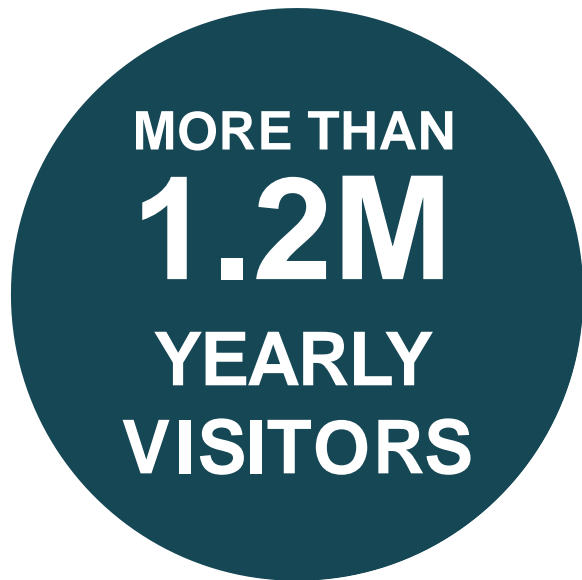


# 2024 Overview and Sponsorship Opportunities

# Who's at the Zoo?

DETROIT ZOO | [detroitzoo.org](http://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](http://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](http://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](http://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](http://detroitzoo.org)





# Event Details



# Public Events

DETROIT ZOO | [detroitzoo.org](http://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 <sup>th</sup> and 21 <sup>st</sup> 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 <sup>th</sup> and 21 <sup>st</sup> 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 <sup>th</sup> 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 <sup>th</sup> and September 11 <sup>th</sup> from 10 am – 3 pm	Free admission for seniors and one adult guest	4,500




# Public Events

DETROIT ZOO | [detroitzoo.org](http://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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> from 6 pm – 10 pm	\$50 General Admission, \$85 VIP, \$30 Designated Driver, \$65 VIP Designated Driver	2,500
<b>Tons of Trucks</b>	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 <sup>th</sup> from 9 am – 1 pm	-	10,000 – 12,000

# Public Events

DETROIT ZOO | [detroitzoo.org](http://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 11-13, 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 4 <sup>th</sup> 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: 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 <sup>th</sup> 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](http://detroitzoo.org)

<u>Event</u>	<u>Description</u>	<u>Date and Time</u>	<u>Admission Fees</u>	<u>Expected Attendance</u>
<b>Sunset at the Zoo</b>	The Zoo's annual fundraising gala features a strolling supper, zoo-themed martinis, live entertainment, and live and silent auctions.	June 21 <sup>st</sup> 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 <sup>th</sup> 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

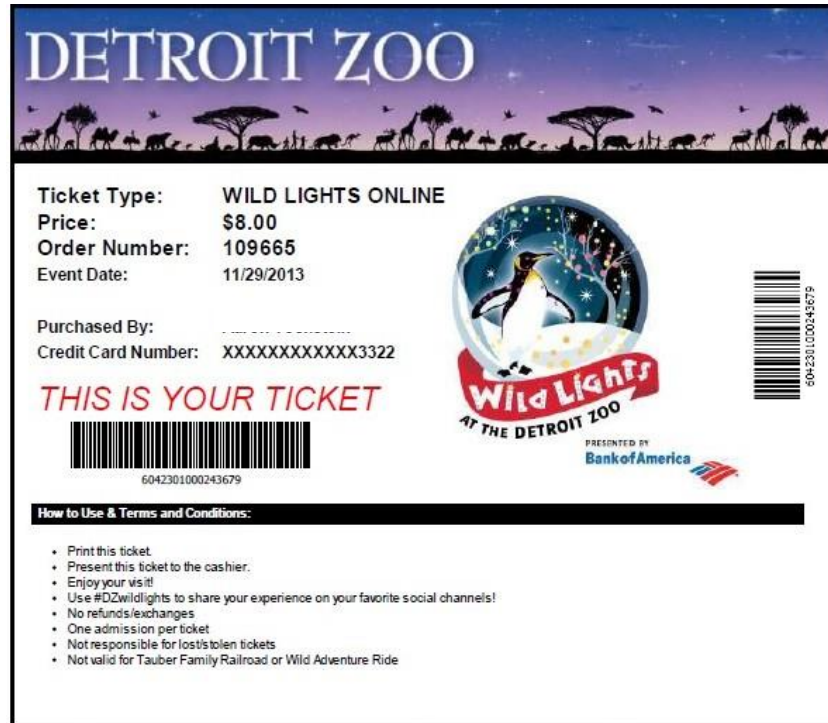
DETROIT ZOO | [detroitzoo.org](http://detroitzoo.org)





