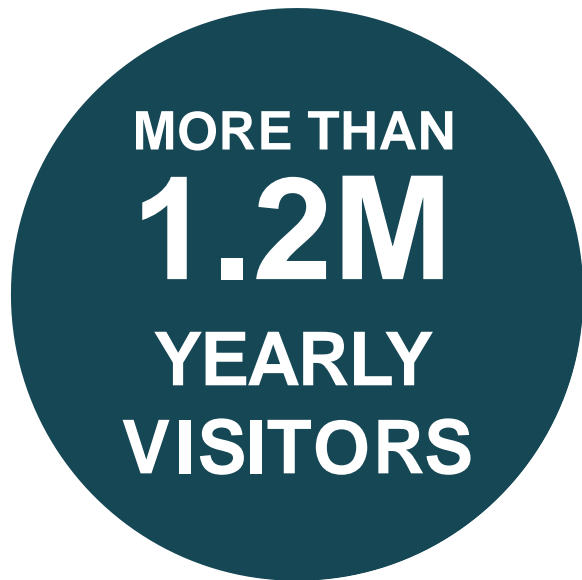


2024 Overview and Sponsorship Opportunities

Who's at the Zoo?

DETROIT ZOO | detroitzoo.org

Detroit's most active, powerful, and desirable demographic – **families with children.**



Exceeded more than one million guests for the thirteenth consecutive year

Largest single paid family attraction in Michigan



Donates over 100,000 hours of their time a year

Member Demographics

DETROIT ZOO | detroitzoo.org

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

DETROIT ZOO | detroitzoo.org

Gender

Men:	47%
Women:	53%

Age

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

Marital Status

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

Number of Children in Household (Age 17 or under)

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%

Sample: 12,328

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

Source: Scarborough November 2017 – October 2018

Partnership Benefits

DETROIT ZOO | detroitzoo.org

- Over 60,000 Detroit Zoo members and 1.2 million visitors yearly
- Recognition in *Zmail*, the Detroit Zoological Society monthly e-newsletter (70,000+ distribution)
- Recognition in *Habitat*, the Detroit Zoological Society quarterly member magazine (65,000 distribution)
- Recognition on the events web page on the Detroit Zoological Society website (63,000 unique visitors)
- Recognition on the Detroit Zoo Facebook page (369,000+ followers)
- On-site activation to promote sponsor marketing initiatives to Detroit Zoo visitors
- Opportunity for sponsor to promote partnership with a trusted community organization
- Opportunity to offer sponsor promotions on Detroit Zoo Member Perks page
- Complimentary general admission and event tickets
- Category exclusivity

Some of Our Partners

DETROIT ZOO | detroitzoo.org



Event Details



Public Events

DETROIT ZOO | detroitzoo.org

<u>Event</u>	<u>Description</u>	<u>Date and Time</u>	<u>Admission Fees</u>	<u>Expected Attendance</u>
	An “egg-stravaganza” of family fun filled with treats, crafts, games, egg hunts, a scavenger hunt, photo opportunities with the Easter Bunny, and live entertainment.	March 29-30 from 9 am – 3pm	Free with Zoo admission, free for Zoo members	30,000
	A festival celebrating sustainable living with fun activities, live entertainment, habitat chats, food trucks, and more.	April 20 th from 9 am – 3 pm	Free with Zoo admission, free for Zoo members	8,000
	Help divert waste from local landfills by dropping off old and unused electronics. As a reward, earn complimentary tickets to the Detroit Zoo.	April 20 th from 9 am – 12 pm	Free to participate	500
	This 21+ event features more than 130 unique beers from select Michigan craft breweries, live music, and exclusive access to the Zoo’s award winning-habitats.	May 17 th from 6 pm – 10 pm	\$50 General Admission, \$85 VIP, \$30 Designated Driver, \$60 Designated Driver VIP	4,000
	Senior citizens residing in Macomb, Oakland, and Wayne Counties can enjoy live entertainment, tram tours, habitat chats, and a senior resource area.	June 5 th and September 11 th from 10 am – 3 pm	Free admission for seniors and one adult guest	4,500


