

Detroit Zoological Society

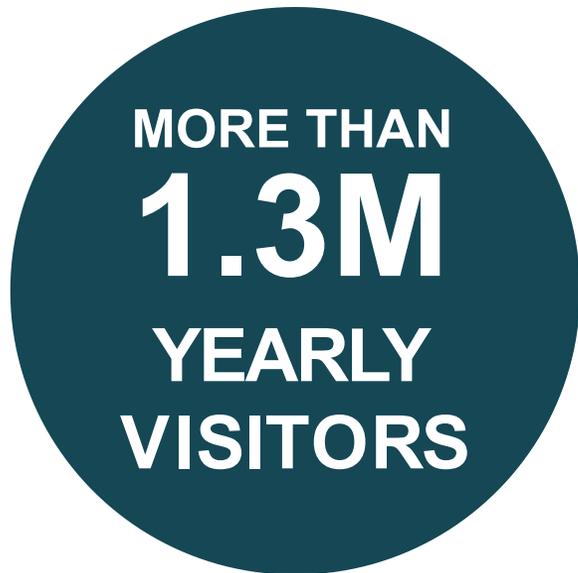


2026 Overview and Sponsorship Opportunities



Who's at the Zoo?

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



Donate over 100,000 hours of their time a year

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 to \$74,999: 19.4%
\$75,000 to \$99,999: 24.0%
\$100,000 to \$149,999: 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:	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