# Online Ticket Messaging

DETROIT ZOO | detroitzoo.org



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

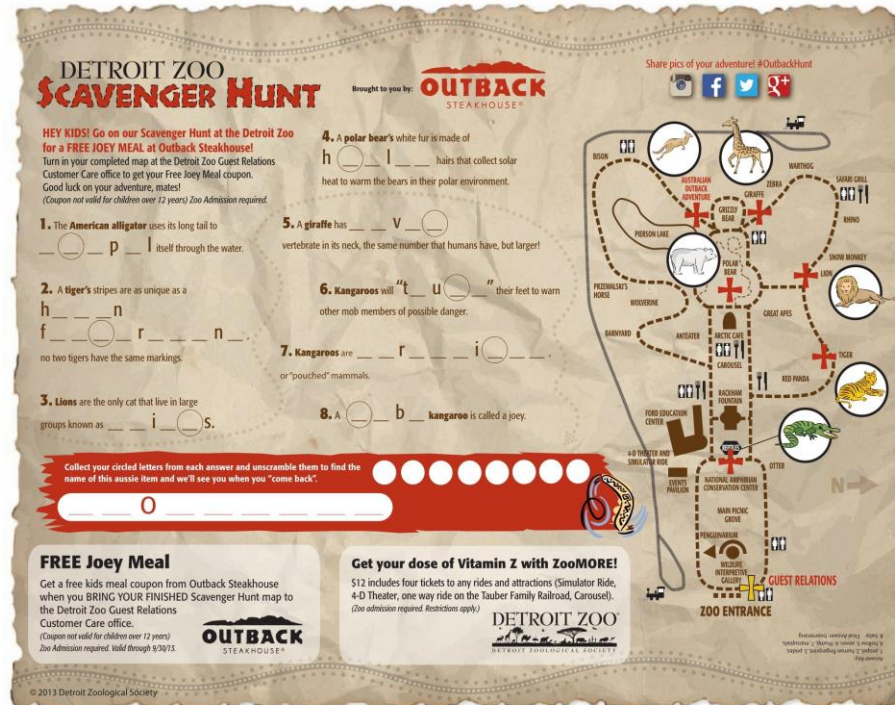


Coupon or image ad on all digital admission tickets or parking passes

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



# Partnership Examples

DETROIT ZOO | [detroitzoo.org](http://detroitzoo.org)

## Scavenger Hunt for FREE meal redemption at participating locations



### 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 peafowl, geese and squirrels. 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 Admittance 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 lift children onto or over fences. Do not enter service areas.

### Non-Smoking and Other Regulations

Smoking and vaping are restricted to one designated smoking area (see map). Shoes and shirts are required. No obscene or indecent clothing. No bicycle riding but if Freestyle playing, skateboarding, roller or in-line skating, shoes with built-in skates, bicycles or scooters. Segways, similar upright assisted mobility devices and hoverboards 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.

**Playscapes**  
The Korman Tadpole Playventure is appropriate for children of all ages. The Burt and Gerry Rissman Playventure is open seasonally for children ages 5-12. Children must be supervised at all times. Clothes with drawstring closures, scarves 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 rhino, 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 Radham Fountain. Pain relievers, antacids, etc., are available in vending machines at certain restrooms.