Public Events

DETROIT ZOO | detroitzoo.org

<u>Event</u>	<u>Description</u>	<u>Date and Time</u>	<u>Admission Fees</u>	<u>Expected Attendance</u>
	This private event invites children, who are chronically ill or have special needs, and their families and caregivers for a fun filled and relaxed evening at the Zoo.	June 7 th from 6 pm – 9 pm	Free admission for event attendees	1,000
	An exclusive opportunity to ride your bicycle through the Zoo and enjoy an after-hours look at the animals. Additional activities include education stations, habitat chats, and more.	August 9 th from 6 pm – 9 pm	General Admission: \$28 adult, \$24 child or senior Members: \$23 adult, \$19 child or senior	1,500 per event date
	This 21+ event features a selection of specialty cocktails, beer, wine, and more! Enjoy live music and exclusive access to the Zoo's award winning-habitats.	July 26 th from 6 pm – 10 pm	\$50 General Admission, \$85 VIP, \$30 Designated Driver, \$65 VIP Designated Driver	2,500
Tons of Trucks	A fun opportunity for kids and the entire family to get up close and personal with a unique variety of vehicles. Kids can climb, honk, and explore while learning about their favorite vehicles.	September 14 th from 9 am – 1 pm	-	10,000 – 12,000

Public Events

DETROIT ZOO | detroitzoo.org

<u>Event</u>	<u>Description</u>	<u>Date and Time</u>	<u>Admission Fees</u>	<u>Expected Attendance</u>
	A family friendly, merry-not-scary event that features a half-mile cleverly decorated trick-or-treat trail that begins at the front entrance and winds through the Zoo.	October 5-6, 12-13, 18-20 From 2 pm – 6 pm	\$17 - \$23 per person Children ages 2 and under are free	50,000+
	This 21+ event features a selection of specialty cocktails, beer, wine, and more! Enjoy live music, yard games, and exclusive access to the Zoo's award winning-habitats.	October 11 th from 6 pm – 10 pm	\$50 General Admission, \$85 VIP, \$30 Designated Driver, \$65 VIP Designated Driver	2,500
	Experience the magic of the Detroit Zoo in winter as you take in the sights and sounds of the season in a winter wonderland, with over five million LED lights.	November: 22, 23, 24, 29, 30 December: 1, 6-8, 12-15, 18-24, 26-31 January: 2-5	Ticket packages range from \$17 – \$65 per person	165,000+
	This 21+ event features a selection of specialty cocktails, beer, wine, and more! Enjoy live entertainment, games, and access to Wild Lights.	December 5 th from 6 pm – 10 pm	\$50 General Admission, \$85 VIP, \$30 Designated Driver, \$65 VIP Designated Driver	2,500

Fundraising Events

DETROIT ZOO | detroitzoo.org

<u>Event</u>	<u>Description</u>	<u>Date and Time</u>	<u>Admission Fees</u>	<u>Expected Attendance</u>
Sunset at the Zoo	The Zoo's annual fundraising gala features a strolling supper, zoo-themed martinis, live entertainment, and live and silent auctions.	June 21 st from 7 pm – 11 pm	TBD per person	2,500
	This event includes a 5K through the streets of Huntington Woods and a noncompetitive one-mile Fun Walk past animal habitats throughout Zoo grounds. Funds raised from this event help support the Ruth Roby Glancy Animal Health Complex.	September 8 th from 8 am – 12 pm	5K tickets: \$40 – \$50 per person Fun Walk tickets: \$35 – \$45 per person Spectator Fee: \$15 adult \$5 children (ages 2-18)	5,000