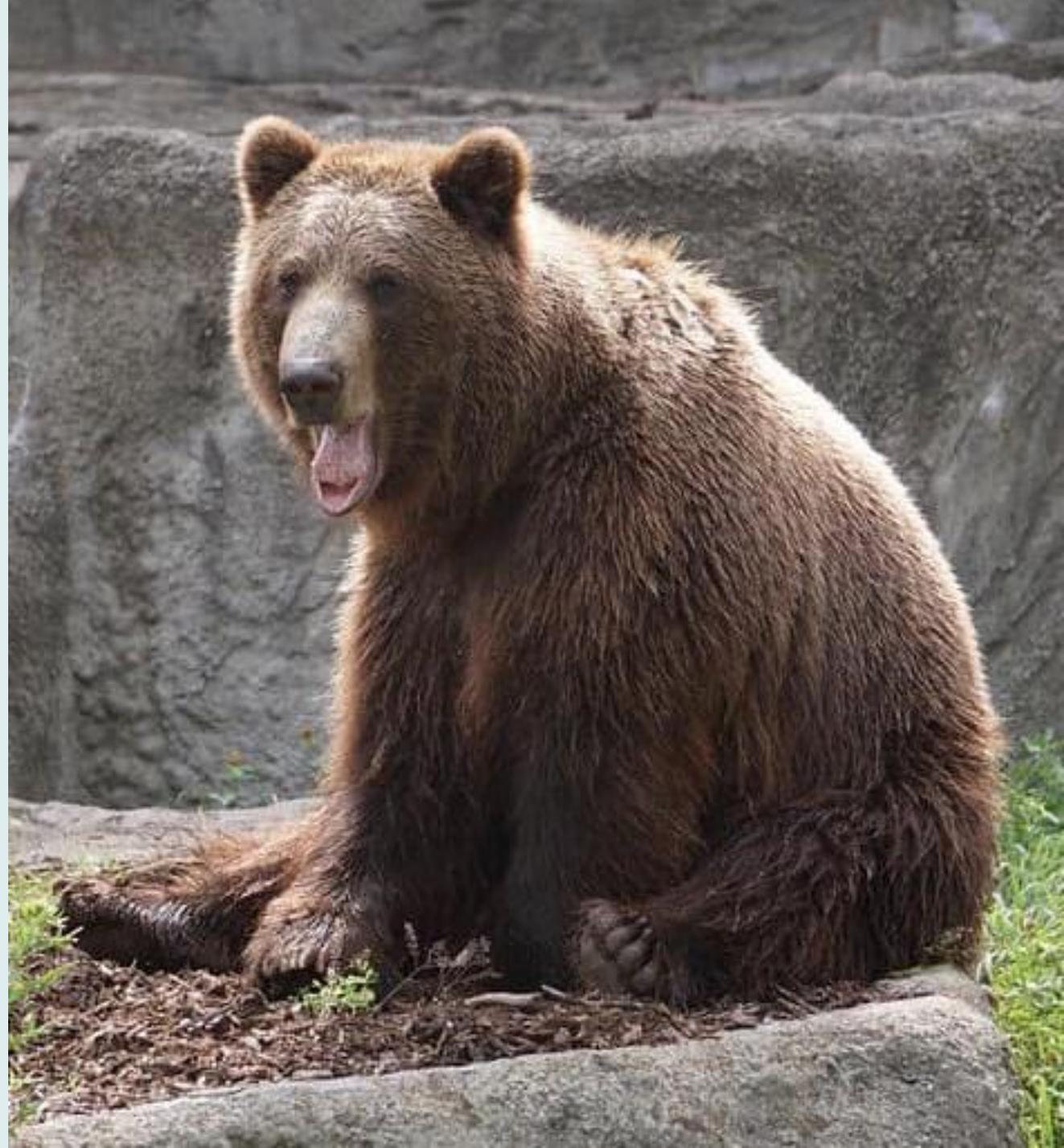
Partnership Benefits

- Over 45,000 Detroit Zoo members and 1.3 million visitors yearly
- Recognition in *Zmail*, the Detroit Zoological Society monthly e-newsletter (88,000+ distribution)
- Recognition in *Habitat*, the Detroit Zoological Society quarterly member magazine (45,000 distribution)
- Recognition on the events web page on the Detroit Zoological Society website (63,000 unique monthly visitors)
- Recognition on the Detroit Zoo Facebook page (385,000+ 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
- Opportunity to provide volunteers for events and for landscaping projects
- Opportunity to partner on educational and community programs
- Complimentary general admission and event tickets
- Category exclusivity

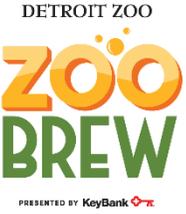
Some of Our Partners



Event Details



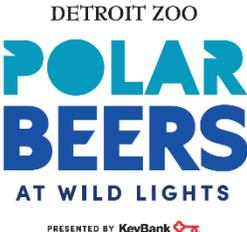
Public Events

<u>Event</u>	<u>Description</u>	<u>Date and Time</u>	<u>Admission Fees</u>	<u>Expected Attendance</u>
 <p>DETROIT ZOO Bunnyville PRESENTED BY meijer</p>	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.	April 3 and 4 from 9 am – 3 pm	Free with Zoo admission, free for Zoo members	30,000
 <p>DETROIT ZOO GreenFest PRESENTED BY Consumers Energy</p>	A festival celebrating sustainable living with fun activities, live entertainment, habitat chats, food trucks, and more.	April 11 and 12 from 9 am – 3 pm	Free with Zoo admission, free for Zoo members	15,000
 <p>Recycling EVENT AT THE DETROIT ZOO</p>	Help divert waste from local landfills by dropping off old and unused electronics. As a reward, earn complimentary tickets to the Detroit Zoo.	April 18 and 19 from 9 am – 12 pm	Free to participate	1,000
 <p>DETROIT ZOO ZOO BREW PRESENTED BY KeyBank</p>	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 15 from 6 pm – 10 pm	\$50 General Admission, \$85 VIP, \$30 Designated Driver, \$60 Designated Driver VIP	2,500
 <p>Detroit ZOO DINOSAURIA PRESENTED BY Michigan First</p>	The Zoo’s Summer Attraction Trail filled with animatronic displays for guests of all ages to walk along	May 23 to September 7	\$6 ticket purchased at mouth of trail	160,000

Public Events

<u>Event</u>	<u>Description</u>	<u>Date and Time</u>	<u>Admission Fees</u>	<u>Expected Attendance</u>
 <p>DETROIT ZOO Tri-county Senior Day PRESENTED BY Macomb County Oakland County Wayne County</p>	Senior citizens residing in Macomb, Oakland, and Wayne Counties can enjoy live entertainment, tram tours, habitat chats, and a senior resource area.	May 27 from 9 am – 3 pm	Free admission for event attendees	5,000
 <p>DREAM NIGHT PRESENTED BY Michigan Educational Credit Union</p>	This private event invites children, who are chronically ill or have special needs, and their families and caregivers for a fun filled and relaxed complimentary evening at the Zoo.	June 5 from 6 pm – 9 pm	A free event intended for families who have a child with a chronic or terminal illness	1,000
 <p>DETROIT ZOO Summer SIPS PRESENTED BY KeyBank</p>	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 17 from 6 pm – 10 pm	\$50 General Admission, \$85 VIP, \$30 Designated Driver, \$65 VIP Designated Driver	2,500
 <p>Wild Summer Nights</p>	A 9-date concert series throughout the summer. Artists and performances for all ages.	July 1, 8, 15, 22, 29; August 5, 12, 19, 26 from 5 pm – 7:30 pm	Free with the purchase of a general admission ticket	~15,000 for all 9 dates