**Photo/Video Taking**  
Both are permitted only in unrestricted public areas. Photos and videos must be solely 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

**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

**Volunteer Opportunities**  
Support your Zoo by volunteering! To learn more about volunteer opportunities with the Detroit Zoological Society, call Volunteer Services at (248) 541-5717 ext. 3802, visit [dzo.org/volunteer](http://dzo.org/volunteer) or email [volunteer@dzo.org](mailto:volunteer@dzo.org).

**A Wild Ride**  
To view this season's selections,  
visit [dzoo.org/extras](http://dzoo.org/extras).

**Simulator Ride (seasonal)**  
The Simulator Ride, located inside the Wild Adventure Zone, is an awesome educational, action-packed thrill ride. See

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, shows films that deliver technology enhanced with 4-D effects, including wind, mist, scents, backdrops and

**Tauber Family Railroad**

The train carries passengers to and from the Chrysler Main Station near the entrance and the Africa Station at the farthest corner of the Zoo (weather permitting). Available

**Carousel (seasonal)**  
The 36-foot wood and brass Carousel, located

adjacent to the Arctic Café, features an enchanting assortment of 33 hand-carved 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) 336-5005.

Photo by [www.mollypopsphotography.com](http://www.mollypopsphotography.com)

**You Belong Here!**  
Get a year's supply  
of Vitamin Z.

**THREE WAYS TO JOIN!**

-  **Online** at [dco.org/join](http://dco.org/join)  
(email questions to [info@dco.org](mailto:info@dco.org))
-  **In person** at the Membership sales booth (successor) 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](http://dzoo.org/green)

- The first zoo-based anaerobic digester that converts 500 tons of animal waste into energy annually to help power the animal hospital

- Powered with 100% renewable electricity
- Diverting 60,000 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 shops

### Celebrating and Saving Wildlife

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](http://www.dzoo.org/give).

The image shows three promotional cards for family-friendly activities. The first card on the left is for SeaLife Michigan, featuring a large sea turtle swimming in blue water. The middle card is for Legoland Discovery Center, showing a child playing with a large red and yellow LEGO structure. The third card on the right is for Play City, featuring a child playing on a colorful playground structure.

**FREE Child Ticket with full price Adult Ticket**

Times & credits is apply. Other booking charge, insurance  
Not valid for Casino Tickets. Expires 4/30/18. Code: WLD18

non entry

Coupon on all Zoo maps visitors receive upon entry into the Zoo



# Partnership Examples

DETROIT ZOO | [detroitzoo.org](http://detroitzoo.org)

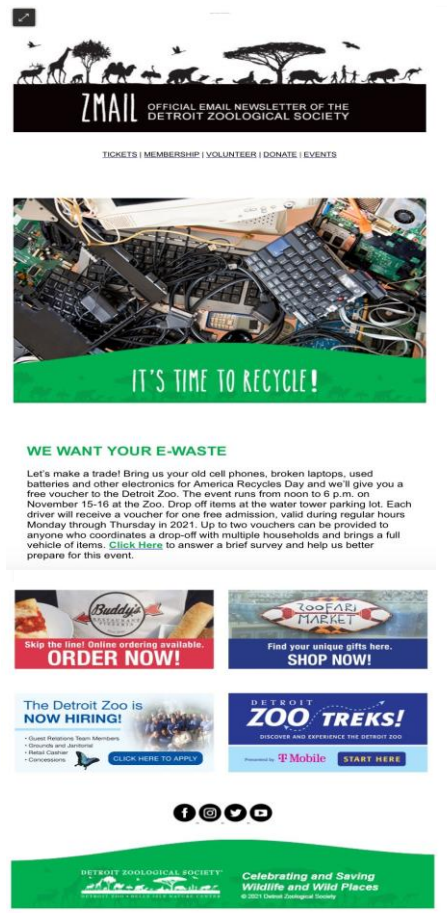


Opportunity to sponsor a specific animal habitat for one (1) full year

# Digital Media Features

DETROIT ZOO | [detroitzoo.org](http://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.