Detroit Zoo Entitlement Assets



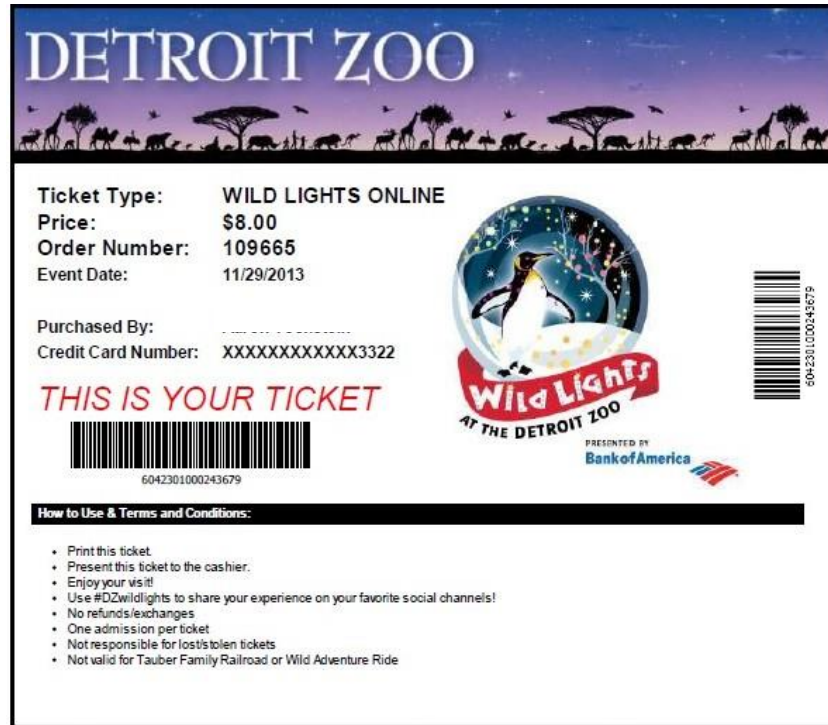
On-Site Activation

DETROIT ZOO | detroitzoo.org



Online Ticket Messaging

DETROIT ZOO | detroitzoo.org



For assistance, please contact our online ticketing helpdesk: zootickets@dzo.org



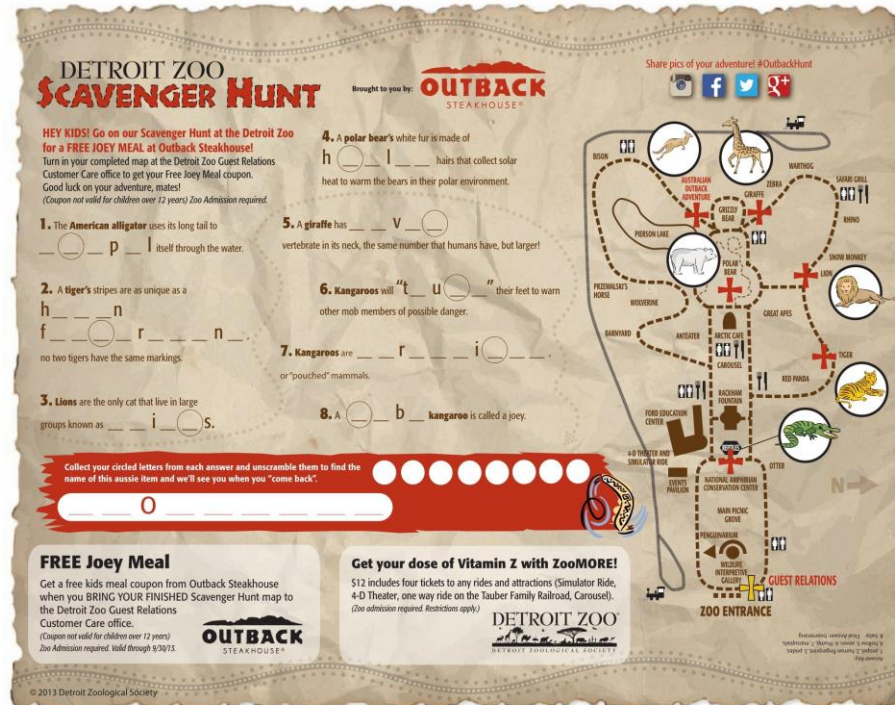
Coupon or image ad on all digital admission tickets or parking passes

Honey Baked Ham saw over \$60,000 in incremental sales growth



Partnership Examples

DETROIT ZOO | detroitzoo.org



Scavenger Hunt for FREE meal redemption at participating locations



Coupon on all Zoo maps visitors receive upon entry into the 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 poultry, game and aquatic. Zoo animals have nutritionally balanced diets, and throwing 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 equipment. Do not enter service areas.