Public Events

<u>Event</u>	<u>Description</u>	<u>Date and Time</u>	<u>Admission Fees</u>	<u>Expected Attendance</u>
 <p>DetroitZOO ZOO BOO PRESENTED BY Corewell Health Children's</p>	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 3, 4, 9, 10, 11, 16, 17, 18, 23, 24, 25 from 4 pm to 9:30 pm	\$17 - \$25 per person Children ages 2 and under are free	40,000+
 <p>DETROIT ZOO SPOOKY SPIRITS PRESENTED BY KeyBank</p>	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 2 from 6 pm – 10 pm	\$50 General Admission, \$85 VIP, \$30 Designated Driver, \$65 VIP Designated Driver	2,500
 <p>DetroitZOO WILD LIGHTS PRESENTED BY Michigan First CREDIT UNION</p>	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.	30 select evenings from November 21 to January 3 from 5 pm to 9/10:30	Ticket packages range from \$17 – \$65 per person	160,000+
 <p>DETROIT ZOO POLAR BEERS AT WILD LIGHTS PRESENTED BY KeyBank</p>	This 21+ event features a selection of specialty cocktails, beer, wine, and more! Enjoy live entertainment, games, and access to Wild Lights.	December 3 from 6 pm – 10 pm	\$50 General Admission, \$85 VIP, \$30 Designated Driver, \$65 VIP Designated Driver	2,500

Fundraising Events

<u>Event</u>	<u>Description</u>	<u>Date and Time</u>	<u>Admission Fees</u>	<u>Expected Attendance</u>
 <p>Sunset AT THE ZOO PRESENTED BY KeyBank</p>	The Zoo's annual fundraising gala features a strolling supper, zoo-themed martinis, live entertainment, and live and silent auctions.	June 20 from 7 pm – 11 pm	\$250 GA Ticket and \$600 VIP Ticket	2,500
 <p>Detroit ZOO RUN Wild PRESENTED BY Michigan First</p>	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 7 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)	3,000

Detroit ZOO
Entitlement Assets



On-Site Activation



Online Ticket Messaging

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



**Corewell Health William
Beaumont University Hospital
Pediatric Emergency
Department**



Take a virtual tour at beaumont.org/pediatric-ec

Jake, your tickets are ready!
We can't wait for your visit to the Detroit Zoo! Support our sustainability efforts by downloading your digital tickets below.

[DOWNLOAD TICKETS](#)

For iPhone, add each ticket to your Apple Wallet.
For Android, take a screenshot of your mobile ticket to access at the gate.

Proud Pizza Partner of

THE DETROIT ZOO

THE ORIGINAL
Buddy's
DETROIT-STYLE PIZZA

\$4.00 OFF PROMO CODE | ZOO4

ANY 8-SQUARE PIZZA For locations & more
Visit BuddysPizza.com

Not valid at Buddy's Pizza Detroit Zoo location. Not valid with any other discount or special. Valid at all other locations for online, call-in, and drive-in orders. One offer per order, per table, per visit. Expires 12/31/24.



Dijana, your event tickets are ready!

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Not valid at Buddy's Pizza Detroit Zoo location. Not valid with any other discount or special. Valid at all other locations for online, call-in, and drive-in orders. One offer per order, per table, per visit. Expires 12/31/24.

PLAN YOUR VISIT

Directions
 Daily calendar
 Zoo map
 Things to know



Upcoming events
From exciting events to relaxing moments, there's something for everyone to enjoy.

[View all events](#)



Become a member
Members get more — including guaranteed admission, free parking always, discounts, early-bird ticket access to our most popular events and so much more.

[View all members](#)