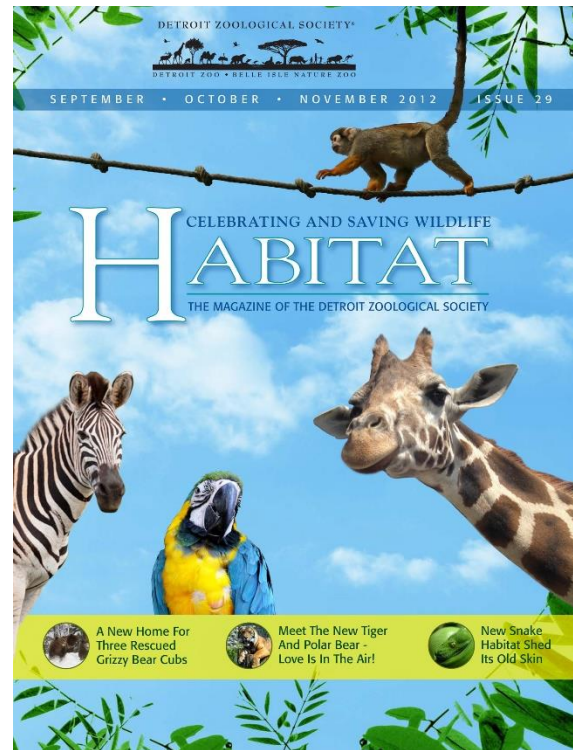
*Wild Lights* is also sponsored by Kroger, Ford Motor Company, T-Mobile, DTE Energy, KeyBank, Doetsch Environmental Services, Buddy's Pizza, IBEW Local 58 and Genisys Credit Union. Visit [wildlights.detroitzoo.org](http://wildlights.detroitzoo.org) for information and tickets.



# Media Features

DETROIT ZOO | [detroitzoo.org](http://detroitzoo.org)