Non-Smoking and Other Regulations
Smoking and vaping are restricted to one designated smoking area (see map). Shirts and shorts are required. No exposure or reckless driving. No bicycle riding, ball or Frisbee playing, skateboarding, roller or in-line skating, stunts with built-in stunts, trapezes or scooters. Saguaro, similar upright assisted mobility devices and wheelchairs are not permitted on Zoo grounds. Absolutely no pets on Zoo grounds or in parking lots. No grills or alcohol. No distribution of merchandise or printed literature of any kind in the Zoo. No collection of signatures. No solicitation. No radios or televisions. No balloons (they are dangerous to animals). No drones.

Playspaces
The Norman Tadpole Playroom is appropriate for children of all ages. The But and Gertie Reptile Playroom is open seasonally for children ages 5-12. Children must be supervised at all times. Children with diarrhoea, vomiting, rashes and other neck apparel 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 Barn, and raptor, lion, giraffe and great ape buildings. When directed to a shelter, please remain inside until staff gives the "all clear" signal.

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

Photo/Video Taking
Both are permitted only in unattended public areas. Photos and videos must be taken for personal, non-commercial purposes. For commercial photography permission and fee information, contact Communications at (248) 541-5717 ext. 3731. Tripods or monopods are not allowed in any indoor building during public hours nor can they hinder public access or be placed off 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 habitats are expansive and naturalistic, the animals may not be visible immediately from every vantage point.

Volunteer Opportunities
Support our Zoo by volunteering! To learn more about volunteer opportunities with the Detroit Zoological Society, call Volunteer Services at (248) 541-5717 ext. 3902, visit dzoo.org/volunteer or email volunteer@dzoo.org.

A Wild Ride

To view this season's selections, visit dzoo.org/enters.

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! Operating hours may vary.

4-D Theater (seasonal)

The 4-D Theater, located inside the Wild Adventure Zone, shows films that deliver 3-D technology enhanced with 4-D effects, including wind, mist, scents, badpockets and leg holsters. Additional fee required. Some films may not be suitable for children 5 years and younger due to graphic scenes. Operating hours may vary.

Taubert Family Railroad (seasonal)

The train carries passengers to and from the Chapel Main Station near the entrance and the Africa 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 ride fee. Operating hours may vary.

Carousel (seasonal)

The 36-foot wood and brass Carousel, located adjacent to the Arctic Circle features an enchanting assortment of 35 hand-carved and hand-painted exotic animals. Additional fee required. Seasonal April through October.

Did You Know You Can Rent the Zoo?

For information on rentals, weddings, corporate or private events, group picnics and birthday parties, call (248) 336-3800.



Zoo Information

For information on special events, coming attractions, directions and more, call our 24-hour information line at (248) 541-5717 or visit dzoo.org.

All hours and fees are subject to change without notice.

Occasionally, a building or habitat may be closed to guests due to 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: 8450 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 or at our gift shop (email questions to info@dzoo.org)
In person at the Membership sales booth (seasonal) or at the Membership office
Phone: (248) 541-5717 and press 3

Join on the SAME DAY of your visit and a portion of your admission fee will be applied to your membership (must have admission receipt).

Join us on the Green Journey
at dzoo.org/green

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 animal hospital
- Green-certified restaurant at the Arctic Circle
- Powered with 100% renewable electricity
- Diverting 62,000 plastic bottles from the environment annually by no longer selling bottled water, and installed 20 water refill stations throughout the Zoo
- Discontinued use of bags for gift shop purchases; visitors are encouraged to bring their own bags from home or purchase wildlife-themed bags from the Zoo gift shop

Celebrating and Saving Wildlife

The Detroit Zoological Society – a renowned leader in wildlife conservation, 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 the natural world. To support the mission of the Detroit Zoological Society, please call (248) 541-5717 or visit www.dzoo.org/give.