YOUR ORDER SUMMARY

Card# 00000000000000000000000000000000

Order Ref: 007830

Item	Qty	Unit Price	Total												
General Admission Zoo Admission Tuesday, June 18, 2024	1	\$14.00	\$14.00												
Total Subtotal		\$14.00	\$14.00												
<ul style="list-style-type: none"> • (1) General Ticket • (1) Adult Ticket • (1) Children's Ticket • (1) 80-Timeout Ticket 															
<table style="width: 100%; font-size: 8px;"> <tr> <td>Service</td> <td style="text-align: right;">\$20.00</td> </tr> <tr> <td>Convenience Fee</td> <td style="text-align: right;">\$2.00</td> </tr> <tr> <td>Admission Tax</td> <td style="text-align: right;">\$0</td> </tr> <tr> <td>State Tax</td> <td style="text-align: right;">\$0</td> </tr> <tr> <td>Shipping</td> <td style="text-align: right;">\$1.00</td> </tr> <tr> <td>Order Total</td> <td style="text-align: right;">\$37.00</td> </tr> </table>				Service	\$20.00	Convenience Fee	\$2.00	Admission Tax	\$0	State Tax	\$0	Shipping	\$1.00	Order Total	\$37.00
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**Corewell Health William
Beaumont University Hospital
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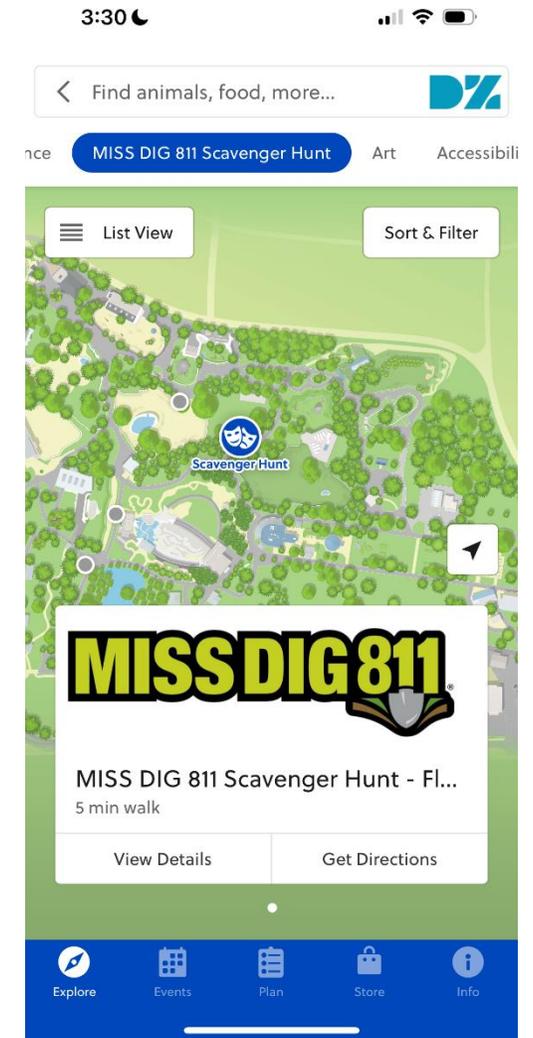
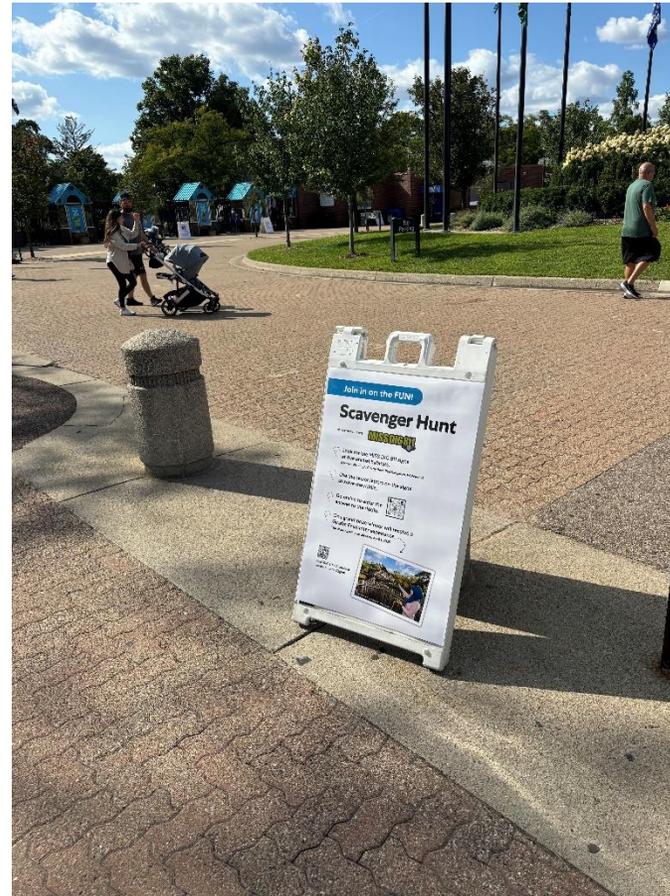
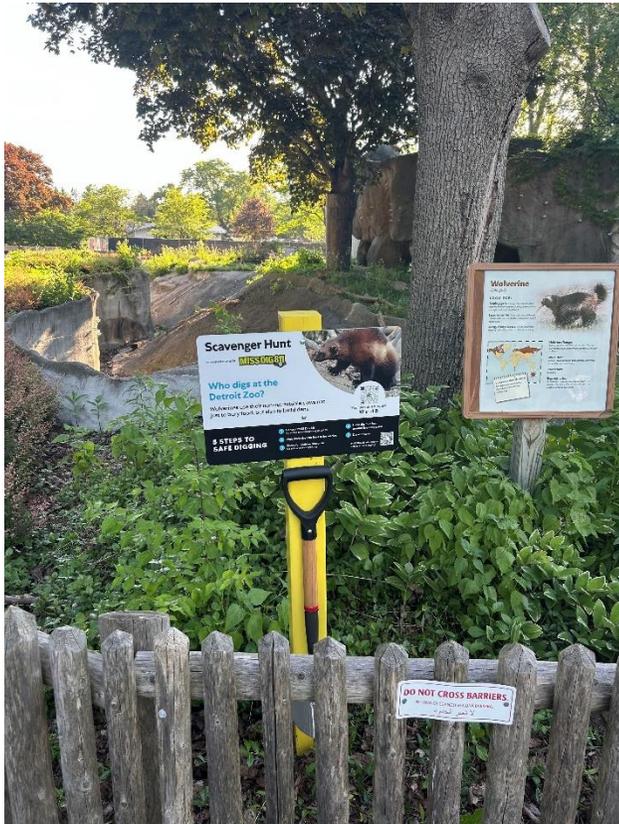
Become a member
Members get more — including unlimited admission, free parking always, discounts, early-bird ticket access to our most popular events and so much more.