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

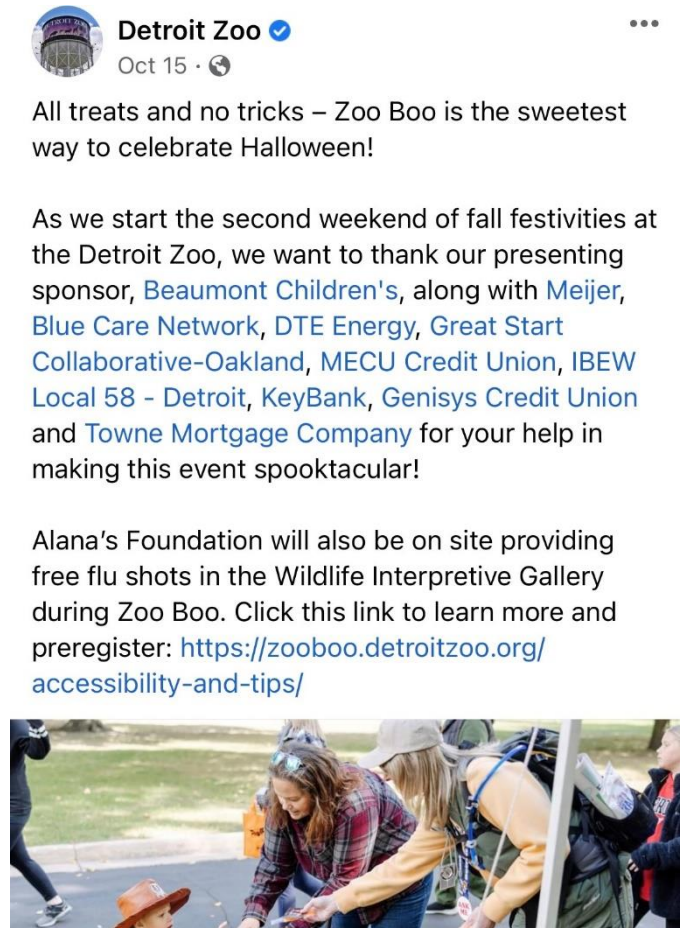
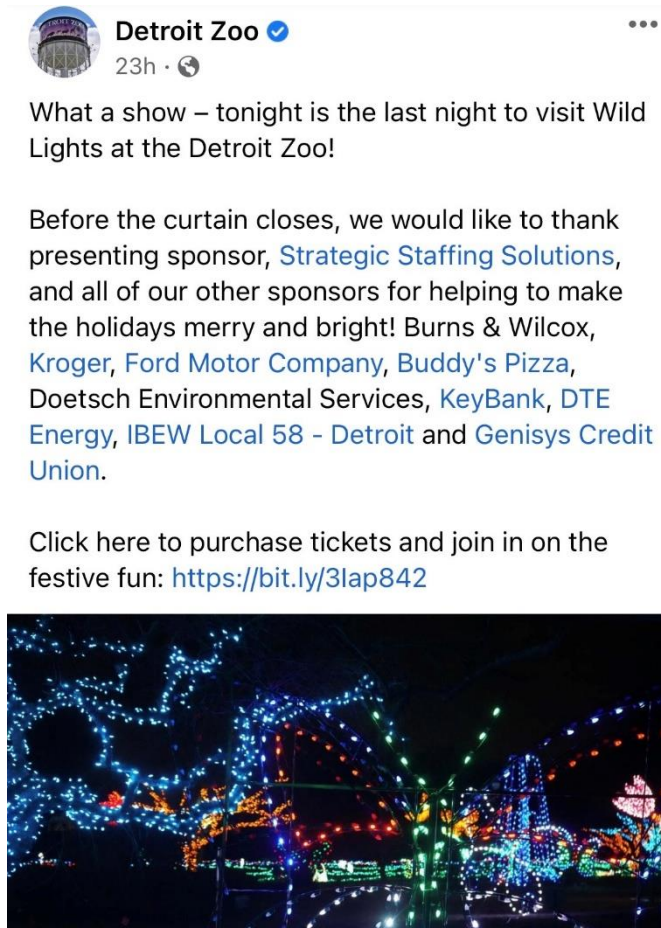
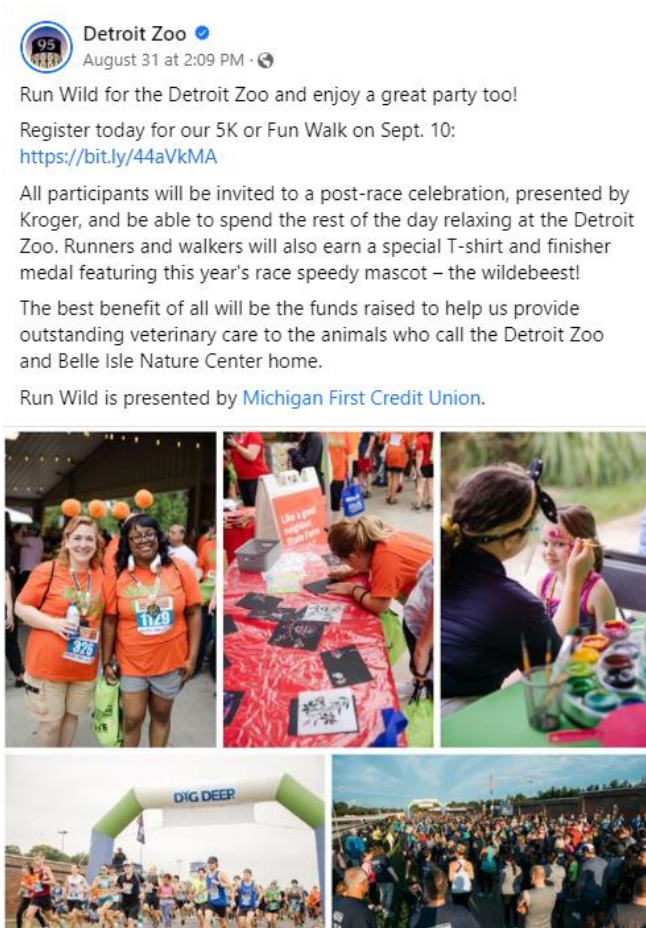




# Social Media Features

DETROIT ZOO | [detroitzoo.org](http://detroitzoo.org)