Partnership Examples

DETROIT ZOO | detroitzoo.org

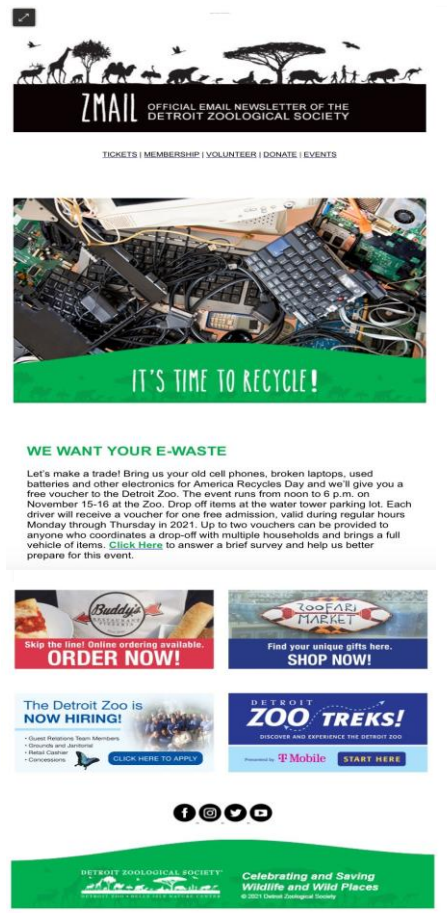


Opportunity to sponsor a specific animal habitat for one (1) full year

Digital Media Features

DETROIT ZOO | detroitzoo.org

Sponsor recognition in *Zmail*, the Detroit Zoological Society's monthly member electronic newsletter



Sponsor recognition in press releases

PRESS ROOM

Archive: Wild Lights at the Detroit Zoo is Back and Brighter Than Ever

October 8, 2021

ROYAL OAK, Mich.,

Wild Lights, the Detroit Zoo's annual holiday light display presented by Strategic Staffing Solutions, receives glowing reviews each year by visitors who have made it a holiday tradition. Starting November 20, more than 5 million twinkling LED lights will brighten the evening sky and illuminate buildings, 445 trees and 280 sculptures.

Now in its ninth year, *Wild Lights* will be held November 20-21 and 26-28, December 1-5, 8-12, 15-23 and 26-31, and January 2-3 and 5-9. Tickets are \$17-\$24 based on the hour and day.

Children younger than 2 are admitted free; parking is \$8.

Wild Lights guests will enjoy masterfully designed light displays, festive vignettes and seasonal treats. The Wildlife Photographer of the Year exhibition, showcasing award-winning photography, will make its North American premiere at the Zoo this season and is included with *Wild Lights* admission.

Back by popular demand, the Polar Patio package, sponsored by KeyBank, offers a private dining experience. The package, which ranges from \$30-\$38, includes admission to *Wild Lights* and the Wildlife Photographer of the Year exhibit, all-you-can-eat food and dessert, hot cocoa in a souvenir cup and access to a cash bar.

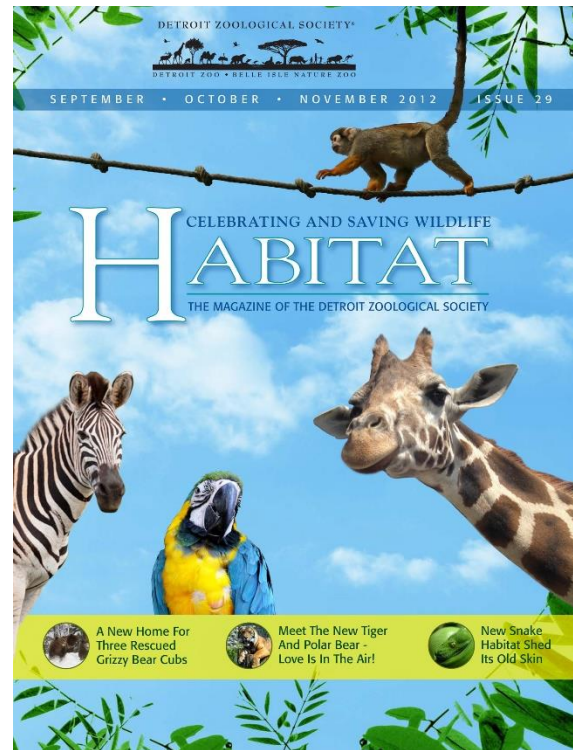
To ensure a safe and enjoyable experience for all, capacity is limited. All tickets must be purchased in advance online or at the Detroit Zoo during daytime hours; walk-up tickets will not be sold at the gate.

Wild Lights is also sponsored by Kroger, Ford Motor Company, T-Mobile, DTE Energy, KeyBank, Doetsch Environmental Services, Buddy's Pizza, IBEW Local 58 and Genisys Credit Union. Visit wildlights.detroitzoo.org for information and tickets.