[Learn more](#)

YOUR ORDER SUMMARY

Partnership Examples

Display a scavenger hunt in the Zoo.
Winners can receive a partner item or a special experience from the Zoo, courtesy of the partner



Year-Round Recognition

DetroitZOO | detroitzoo.org



Opportunity to receive presenting sponsor recognition at an animal habitat for one (1) full year

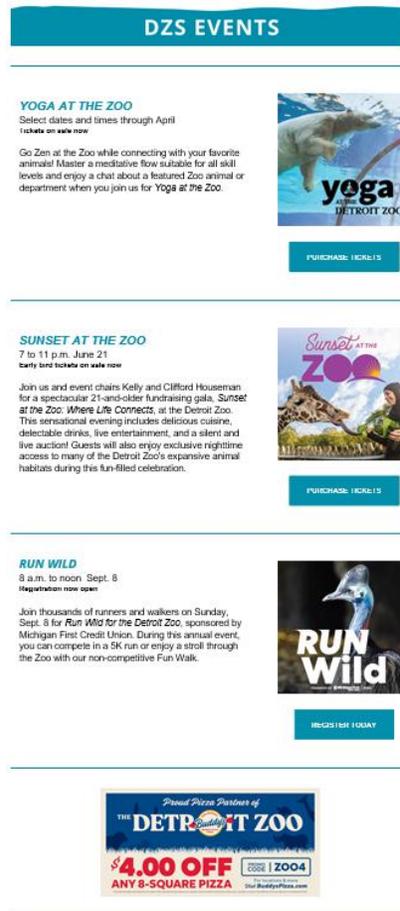
Year-Round Recognition



Opportunity to have presenting sponsor recognition of a venue/event space at the Zoo

Media Features

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



Sponsor recognition in press releases

MEDIA ADVISORY: There is Still Time to Register for *Run Wild for the Detroit Zoo!*

5K and Fun Walk to support veterinary care for the animals who call the Zoo home

ROYAL OAK, Mich. (Sept. 4, 2024) — Lace up your running shoes and join us at [Run Wild for the Detroit Zoo](#), presented by Michigan First Credit Union!

WHAT: There is still time to register for *Run Wild for the Detroit Zoo!* During this annual event, participants can compete in a 5K run or enjoy a stroll through the Zoo with our non-competitive Fun Walk. Those who register can expect:

- A commemorative *Run Wild for the Detroit Zoo* T-shirt*
- A unique, collectible finisher medal highlighting Neo the southern cassowary
- Admission to the Detroit Zoo following the race
- Access to the Post Race Party featuring food, a cash bar, live entertainment, photo opportunities, children's activities and more
- Free admission to *Dinosauria*, an immersive trail featuring life-sized animatronic dinosaurs

Best of all, *Run Wild for the Detroit Zoo* raises critical funds for the Ruth Roby Glancy Animal Health Complex and helps us provide outstanding veterinary care for the animals at the Detroit Zoo and Belle Isle Nature Center.

Register and learn more at dzoo.org/runwild.

*T-shirt availability is not guaranteed for registration after Sept. 1.