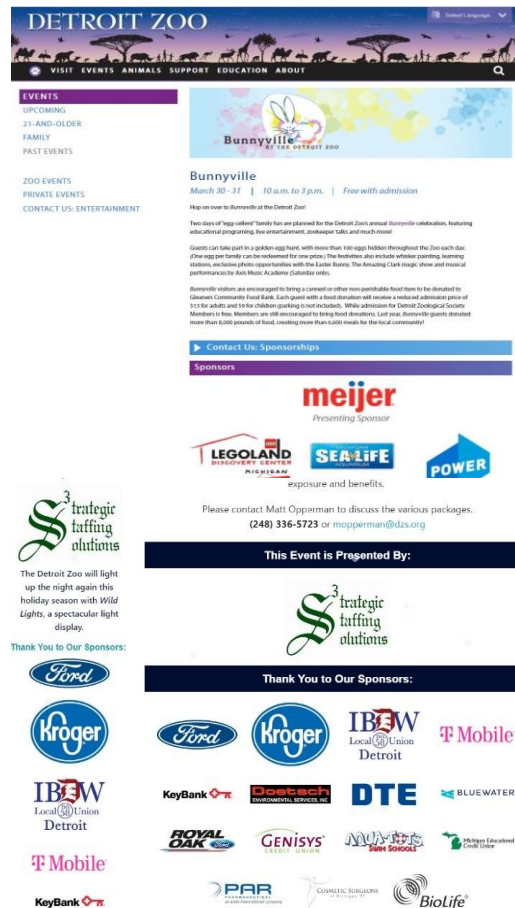
## Sponsor recognition in social media posts



# 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

Two days of egg rolling fun are planned for the Detroit Zoo's annual Bunnyville celebration, featuring educational programming, live entertainment, 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 carrot or other non-perishable food item to be donated to Greater Community Food Bank. Each guest with a food donation will receive a reduced admission price of \$13 for adults and \$7 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:**

**3 strategic staffing solutions**

The Detroit Zoo will light up the night again this holiday season with Wild Lights, a spectacular light display.

Thank You to Our Sponsors:

