

# 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%

## 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%

% of Members who responded

Source: Member Survey 2010

\* January – October 2009

# Visitor Demographics

## Gender:

Men:	43%
Women:	57%

## Age:

18-34:	33.5%
35-49:	27.1%
50-54:	11.9%
55+:	27.6%

<b>Married:</b>	54.4%
<b>Single:</b>	32.8%

## 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

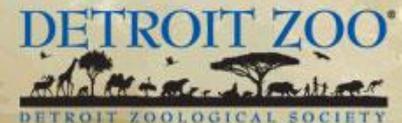
\*Other Counties Include: Lapeer, Livingston, Monroe, Sanilac, St. Clair, Washtenaw

Source: Scarborough August 2014– July 2015

# Detroit Zoo Marketing Power

- Over 65,000 Detroit Zoo members and 1.6 million visitors yearly
- Recognition in This Month at the Zoo, the DZS electronic monthly newsletter (82,000 distribution)
- Recognition in Z-mail, the DZS electronic monthly member newsletter (45,000 distribution)
- Recognition in Harambee Headlines, the DZS employee and volunteer monthly magazine (1,400 distribution)
- Recognition in Habitat, the DZS quarterly member magazine (68,000 distribution)
- Recognition on the DZS events web page (63,000 unique visitors)
- On-site activation to promote sponsor marketing initiatives to Detroit Zoo visitors
- Ability for sponsor to promote partnership with a trusted community organization
- Opportunity to offer sponsor promotions on Detroit Zoo Member Perks page

# Our Sponsors



# Event Details

# Public Events

# Public Events

Events	Descriptions	Timing	Attendance
	<ul style="list-style-type: none"> <li>• Make a toast to wildlife at the Detroit Zoo's <i>Wild Beasts, Wild Wine</i> from 6-10:30 p.m.</li> <li>• The 21-and-over event will sample wines from local and national wineries and vineyards.</li> <li>• Guests enjoy live music, exclusive after-hours access to the Zoo's award-winning habitats at twilight, animal enrichment experiences and zookeeper talks.</li> </ul>	<p><b>August 24</b></p>	<p><b>4,000</b></p>
	<ul style="list-style-type: none"> <li>• Hundreds of microbrew-lovers converge to sample some of the area's most popular, local brews and different wines while strolling the Zoo at twilight.</li> <li>• 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.</li> <li>• Discounted admission are available for those attending as Designated Drivers for the evening.</li> </ul>	<p><b>May 4 and September 21</b></p>	<p><b>4,000 per event date</b></p>
	<ul style="list-style-type: none"> <li>• A FUNraiser with Bikes, Beasts and Beers at the Detroit Zoo</li> <li>• Ride your bike through the Zoo and enjoy two "hydration stations". Each station will feature a 3oz beer sample and water</li> <li>• Following the bike safari there will be festivities in the Events Pavilion featuring a variety of beer, wine, live music, and much more.</li> <li>• June 28 is Family Friendly event; July 12 is 21 and older event</li> </ul>	<p><b>June 28 and July 12</b></p>	<p><b>1,000 per event date</b></p>