WHEN: 8 to 11:30 a.m. Sunday, Sept. 8

WHERE: [The Detroit Zoo](#)
8450 W. 10 Mile Road
Royal Oak, MI 48067

PARTNERS AND SPONSORS: *Run Wild* is presented by Michigan First Credit Union. The event is also supported by Pepsi, DTE, MISS DIG 811, IBEW Local 58, Lincoln of Troy, Athletico, Terminix and Means Industries.

Media Features

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



ZOO BOO

5 TO 9 P.M. OCT. 11 AND 15
2 TO 9 P.M. OCT. 12-13 AND 19-20
TICKETS ON SALE NOW

Get ready for some spook-tacular fun at Zoo Boo, presented by Corewell Health! Explore the Zoo, experience festive pumpkin displays and strolling entertainment, and capture memories with themed photo opportunities — all while visiting each of the treat station spots throughout the Zoo. You'll also explore our Jack O' Lantern Journey and meet some of our favorite characters!

Great for: Families with young children

PRESENTED BY
Corewell Health

EVENTS

There is so much to see and do at the Zoo From family-friendly festivities to adults-only happenings, our summer events lineup is sure to have you celebrating wildlife all season long. Explore all our events at detroitzoo.org/events

DINOSAURIA
6 TO 10 P.M. MAY 25
TICKETS ON SALE NOW

Step back in time for an exclusive behind-the-scenes look at the Zoo's Mesozoic Era. Dinosauria, presented by Michigan First Credit Union, returns to the Zoo with our most exciting and interactive event of the season.

SUMMER SIPS
5 TO 9 P.M. JULY 19
TICKETS ON SALE NOW

Up and see wild! At Summer Sips, enjoy a complimentary drink and appetizer while you relax and enjoy the Zoo's beautiful grounds.

MEMBER ONLY EVENINGS
7 TO 9 P.M. AUG. 18, AUG. 19, AUG. 21
FREE FOR MEMBERS

Members will have the exclusive opportunity to visit the Zoo after hours with access to all 22 acres to explore. Sign the closed and only after hours members of all ages and memberships have the exclusive opportunity to visit the Zoo after hours.

WILD SUMMER NIGHTS
6 TO 10 P.M. AUG. 1, AUG. 2, AUG. 3
FREE WITH ZOO ADMISSION | FREE FOR MEMBERS

Get your groove on at the Zoo during Wild Summer Nights. Enjoy a complimentary drink and appetizer while you relax and enjoy the Zoo's beautiful grounds.

BIKE SAFARI
6 TO 10 P.M. AUG. 1
TICKETS ON SALE NOW

Enjoy an exclusive opportunity to take your bike through the Detroit Zoo and enjoy an after-hours look at our beautiful grounds. Bike Safari is for guests of all ages.



YOGA AT THE ZOO

SELECT PROMOS AND EXCLUSIVE ON SALE NOW

RUN WILD
8 A.M. TO NOON SEPT. 8
REGISTRATION NOW OPEN

Join thousands of runners and walkers on Sunday, Sept. 8 for Run Wild for the Detroit Zoo. Sponsored by Michigan First Credit Union, this exciting event, you can complete a 5K run or walk a trail through the Zoo with our non-competitive Fun Walk.

SENIOR DAY
10 A.M. TO 12 P.M. SEPT. 8
FREE FOR THE COUNTY SENIORS

Bring the picnic or meet friends. Senior Day presented by Blue Care Network is a special day for seniors. Enjoy a complimentary drink and appetizer while you relax and enjoy the Zoo's beautiful grounds.

TONS OF TRUCKS
9 A.M. TO 12 P.M. SEPT. 14
TICKETS COMING SOON

Enjoy an evening of fun and excitement at Tons of Trucks presented by Public Service Energy Group. This exciting event, you can complete a 5K run or walk a trail through the Zoo with our non-competitive Fun Walk.

EVENTS at the Zoo

Bunnyville
PRESENTED BY Meijer

BUNNYVILLE | March 29-30 | 10 a.m. to 3 p.m.
Free with Zoo admission | free for members
Spring into fun at Bunnyville, presented by Meijer! At this annual, family-friendly "egg-stravanza," you can ring in the season with fun activities sure to put a hop in your step.

GreenFest
PRESENTED BY Consumers Energy

GREENFEST | April 20-21 | 9 a.m. to 3 p.m.
Free with Zoo admission | free for members
Discover the magic of sustainability at GreenFest, presented by Consumers Energy! Learn to live greener and protect our planet while enjoying the Zoo, educational activities, delicious food and so much more.