**Ford**

**Kroger**

**IBEW**  
Local 56 Union  
Detroit

**T Mobile**

**KeyBank**

**Dow Chemical**

**DTE**

**BLUEWATER**

**ROYAL OAK**

**GENISYS**  
LEADERSHIP

**MURPHY**  
SUN SCHOOLS

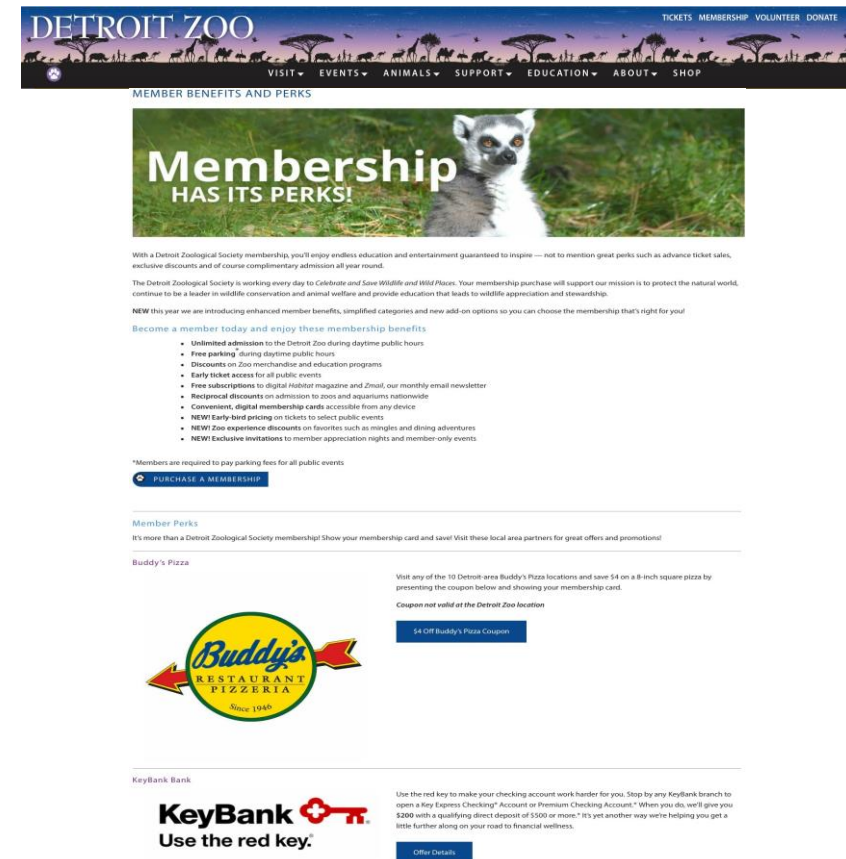
**Michigan Education**  
Credit Union

**PAR**  
PARKS AND RECREATION

**COASTAL SURGEONS**  
OF MICHIGAN, PC

**BioLife**

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 Hobbit 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**

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**

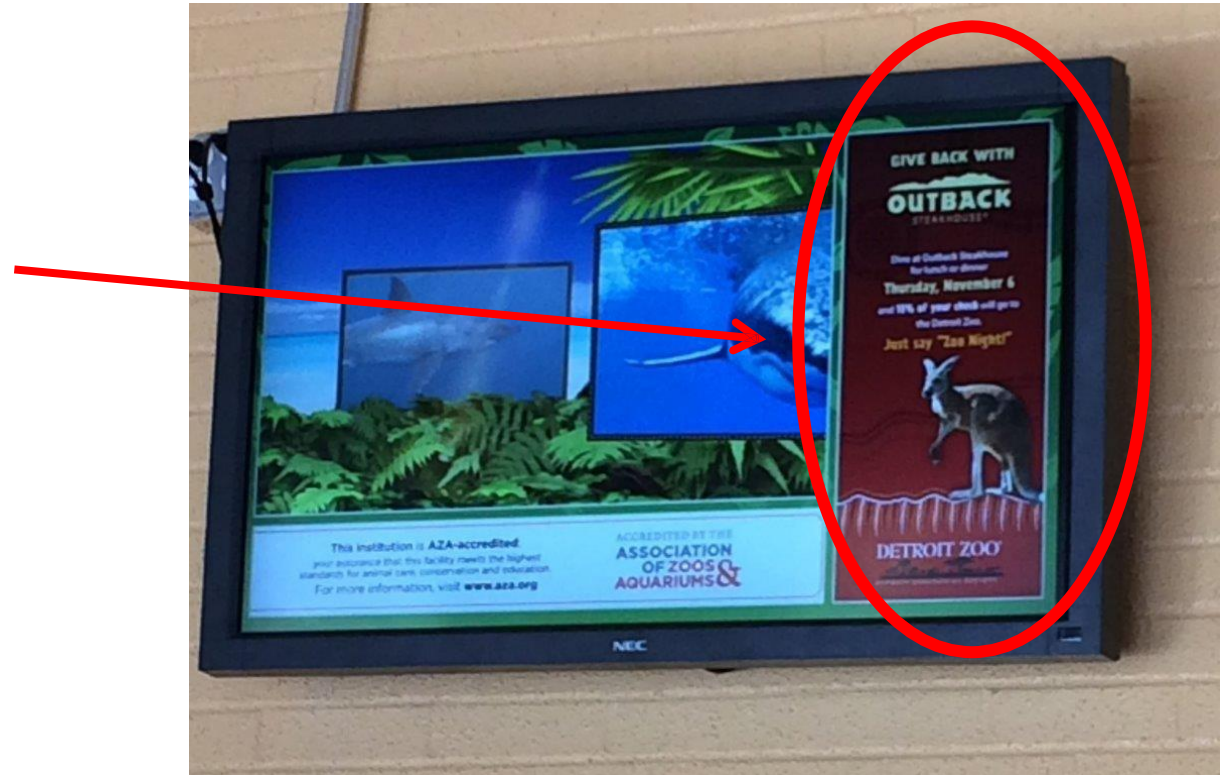


# Digital Screens

DETROIT ZOO | [detroitzoo.org](http://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](http://detroitzoo.org)

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

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