# Public Events

Events	Descriptions	Timing	Attendance
 <p><b>Sunset</b> at the <b>ZOO</b> <b>SAFARI</b> June 8, 2018 Presented by Detroit Zoological Society</p>	<ul style="list-style-type: none"> <li>Recognized as Southeast Michigan's wildest party.</li> <li><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.</li> <li>Tickets for <i>Sunset at the Zoo</i> range from \$150 to \$700 per person and can be ordered by phone or online.</li> </ul>	<p><b>June 8</b></p>	<p><b>2,500</b></p>
 <p><b>WILD SUMMER NIGHTS</b> CONCERT SERIES</p>	<ul style="list-style-type: none"> <li>The Detroit Zoo gets even wilder on each Wednesday evening during July and August with its <i>Wild Summer Nights</i> concert series.</li> <li>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.</li> <li>Concert-goers are invited to bring a blanket and pack a picnic.</li> <li>The concerts are free with the purchase of Zoo admission. The Zoo remains open until 8 p.m. on Wednesdays during the concert series.</li> </ul>	<p><b>Wednesdays In July and August</b></p>	<p><b>16,000+</b></p>
 <p><b>RUN WILD</b> FOR THE DETROIT ZOO</p>	<ul style="list-style-type: none"> <li>Thousands of runners and walkers lace up their running shoes for the <i>Run Wild for the Detroit Zoo</i>.</li> <li>The event includes 5K and 10K runs, as well as a noncompetitive one-mile Fun Walk.</li> <li>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.</li> <li>Walkers follow a course past award-winning animal habitats as they stroll through Zoo grounds.</li> </ul>	<p><b>September 9</b></p>	<p><b>5,000</b></p>

# Public Events

Events	Descriptions	Timing	Attendance
	<ul style="list-style-type: none"> <li>Held on the Friday and Saturday before Easter, an “egg-stravaganza” of family fun is planned for the Detroit Zoo’s annual <i>Bunnyville</i> celebration.</li> <li><i>Bunnyville</i> is filled with treats, crafts, games and live entertainment.</li> <li>All <i>Bunnyville</i> activities are free with regular Zoo admission.</li> </ul>	<p>April 19 and April 20</p>	<p>30,000</p>
	<ul style="list-style-type: none"> <li>Make a toast to wildlife at the Detroit Zoo’s <i>Wild Beasts Wild Wine</i> from 6-10:30 p.m.</li> <li>A FUNraiser with Bikes, Beasts, and Beers at the Detroit Zoo from 6-9 p.m.</li> <li>Ride your bike through the Zoo and enjoy two “hydration stations”. Each station will feature a 3oz beer sample and water</li> <li>Following the bike safari there will be festivities in the Main Picnic Grove featuring a variety of beer, live music, games and giveaways, and tasty post-ride treats expertly crafted and available for purchase at the SSA grillin’ station</li> <li>This event is family friendly with a focus on the community.</li> </ul>	<p>June or July Date TBD</p>	<p>1,000</p>
	<ul style="list-style-type: none"> <li>The Detroit Zoo gets even wilder on each Wednesday evening during July and August with its <i>Wild Summer Nights</i> concert series.</li> <li>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.</li> <li>Concert-goers are invited to bring a blanket and pack a picnic.</li> <li>The concerts are free with the purchase of Zoo admission. The Zoo remains open until 8 p.m. on Wednesdays during the concert series.</li> </ul>	<p>Wednesdays In July and August</p>	<p>15,000+</p>
	<ul style="list-style-type: none"> <li>Thousands of runners and walkers lace up their running shoes for the <i>Run Wild for the Detroit Zoo</i>.</li> <li>The event includes 5K and 10K runs, as well as a noncompetitive one-mile Fun Walk.</li> <li>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.</li> <li>Walkers follow a course past award-winning animal habitats as they stroll through Zoo grounds.</li> </ul>	<p>September 8</p>	<p>4,500</p> 

Events	Descriptions	Timing	Attendance
	<ul style="list-style-type: none"> <li>• Zoo Boo is one of the community's most popular Halloween festivities.</li> <li>• 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.</li> <li>• Zoo Boo is open from 5 p.m. to 9 p.m. Advance tickets for Zoo Boo can be purchased at Booth One at the admission gate of the Detroit Zoo or online</li> <li>• Multiple opportunities available <ul style="list-style-type: none"> <li>• Treat Station Sponsor</li> <li>• Named Area Sponsor</li> </ul> </li> </ul>	<p><b>Fridays, Saturdays and Sundays in October (3 weekends)</b></p>	<p><b>53,000+</b></p>