E-Recycling Event
PRESENTED BY S&B

E-RECYCLING | April 20-21 | 9 a.m. to noon
Free to participate
Dusty, unwanted electronics cluttering your home? Recycle them at E-Recycling, presented by Suburban Subaru of Troy, and help divert waste from local landfills! As a bonus, you will earn a free ticket to the Zoo for each carload you recycle.

Dinosauria
PRESENTED BY Michigan First Credit Union

DINOSAURIA | May 25 – Labor Day
Tickets coming soon
Step back in time — all the way back to the Mesozoic Era — this summer! Dinosauria presented by Michigan First Credit Union, returns, featuring life-like animatronic dinosaurs along a winding trail inside the Zoo. Dinosauria is also sponsored by MISS DIG 811, Corewell Health, Meijer, Consumers Energy and Doetsch Environmental Services.

ZOO BREW
PRESENTED BY KeyBank

ZOO BREW | May 17 | 6 to 10 p.m.
Tickets coming soon
Hop over to the Detroit Zoo for a wild night out! Zoo Brew, presented by KeyBank, offers a local selection of delicious brews amidst 125 acres of adventure. Guests will receive a welcome beer upon entry provided by Griffin Claw Brewing.

Tri-county Senior Day
PRESENTED BY Blue Care Network

SENIOR DAY | June 5 | 10 a.m. to 3 p.m.
Free for tri-county seniors 62 and older
Calling the young at heart! Seniors residing in Macomb, Oakland and Wayne counties can enjoy a special day at the Detroit Zoo during Senior Day, presented by Blue Care Network.

Sunset at the Zoo
PRESENTED BY Blue Care Network

SUNSET AT THE ZOO | June 21 | 7 to 11 p.m.
Tickets on sale now
Join The Detroit Zoological Society and event chairs Kelly and Clifford Houseman for a spectacular 21-and-older fundraising gala, *Sunset at the Zoo: Where Life Connects*. Guests will enjoy live entertainment, delicious food and drink and so much more while raising critical funds for the Zoo.



From family-friendly festivities to adults-only happenings, every event hosted at the Detroit Zoo furthers our mission of creating meaningful connections between people, animals and the natural world so all can thrive. Check out our featured events for November through January:

EXPLORE OUR FULL EVENT LINEUP: dzoo.org/events

WILD LIGHTS

SELECT EVENINGS NOVEMBER THROUGH JANUARY; TICKETS COMING SOON

Wild Lights has been a treasured holiday tradition for more than a decade. You'll encounter enchanting animal-themed light sculptures that create a magical experience for all ages. Prepare to be mesmerized by millions of twinkling LED lights transforming the Zoo into a winter wonderland.

PRESENTED BY
Corewell Health Children's



POLAR BEERS

6 TO 10 P.M. DEC. 5
TICKETS COMING SOON

Enjoy two events for the price of one! Polar Beers, presented by KeyBank, is an exclusive 21-and-older tasting event where you can sample a variety of local favorites and seasonally themed brews. You also get to experience all the magic of Wild Lights in the same evening!

PRESENTED BY
KeyBank

Social Media Features

Sponsor recognition in social media posts

10:01

DETOITZOO Posts



99 likes

detroitzoo Spend a day at the Zoo – with trucks, too!

Tons of Trucks on Sept. 14 will be tons of fun and sure to rev up your truck-obsessed tots! In addition to the visiting vehicles, guests will enjoy a full day at the Zoo that includes special "motor-rific" activities like free face painting, a meet and greet with TV rescue pup characters and more!

Tons of Trucks tickets include Zoo admission – members enjoy special pricing and early access. Advanced tickets are required for this popular event. Click the link in our bio to learn more and get your tickets.

#DetroitZoo #Trucks #TouchATruck #Kids

Tons of Trucks is presented by Public Service Credit Union.

Detroit Zoo

January 22 at 4:05 PM

Turn gym goals into Run Wild gold – our annual 5K and Fun Walk is on Sept. 8!

Sign up today: <https://bit.ly/3Saokzb>

Run Wild for the Detroit Zoo is sponsored by Michigan First Credit Union.



84 likes

Like Comment

View more comments

Top fan Angelina Woods

Ran this last year was so fun! Can't wait to do it again!

2w

Detroit Zoo

Oct 15

All treats and no tricks – Zoo Boo is the sweetest way to celebrate Halloween!

As we start the second weekend of fall festivities at the Detroit Zoo, we want to thank our presenting sponsor, [Beaumont Children's](#), along with [Meijer](#), [Blue Care Network](#), [DTE Energy](#), [Great Start Collaborative-Oakland](#), [MECU Credit Union](#), [IBEW Local 58 - Detroit](#), [KeyBank](#), [Genisys Credit Union](#) and [Towne Mortgage Company](#) for your help in making this event spooktacular!