Media Features

DETROIT ZOO | detroitzoo.org

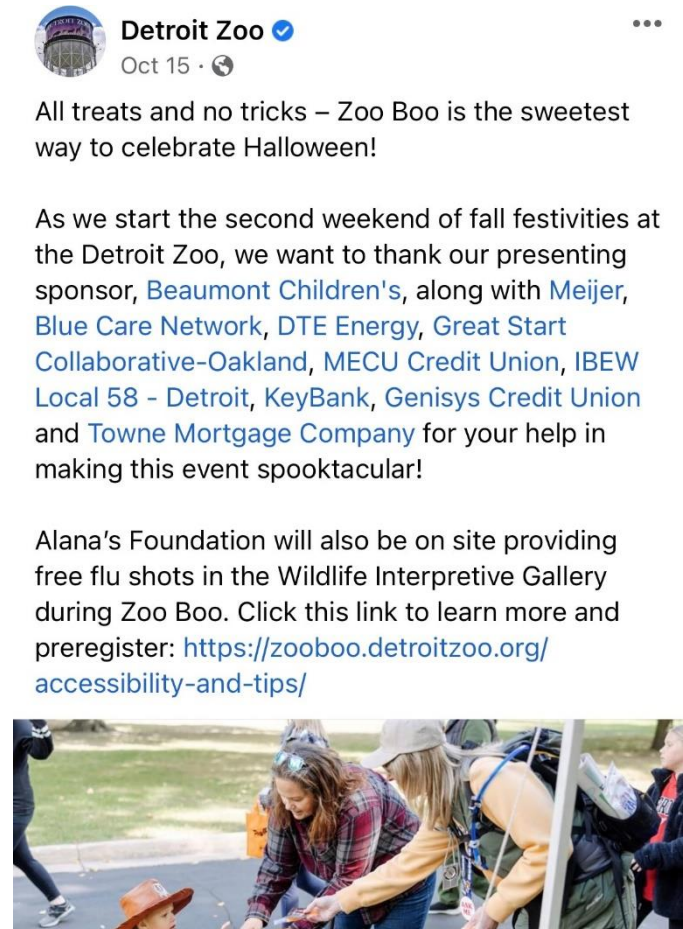
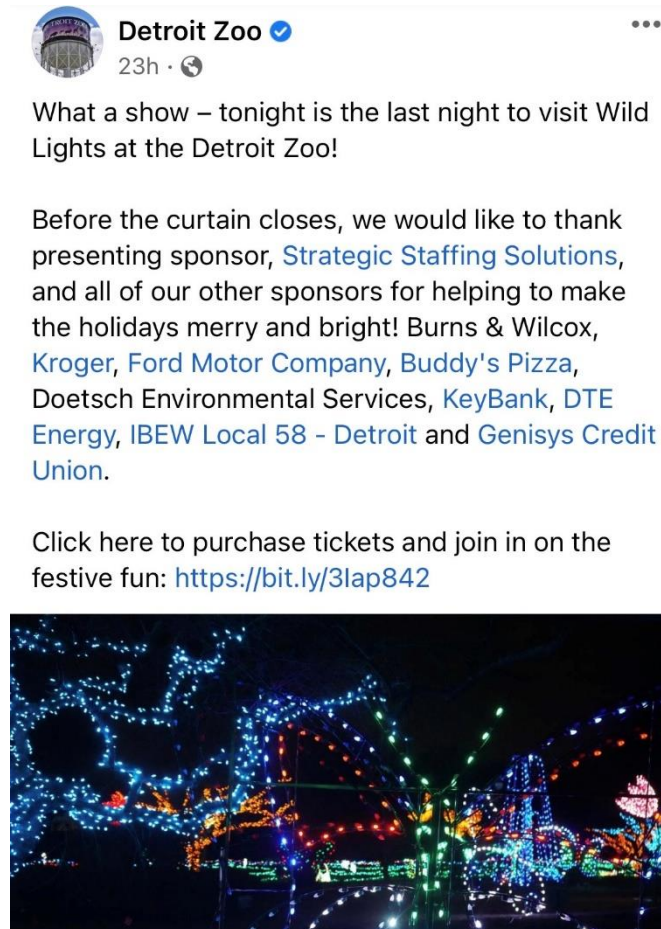
Sponsor recognition in *Habitat*, the Detroit Zoological Society quarterly member magazine