# Public Events

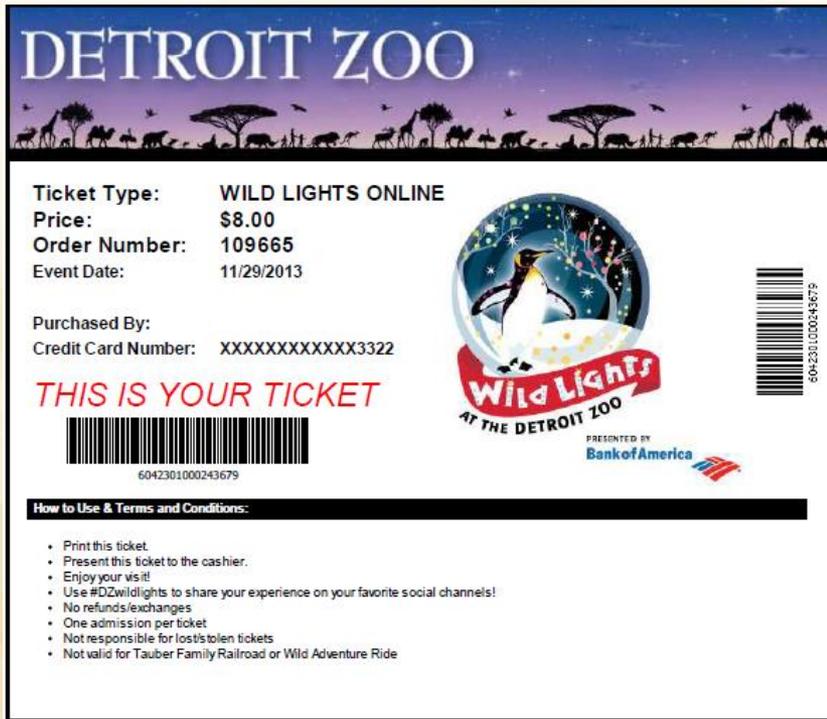
Events	Descriptions	Timing	Attendance
	<ul style="list-style-type: none"><li>• Every evening guests will experience the magic of the Zoo in winter.</li><li>• The Detroit Zoo transforms into a winter wonderland with over six million LED lights.</li><li>• Along the trail there will be Santa's workshop, ice sculptures, arts and crafts, live entertainment, carolers, skating on our Glacie rink and more.</li><li>• The Zoo is open from 5:30 p.m. to 9:00 p.m. for over 24 nights from November through December.</li></ul>	<p><b>November And December</b></p>	<p><b>150,000+</b></p>

# Zoo Entitlement Assests

# On-Site Activation



# On-line Ticket Messaging



**DETROIT ZOO**

Ticket Type: WILD LIGHTS ONLINE  
Price: \$8.00  
Order Number: 109665  
Event Date: 11/29/2013

Purchased By:  
Credit Card Number: XXXXXXXXXXX3322

**THIS IS YOUR TICKET**

6042301000243679

**Wild Lights**  
AT THE DETROIT ZOO

PRESENTED BY  
**Bank of America**

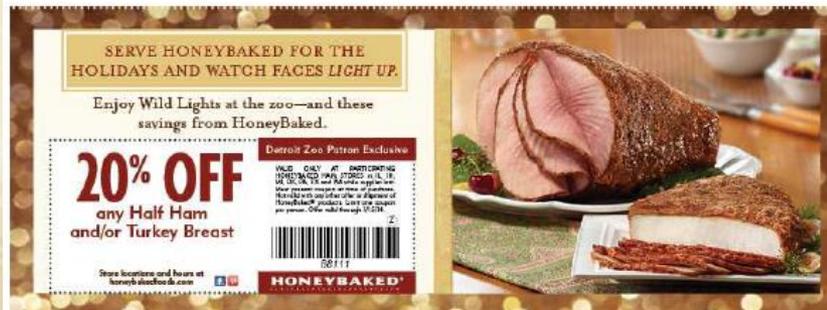
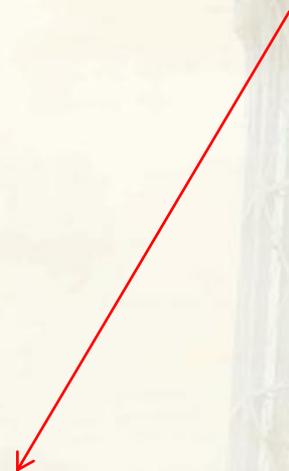
80-2301000243679