Alana's Foundation will also be on site providing free flu shots in the Wildlife Interpretive Gallery during Zoo Boo. Click this link to learn more and preregister: <https://zooboo.detroitzoo.org/accessibility-and-tips/>



Detroit Zoo

1d

Bunnyville is this Friday and Saturday at the Detroit Zoo!

Before things get hopping, we would like to thank our presenting sponsor [Meijer](#), along with [Fifth Third Bank](#), [Doetsch Environmental Services](#), [Aqua Tots](#) and [Goldfish Swim School](#).

See all the "egg-citing" event details here: <https://bit.ly/3uMB1bN>



169 likes

13 comments

23 shares

Website Exposure

Sponsor logo with link to sponsor website on event webpage

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

How Does Spooky Spirits Support the DZS Mission?

By attending events hosted by the Detroit Zoo, you are directly supporting the DZS mission of creating meaningful connections between people, animals and the world so all can thrive. Your event admission provides support so that DZS can continue to demonstrate extraordinary leadership in conservation, animal welfare and environmental sustainability.

Thank you to our sponsors



Welcome Beer Sponsor



Supporting Sponsor

Show your commitment to the Detroit Zoological Society by becoming an individual or corporate sponsor. There are several levels to choose from, all of which provide valuable exposure and benefits.

Get Involved



Volunteer

For more information about volunteer opportunities, please contact Volunteer Services at volunteer@dzs.org or (248) 541-5717 ext. 3802.

Volunteers must be at least 14 years old and accompanied by an adult.



Become a Sponsor

Show your commitment to the Detroit Zoological Society by becoming an individual or corporate sponsor. There are several levels to choose from, all of which provide valuable exposure and benefits. Contact Matt Opperman at (248) 336-5723 or mopperman@dzs.org to discuss the various packages.



Thank You to Our Sponsors

Thank You to Our Sponsors



MEMBER BENEFITS AND 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 ZOO, 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 mingles 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 19 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](#)

Detroit ZOO

ADDITIONAL PROGRAMS



Educational Programs

- Annual Education Programs: 3,000
- Annual Educational Program Participants: 150,000
- School districts we have partnerships with:
 - Warren, Waterford, Detroit Public Schools, Holy Redeemer, DIA, University Prep, and Macomb ISD
- Number of annual field trips:
 - School paid – 127 District Partnership – 88 Donor Funded – 305
- Number of field trip participants:
 - School paid – 6,533 Donor Funded – 9,150

Community Involvement

Opportunity to achieve community involvement goals with a partnership



Detroit ZOO



Detroit Zoological Society

DISCOVERY TRAILS



Discovery Trails



Discovery Trails at the Detroit Zoo will be an all-new, immersive experience dedicated to the wonder of wildlife, the power of education and the joy of discovery. Situated along the southwest corridor of the Zoo and spanning the area from Buddy's Pizza to near the bison and wolverine habitats, this 7-acre feature is expected to open in 2026.

Discovery Trails will include expansive habitats for new and returning species, such as alpacas, burrowing owls, bush dogs and bamboo sharks – along with updated spaces for Zoo favorites, including giant anteaters, miniature donkeys and prairie dogs. This immersive area will also bring guests closer to wildlife through up-close animal encounters. From a tank where guests can touch and feed stingrays to a barnyard where they can brush goats and feed chickens, Discovery Trails is designed to spark curiosity and a deeper connection with the natural world.

In fact, Discovery Trails is a shining example of the Detroit Zoological Society's mission coming to life. Guests' experiences in Discovery Trails will foster empathy and understanding for animals, nature and the environment, and allow visitors to create meaningful connections and to build curiosity and appreciation for the world around them.

Discovery Trails

In addition to all-new animal encounters and habitats, Discovery Trails will also feature a host of other experiences, including:

- Diverse educational experiences made especially for children, such as an imaginative farmers market, vibrant garden grove and outdoor classroom, a senses trail and Little Sprouts area that will encourage the Zoo's youngest guests to explore, move and have fun
- A thrilling, accessible Canopy Trail that will elevate guests 14 feet off the ground as they gain new perspectives and an appreciation of nature
- Sustainable, accessible features that ensure Discovery Trails is an inclusive space that protects our planet and is welcoming to all
- Numerous areas for guests to rest, refuel and reconnect with family and friends. These include sensory-friendly quiet spaces, allowing guests to step away from the pathways and play areas to have a moment to reset

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