Social Media Features

DETROIT ZOO | detroitzoo.org

Sponsor recognition in social media posts



Website Exposure

DETROIT ZOO | detroitzoo.org

Sponsor logo with link to sponsor website on event webpage

DETROIT ZOO

VISIT EVENTS ANIMALS SUPPORT EDUCATION ABOUT

EVENTS

UPCOMING

21-AND-OLDER

FAMILY

PAST EVENTS

ZOO EVENTS

PRIVATE EVENTS

CONTACT US: ENTERTAINMENT

Bunnyville

March 30 - 31 | 10 a.m. to 3 p.m. | Free with admission

Pop on over to Bunnyville at the Detroit Zoo!

Two days of egg rolling fun are planned for the Detroit Zoo's annual Bunnyville celebration, featuring educational programming, live entertainment, DJ, and much more!

Guests can take part in a golden egg hunt, with more than 100 eggs hidden throughout the Zoo each day. (The egg per family can be redeemed for one prize.) The festivities also include wheelbarrow painting, learning stations, exclusive photo opportunities with the Easter Bunny, The Amazing Clark Magic Show and musical performances by Ann-Mari Academy (Saturday only).

Bunnyville visitors are encouraged to bring a canned or other non-perishable food item to be donated to the Greater Community Food Bank. Each guest with a food donation will receive a reduced admission price of \$13 for adults and is for children parking is not included. While admission for Detroit Zoological Society Members is free, Members are still encouraged to bring food donations. Last year, Bunnyville guests donated more than 6,000 pounds of food, feeding more than 6,000 meals for the local community!

Contact Us: Sponsorships

Sponsors

meijer
Presenting Sponsor

LEGOLAND
DISCOVERY CENTER
MICHIGAN

SEA LIFE
AQUARIUM

POWER

Please contact Matt Opperman to discuss the various packages:
(248) 336-5723 or mopperman@dzo.org

This Event is Presented By:

Strategic Staffing Solutions

Thank You to Our Sponsors:

Ford

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IBEW
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T Mobile

KeyBank

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DTE

BLUEWATER

ROYAL OAK

GENISYS
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MURPHY
SUN SCHOOLS

Michigan Education
Credit Union

PAR
PARKS AND RECREATION

COSMETIC SURGERIES
OF DETROIT, PC

BioLife
BIOTECHNOLOGY

Offers on the Member Perks page can be static or changed out monthly

DETROIT ZOO

TICKETS MEMBERSHIP VOLUNTEER DONATE

VISIT EVENTS ANIMALS SUPPORT EDUCATION ABOUT SHOP

MEMBER BENEFITS AND PERKS

Membership HAS ITS PERKS!

With a Detroit Zoological Society membership, you'll enjoy endless education and entertainment guaranteed to inspire — not to mention great perks such as advance ticket sales, exclusive discounts and of course complimentary admission all year round.

The Detroit Zoological Society is working every day to Celebrate and Save Wildlife and Wild Places. Your membership purchase will support our mission to protect the natural world, continue to be a leader in wildlife conservation and animal welfare and provide education that leads to wildlife appreciation and stewardship.

NEW this year we are introducing enhanced member benefits, simplified categories and new add-on options so you can choose the membership that's right for you!

Become a member today and enjoy these membership benefits:

- Unlimited admission to the Detroit Zoo during daytime public hours
- Free parking during daytime public hours
- Discounts on Zoo merchandise and education programs
- Early ticket access for all public events
- Free subscriptions to digital Habitat magazine and Zino!, our monthly email newsletter
- Reciprocal discounts on admission to zoos and aquariums nationwide
- Convenient, digital membership cards accessible from any device
- NEW! Early bird pricing on tickets to select public events
- NEW! Zoo experience discounts on favorites such as megalogs and dining adventures
- NEW! Exclusive invitations to member appreciation nights and member-only events

*Members are required to pay parking fees for all public events

PURCHASE A MEMBERSHIP

Member Perks

It's more than a Detroit Zoological Society membership! Show your membership card and save! Visit these local area partners for great offers and promotions!