**How to Use & Terms and Conditions:**

- Print this ticket.
- Present this ticket to the cashier.
- Enjoy your visit!
- Use #DZwildlights to share your experience on your favorite social channels!
- No refunds/exchanges
- One admission per ticket
- Not responsible for lost/stolen tickets
- Not valid for Tauber Family Railroad or Wild Adventure Ride

For assistance, please contact our online ticketing helpdesk: [zootickets@dzo.org](mailto:zootickets@dzo.org)

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



SERVE HONEYBAKED FOR THE HOLIDAYS AND WATCH FACES LIGHT UP.

Enjoy Wild Lights at the zoo—and these savings from HoneyBaked.

**20% OFF**  
any Half Ham  
and/or Turkey Breast

**DETROIT ZOO PATRON EXCLUSIVE**

Valid only at participating HoneyBaked Ham stores in the U.S. on 11/29/13. Your receipt must be presented at time of purchase. HoneyBaked products sold on special are priced like other HoneyBaked products.

Store locations and hours at [honeybaked.com](http://honeybaked.com)

**HONEYBAKED**

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

# Partnership Examples

**DETROIT ZOO SCAVENGER HUNT** brought to you by **OUTBACK STEAKHOUSE**

**HEY KIDS! Go on our Scavenger Hunt at the Detroit Zoo for a FREE JOEY MEAL at Outback Steakhouse!** Turn in your completed map at the Detroit Zoo Guest Relations Customer Care office to get your Free Joey Meal coupon. Good luck on your adventure, mates! (Coupon not valid for children over 12 years) Zoo Admission required.

1. The American alligator uses its long tail to \_\_\_\_\_ itself through the water.

2. A tiger's stripes are as unique as a human fingerprint. \_\_\_\_\_ no two tigers have the same markings.

3. Lions are the only cat that live in large groups known as \_\_\_\_\_.

4. A polar bear's white fur is made of \_\_\_\_\_ hairs that collect solar heat to warm the bears in their polar environment.

5. A giraffe has \_\_\_\_\_ vertebrae in its neck, the same number that humans have, but larger!

6. Kangaroos will \_\_\_\_\_ their feet to warn other mob members of possible danger.

7. Kangaroos are \_\_\_\_\_ or "pouched" mammals.

8. A \_\_\_\_\_ kangaroo is called a joey.

Collect your circled letters from each answer and unscramble them to find the name of this awesome item and win \$5,000 when you "come back!"

**FREE Joey Meal**  
Get a free kids meal coupon from Outback Steakhouse when you BRING YOUR FINISHED Scavenger Hunt map to the Detroit Zoo Guest Relations Customer Care office. (Coupon not valid for children over 12 years) Zoo Admission required. Valid through 12/31/13.

**Get your dose of Vitamin Z with ZooMORE!**  
\$12 includes four tickets to any rides and attractions (Simulator Ride, 4-D Theater, one way ride on the Taubert Family Railroad, Carousel). Zoo admission required. Redeemable 9/1/13-10/31/13.

**DETROIT ZOO**  
www.detroitzoo.org

Scavenger Hunt for FREE meal redemption at participating locations

**DETROIT ZOO**  
DETROIT ZOOLOGICAL SOCIETY  
MAP AND GUIDE

**Every kid needs Vitamin Z.**

**Open 362 Days a Year!**  
Celebrating and Saving Wildlife  
dzo.org/go

9 a.m. - 5 p.m. daily April - Labor Day  
9 a.m. - 8 p.m. Wednesdays, July - August  
10 a.m. - 5 p.m. daily September 3 - September 30  
10 a.m. - 4 p.m. daily September 3 - September 30

Closed: New Year's Day, Thanksgiving Day and Christmas Day (Admission gates and building close at Zoo closing times.)

