400 volunteers and Zoo staff
- Habitat
 - Our member print publication reaches approximately 65,000 households quarterly



Celebrating and Saving Wildlife
HARAMBEE HEADLINES
THE OFFICIAL STAFF AND VOLUNTEER NEWSLETTER OF THE DETROIT ZOO
JANUARY 2013



Zoological Information Management System (ZIMS)

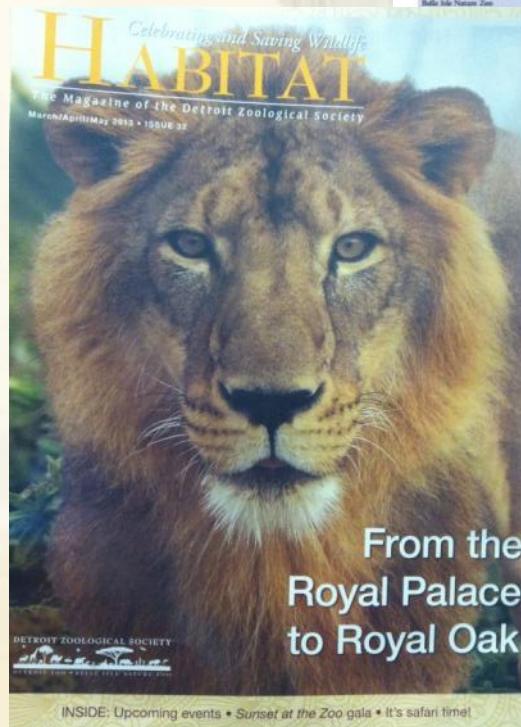
The year 2012 brought a new record-keeping software program to the Detroit Zoo's registrar's office. The Zoological Information Management System (ZIMS) has been developed over the past several years by the Detroit Zoo's IT department. Most zoos and aquariums around the world have used a program called the Animal Record Keeping System (ARKS) for basic animal records. Along the way, DZS also developed the Medical Animal Record Keeping System (MARS) for medical records, the Animal Health Monitoring System (AHMS) for disease monitoring, and the Staffwork keeper, and Registrar Animal Species Collection Plan (RECAP) for population managers. Although each of these programs worked fairly well individually, they had their limitations and difficulties.

Several years ago, DZS started working toward a single, integrated system. The vision was for all animal records to be contained in a single online database, accessible to reporters, curators, veterinarian, and other staff members. This vision became a reality in August 2012, when the new system became a reality. The first module is the basic animal information system – the equivalent of ARKS – which we started using in August. The next module, which will follow shortly, is MARS.

What makes ZIMS so unique, and powerful, is that it is a culture and real-time. As soon as an instance occurs data on an animal, that information is immediately available to all users with access to the system. For example, if a keeper enters a new animal into the system, it appears in paper or electronic records, the animal's online record is simply made available to the new instance and they immediately have the complete history of the animal. The data sharing has the potential to greatly increase the quality of care for our animals. We are currently in the process of adding data available for research and analysis, leading to better care for all of our animals.

ZIMS also has the potential to capture much more information than the current record keeping program. In addition to basic animal information, such as species, gender, age, acquisition/Disposition information, ZIMS can also track behavioral and husbandry information. Enclosure and enclosure type, enclosure dimensions, enclosure location, enclosure temperature, enclosure substrate, plants, prep and water quality – can also be tracked and linked to the individual animals in these habitats. The inputs in ZIMS can be grouped by many parameters, yielding useful information that was previously not easily obtained by keepers.

ZIMS is an exciting new program that will allow us to keep much better data on our animals, and thus provide them with better care. It will take some time before we are using ZIMS to its full capacity, but we will continue to train additional staff and take advantage of as many free training.



DETROIT ZOO®
DETROIT ZOOLOGICAL SOCIETY

Corporate Benefits

Corporate Benefits

- Family Memberships – Allows general admission and parking for two (2) adults and up to six (6) children
- Inclusion on the corporate partner page of the Detroit Zoo website
- Exclusive animal experiences (e.g. Breakfast with the Butterflies or Giraffes)
- VIP golf cart tours of the Detroit Zoo (up to five [5] people on a mutually agreed upon date and time)
- Opportunity for Sponsor's employees to volunteer at the Detroit Zoo
- Discount on event rental space for company meetings/picnics
- Complimentary tickets to events

Corporate Benefits

Tickets & More program

- The Detroit Zoological Society's online program is an amazing benefit that will allow sponsors employees the opportunity to order discounted admission, rides and attractions tickets, parking and memberships online 24 hours a day, 7 days a week:
 - Discounts associated with this program are not available to the general public
 - Sponsor employees may visit the Detroit Zoo whenever they choose during regular operating hours
 - Tickets may be purchased securely online from a password protected website of personalized URL that is co-branded to celebrate the great relationship between sponsor and the Detroit Zoo. Upon completion of the transaction, sponsor employees simply print their discount tickets and bring them to the Detroit Zoo
 - No deposit or down payment is required by the sponsor. Payment is made by sponsor employees directly to the Detroit Zoological Society via credit card at the time of purchase
 - Detroit Zoological Society professionals will assist with setting up the sponsor. Ongoing administration is extremely user-friendly
 - The Detroit Zoological Society will provide promotional materials to program administrators for sponsor to use to keep its employees informed of current and future opportunities associated with this program