Buddy's Pizza

Visit any of the 10 Detroit-area Buddy's Pizza locations and save \$4 on a 8-inch square pizza by presenting the coupon below and showing your membership card.

Coupon not valid at the Detroit Zoo location

\$4 Off Buddy's Pizza Coupon

KeyBank Bank

Use the red key to make your checking account work harder for you. Stop by any KeyBank branch to open a Key Express Checking® Account or Premium Checking Account.* When you do, we'll give you \$200 with a qualifying direct deposit of \$500 or more.* It's yet another way we're helping you get a little further along on your road to financial wellness.

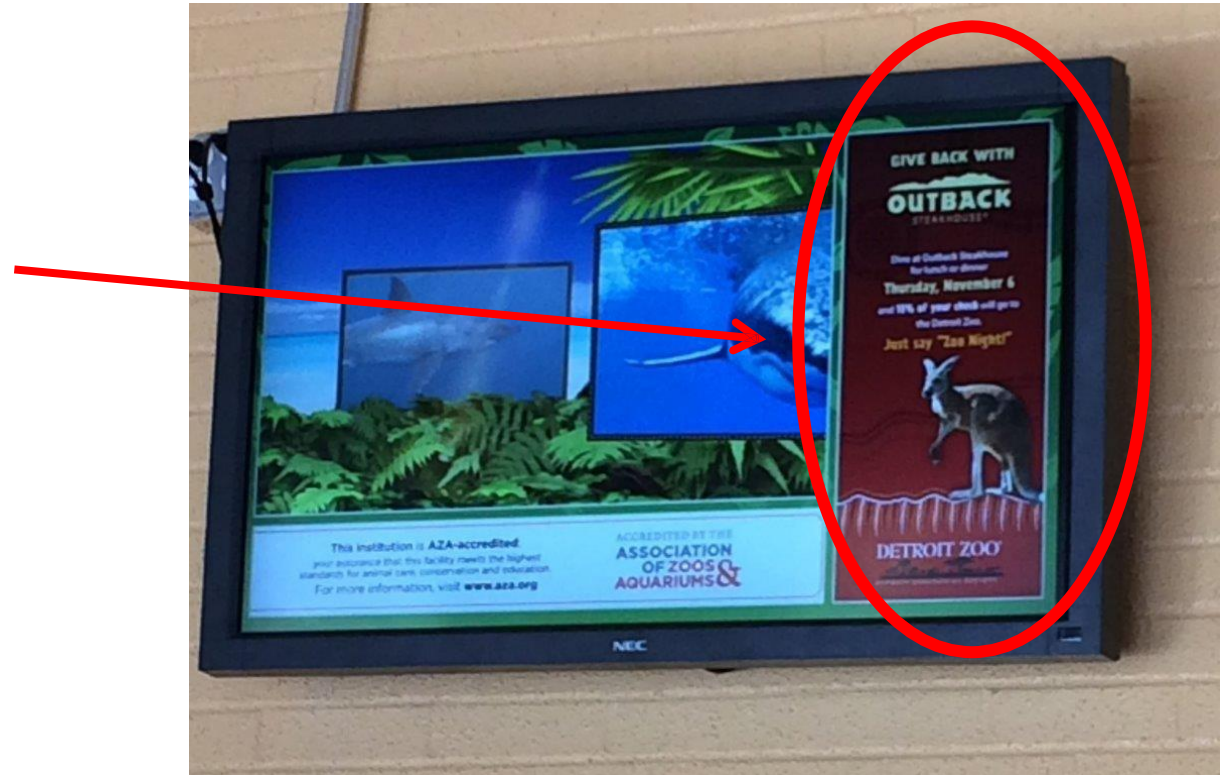
Offer Details

Digital Screens

DETROIT ZOO | detroitzoo.org

Opportunity to put a side banner ad on multiple screens throughout the Zoo

- Table 28 (2)
- Zoofari Market
- Main Train Station (2)
- Africa Train Station (2)



Contact

DETROIT ZOO | detroitzoo.org

Matt Opperman
Director of Corporate and
Foundation Relations
(248) 336-5723
mopperman@dzs.org

Jack Twomey
Corporate Relations Manager
(248) 336-5720
jtwomey@dzs.org