**ASSOCIATION OF ZOO AND AQUARIUMS**  
**FSC FPO**

**DETROIT ZOOLOGICAL SOCIETY**  
PO BOX 10000 DETROIT MI 48207-0001

Coupon on all Zoo maps visitors receive upon entry into Zoo

## For Your Safety and Enjoyment

We want your visit to be pleasant and safe, so we ask that you observe the rules listed below.

### No-Feeding Policy

Visitors are strictly prohibited from feeding any animal at the Detroit Zoo. This includes pocket pets, guinea pigs and reptiles. Zoo animals have nutritionally balanced diets, and feeding food and other objects into habitats may risk their health and safety. Guests who violate this rule will be escorted from the Zoo.

### No Admission to Restricted Areas

For your own safety and the safety of your children, NEVER get close to the animals. Do not climb over, lean on or sit on children's cars or see bars. Do not enter service areas.

### No Smoking and Other Regulations

Smoking and vaping are prohibited in our designated smoking areas (see map). Shoes and strollers are required. No strollers or stroller carts. No bicycle riding and/or tricycle riding. Handicapped stroller or bike riding. Strollers with built-in strollers, tricycles or scooters. Segways, similar single-wheeled mobility devices and hover boards are not permitted on Zoo grounds. Absolutely no pets on Zoo grounds or parking lots. The public is advised: No admission of motorcycles or private motor vehicles of any kind in the Zoo. No collection of signatures. No solicitation. No notices or newsletters. No balloons (they are dangerous to animals). No staves.

### Playplaces

The largest Nature Play area is appropriate for children of all ages. The Bert and Geri Keenan Play area is open seasonally for children ages 5-10. Children must be supervised at all times. Children with drawing supplies, crayons and other work appear are prohibited.

### Safety Shelters

In the event of a need for shelter, our staff will direct guests to secure areas. Shelters include all restrooms, the Gary and Rita Lee gift shop, and guest picnic buildings. When directed to shelter, please remain inside until staff gives the "all clear."

### First Aid/Lost and Found

Please contact any staff member for assistance. Adhesive bandages and first aid kits are available at the Park Safety Office (First Aid/Lost and Found) near Nathan Fountain. Pain relievers, antacids, etc., are available in vending machines at certain locations.

### Photo/Video Taking

Both are permitted only in unenclosed public areas. Photos and videos must be taken for personal, non-commercial purposes. For commercial photography permission and information, contact Communications at (313) 543-5177 ext. 3773. Trips or recordings are not allowed in any exhibit building during public hours nor can they hinder public access or the peace of the path. No photos in public restrooms.

### Viewable Animals

Due to weather, health, safety or construction, not all animals may be viewable at all times. Because our habitat are expansive and vast, the animals may be visible intermittently from many vantage points.

### Volunteer Opportunities

Support your Zoo by volunteering! To learn more about volunteer opportunities with the Detroit Zoological Society, call Volunteer Services at (313) 543-5177 ext. 3773. Visit [detroitzoo.org/volunteer](http://detroitzoo.org/volunteer) or email [volunteer@detroitzoo.org](mailto:volunteer@detroitzoo.org).

## A Wild Ride

To view this season's selections, visit [dzo.org/rides](http://dzo.org/rides).

### Simulator Ride (seasonal)

The Simulator Ride, located inside the Wild Adventure Zone, is an awesome educational, action-packed thrill ride. See the world through the eyes of wild animals from the comfort of a specially equipped, motion-based, big-screen theater seat. Additional fee and height requirements apply. Operating hours may vary.

