Detroit Zoo Overview and Sponsorship Opportunities

2020
Who’s at the Zoo?

• More than 1.3 million guests in 2019
  – Twelfth consecutive year exceeding more than one million guests
  – Largest single paid family attraction in Michigan
• 60,000 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%

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* % of Members who responded

Source: Member Survey 2010
* January – October 2009
## Visitor Demographics

**Gender:**
- Men: 47%
- Women: 53%

**Age:**
- 18-34: 35%
- 35-49: 29%
- 50-54: 9%
- 55+: 27%

**Married:**
- 51%
- Single: 35%
- Other: 14%

**Children in Household <= 17:**
- One: 24%
- Two: 17%
- Three: 5%
- Four or More: 1%

**Household Income:**
- $50,000 to $74,999: 14%
- $75,000 to $99,999: 17%
- $100,000 to $149,999: 17%
- $150,000+: 13%

**County of Residence:**
- Wayne County: 32%
- Oakland County: 31%
- Macomb County: 22%
- Other Counties:* 15%

**Education:**
- High School: 31%
- Some College: 33%
- College Graduate: 18%
- Post Graduate+: 12%

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*Sample: 12,328
*Other Counties Include: Lapeer, Livingston, Monroe, Sanilac, St. Clair, Washtenaw

Source: Scarborough November 2017 – October 2018
Detroit Zoo Marketing Power

- Over 60,000 Detroit Zoo members and 1.3 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 (65,000 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
Fundraising and Public Events
# Public Events

<table>
<thead>
<tr>
<th>Events</th>
<th>Descriptions</th>
<th>Timing</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bunnyville</td>
<td>• An “egg-stravaganza” of family fun is planned for the Detroit Zoo's annual Bunnyville celebration from 9 a.m. to 3 p.m.&lt;br&gt;• Bunnyville is filled with treats, crafts, games and live entertainment.&lt;br&gt;• Bunnyville 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.</td>
<td>April 10 and 11</td>
<td>30,000+</td>
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<td>Senior Day</td>
<td>• Seniors living in Macomb, Oakland and Wayne counties are invited to enjoy a special day at the Detroit Zoo on Senior Day from 10 a.m. to 3 p.m.&lt;br&gt;• Seniors 62 and older and their caregivers receive free admission, parking and rides on the Tauber Family Railroad.&lt;br&gt;• Senior Day features live music by the Picks &amp; Sticks String Band, narrated tractor train tours, bingo, zookeeper talks and a senior resource area.</td>
<td>April 22 and September 9</td>
<td>4,500</td>
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<td>Meet Your Best Friend at the Zoo</td>
<td>• The Detroit Zoo and the Michigan Humane Society, in collaboration with several local animal welfare organizations, hosts Meet Your Best Friend at the Zoo.&lt;br&gt;• 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.&lt;br&gt;• There is no charge for admission or parking for adoption event guests; however, regular admission and parking fees apply for those visiting the Zoo.</td>
<td>May 15 and 16 and September 25 and 26</td>
<td>10,000</td>
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<td>ZOOBREW</td>
<td>• Thousands of microbrew-lovers converge to sample some of the area’s most popular, local brews and different wines while strolling the Zoo at twilight.&lt;br&gt;• Guests enjoy live music, exclusive after-hours access to the Zoo’s award-winning habitats at twilight, animal enrichment experiences and zookeeper talks.&lt;br&gt;• Ticket prices from $30 for Designated Drivers, $45 for general admission and $85 for VIP</td>
<td>May 8 and September 26</td>
<td>4,000</td>
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| **BIKE SAFARI at the Detroit Zoo** | • A FUNraiser with Bikes, Beasts and Beers at the Detroit Zoo  
• Ride your bike through the Zoo and enjoy two “hydration stations”. Each station will feature a 3oz beer sample and water  
• Following the bike safari there will be festivities in the Events Pavilion featuring a variety of beer, wine, live music, and much more.  
• June 11 is Family Friendly event; July 9 is 21 and older event | June 11 and July 9 | 1,500 per event date |
| **Wild Summer Nights concert series** | • The Detroit Zoo gets even wilder on each Wednesday evening during July and August with its *Wild Summer Nights* concert series.  
• Concerts take place in the Zoo’s Main Picnic Grove from 6:30 p.m. to 8 p.m. *Wild Summer Nights* 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 | 16,000+ |
| **Wild Beasts, Wild Wine** | • Make a toast to wildlife at the Detroit Zoo’s *Wild Beasts, Wild Wine* from 6-10:00 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 28 | 4,000 |
| **Dream Night** | • Dream Night is private event invites children who are chronically ill or have special needs to visit the Zoo with their families and caregivers for a relaxed evening, cost free.  
• Event is free and includes rides, zookeeper talks, dinner and other activities throughout the evening. | June 5 | 1,000 |
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| Zoo Boo | • *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.  
• Advance tickets for *Zoo Boo* can be purchased at Booth One at the admission gate of the Detroit Zoo or online  
• Multiple opportunities available | Saturdays and Sundays in October (3 weekends) | 60,000+ |
| Wild Lights | • Every evening guests will experience the magic of the Zoo in winter.  
• The Detroit Zoo transforms into a winter wonderland with over six million LED lights.  
• Along the trail there will be Santa’s workshop, ice sculptures, arts and crafts, live entertainment, carolers, skating on our Glice rink and more. | November And December | 165,000+ |
| Polar Beers | • *Polar Beers at Wild Lights* allows guests to enjoy winter beverages while viewing the Zoo’s spectacular holiday light display.  
• More than five million twinkling LED lights will brighten the evening sky and illuminate buildings, animal sculptures and trees on a half-mile trail through the front of the Zoo.  
• *Polar Beers* includes admission and 12 beverage samples (additional tasting tickets and food are available for purchase).  
• Multiple opportunities available | December 3 | 2,500 |
# Fundraising Events

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| Sunset at the Zoo | • Recognized as Southeast Michigan’s wildest party.  
• *Sunset at the Zoo* 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 *Sunset at the Zoo* range from $150 to $700 per person and can be ordered by phone or online. | June 19 | 2,500 |
| Run Wild for the Detroit Zoo | • Thousands of runners and walkers lace up their running shoes for the *Run Wild for the Detroit Zoo*.  
• 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.  
• Funds raised for the event help support the Ruth Roby Glancy Animal Health Complex | September 13 | 5,000 |
Zoo Entitlement Assets
On-Site Activation
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
Partnership Examples

Scavenger Hunt for FREE meal redemption at participating locations

Coupon on all Zoo maps visitors receive upon entry into Zoo
Partnership Example

Opportunity to sponsor a specific animal habitat for one full year
Member Perks Page

• Advertised in our member e-Newsletter (Z-mail)
• Offers can be static or change out monthly
Media

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

Harambee Headlines reaches over 1,400 volunteers and Zoo staff.

Logo with hyperlink to sponsor’s website on event page of Detroit Zoological Society website 63,000 unique views.
Website Exposure

Logo recognition on event webpage

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)
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