### 4-D Theater (seasonal)

The 4-D Theater, located inside the Wild Adventure Zone, is an awesome educational, action-packed thrill ride. See the world through the eyes of wild animals from the comfort of a specially equipped, motion-based, big-screen theater seat. Additional fee and height requirements apply. Operating hours may vary.

### Taubert Family Railroad (seasonal)

The train carries passengers to and from the Chrysler Museum Station near the entrance and the Hitch Station at the farthest corner of the Zoo (weather permitting). Available seasonally May through September and weekends only in October. There is a one-way fee. Operating hours may vary.

### Carousel (seasonal)

The 36-horsewood carousel, located adjacent to the Arctic Cafe, features an enchanting assortment of 33 hand-carved and hand-painted exotic animals. Additional fee required. Seasonal April through October.

## Zoo Information

For information on special events, camp directions, directions and more, call us 24 hours a day at (313) 543-5177 or visit [detroitzoo.org](http://detroitzoo.org).

### All hours and fees are subject to change without notice.

Occasionally a building or habitat may be closed to guests. Notify animal health needs, maintenance repairs or special events. Refunds and rain checks are not available. Hours and fees are subject to change without notice.

Our mailing address is: 4830 W. 10 Mile Road, Royal Oak, MI 48067-3001

## You Belong Here!

### Get a year's supply of Vitamin Z.

THREE WAYS TO JOIN!  
 • Online at [detroitzoo.org](http://detroitzoo.org) (email questions to [info@detroitzoo.org](mailto:info@detroitzoo.org))  
 • In person at the Membership sales booth (seasonal) or at the Membership office  
 • Phone: (313) 543-5177 and press 3

Join us the SAME DAY of your visit and a portion of your admission fee will be applied to your membership (join date admission receipt).

### Join us on the Green Journey



Every day is Earth Day at the Detroit Zoo. Here are some steps we have taken recently to reduce our impact:

- The first zoo-based anaerobic digester that converts 500 tons of animal waste into energy annually to help power the central hospital building.
- Green-certified equipment at the Arctic Cafe.
- Powered with 100% renewable electricity.
- Cleaning 60,000 plastic bottles from the environment annually by no longer selling bottled water, and installed 20 water refill stations throughout the Zoo.
- Encouraged and staffed for gift shop purchases: visitors are encouraged to bring their own bags from home or purchase wildlife-themed bags from the Zoo gift shops.

### Celebrating and Saving Wildlife

The Detroit Zoological Society - a non-profit organization with a commitment to animal welfare, environmental sustainability and humane education - operates the Detroit Zoo and Belle Isle Nature Center. Each year, more than 1.6 million visitors enjoy these community landmarks and participate in a wide array of programs that foster an appreciation for our natural world. To support the mission of the Detroit Zoological Society, please call (313) 543-5177 or visit [www.detroitzoo.org](http://www.detroitzoo.org).

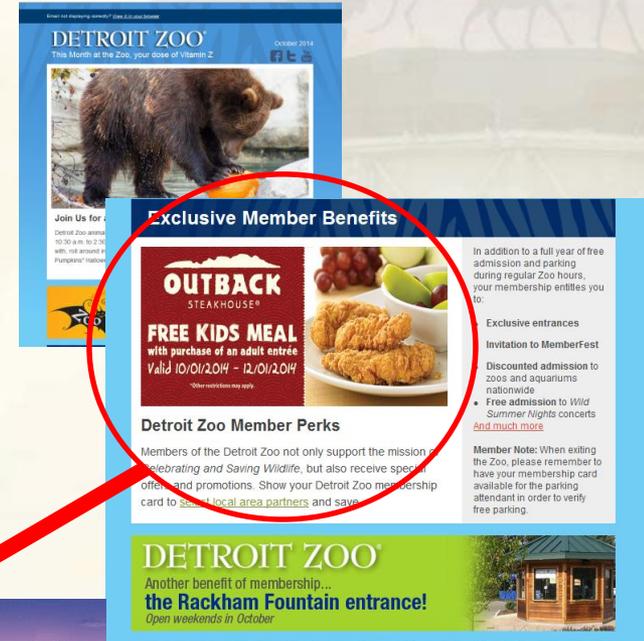
# Partnership Example



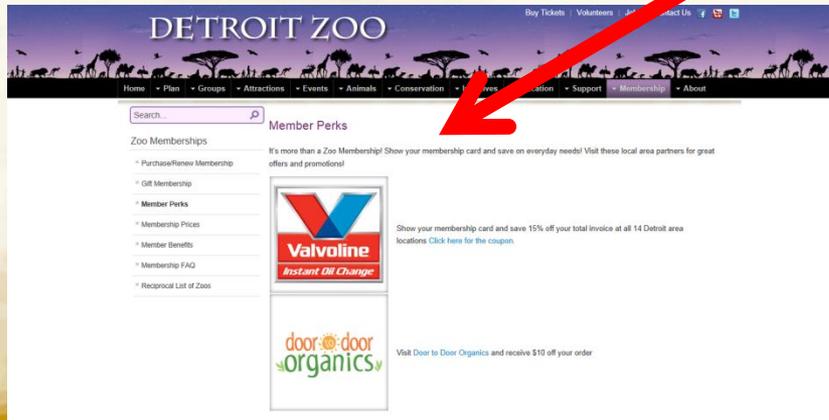
Opportunity to sponsor a specific animal habitat for one full year

# Member Perks Page

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

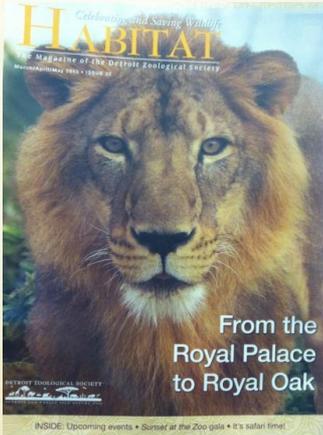


The screenshot shows a Detroit Zoo member perks page. At the top, there's a blue banner for October 2014 with a bear image and the text "DETROIT ZOO This Month at the Zoo, your dose of Vitamin Z". Below this is a section titled "Exclusive Member Benefits" featuring a red "OUTBACK STEAKHOUSE" logo and a "FREE KIDS MEAL with purchase of an adult entree Valid 10/01/2014 - 12/01/2014" offer. To the right of the meal offer is a photo of a plate of chicken and vegetables. Further right, there's a list of benefits including "Invitation to MemberFest", "Discounted admission to zoos and aquariums nationwide", and "Free admission to Wild Summer Nights concerts and much more". Below the benefits is a "Detroit Zoo Member Perks" section with a "Member Note" about parking. At the bottom, there's a green banner for "DETROIT ZOO Another benefit of membership... the Rackham Fountain entrance! Open weekends in October" with a photo of the fountain.

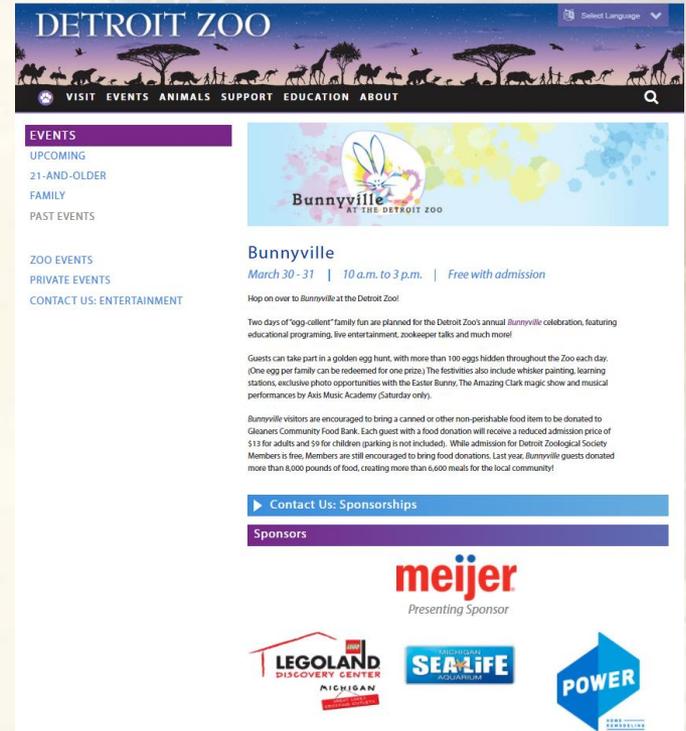


The screenshot shows the Detroit Zoo website's "Member Perks" page. The header includes the Detroit Zoo logo and navigation links like "Home", "Plan", "Groups", "Attractions", "Events", "Animals", "Conservation", "Education", "Support", "Membership", and "About". A search bar is visible. The main content area is titled "Member Perks" and includes a search bar. Below the title, there's a section for "Zoo Memberships" with links for "Purchase/Renew Membership", "Gift Membership", "Member Perks", "Membership Prices", "Member Benefits", "Membership FAQ", and "Reciprocal List of Zoos". The "Member Perks" section features two promotional banners: one for Valvoline Instant Oil Change offering a 15% discount, and another for Door to Door Organics offering a \$10 discount. A red arrow points from the "Member Perks" section of the screenshot above to the "Member Perks" section of this screenshot.

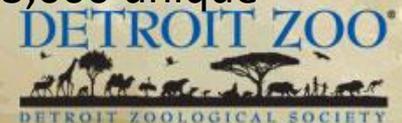
# Media



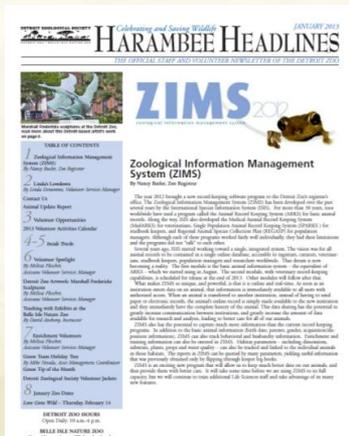
Habitat is the Detroit Zoological Society's member print publication reaches approximately 65,000 households quarterly



Logo with hyperlink to sponsor's website on event page of Detroit Zoological Society website 63,000 unique views



Harambee Headlines reaches over 1,400 volunteers and Zoo staff



# Website Exposure

Logo recognition  
on event  
webpage

The screenshot shows the Detroit Zoo website homepage. At the top, there's a navigation bar with links for Events Calendar, Buy Tickets, Volunteers, Jobs, and Contact Us. Below that is a banner for the Bunnyville event, which includes the text: "Check out the fun games, activities, entertainment, and the WOW! Whisker Painting Station! Saturday, March 30, 10 a.m. to 4 p.m. presented by meijer". The page also features various other sections like "Please click here to view the Detroit Zoo's position on Senate Bill 48", "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", "Zoo Links", "Meet the Otter Pups!", and "Center for Zoo Animal Welfare". A red arrow points from the Bunnyville banner on the website to the event banner below.



**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** 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.

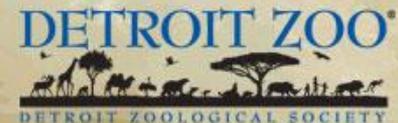
Don't forget to stop by the Whisker Painting station, sponsored by WOW! Internet, Cable and Phone for your official Bunnyville whiskers!

Supported by:



The event banner features a large image of a bunny. The text reads: "Check out the fun games, activities, entertainment, and the WOW! Whisker Painting Station! Saturday, March 30, 10 a.m. to 4 p.m. presented by meijer".

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)

