

PHILADELPHIA ZOO-a-thon

A stylized lemur logo integrated into the word 'ZOO'. The lemur is depicted in profile, facing right, with its body in a dark blue color and its tail in a red-to-white gradient. The tail is long and curled, with white rings. The lemur's head is white with a black face and a small black eye.

November 19, 2020 Sponsorship Opportunities

For more than 160 years, Philadelphia Zoo has served as one of the region's most popular destinations for children and families. It is a place for children to learn, animals to thrive, and families to gather. The Zoo welcomes people of all backgrounds and is proud to create joyful discovery and inspire action for wildlife and habitats — here and around the world.

This past spring, America's first zoo, closed its historic north gates for more than 100 days. Despite the Zoo's closure to the public, it never shut down and cannot shut down due to the 1,300 animals – many of which are endangered – in its care. Charitable giving has historically played an important role in caring for animals, keeping the Zoo on the leading edge of innovation and expanding its programs beyond its gates. Now, more than ever, charitable contributions are needed to ensure that the Zoo will stand strong for the next generation of Philadelphians.

Our Zoo-a-thon will be held on Thursday, November 19 to rally the region behind Philadelphia Zoo. In partnership with 6abc, the Zoo will issue a call to action through both regular televised programming and a range of digital channels. This request for support will raise funds for Philadelphia Zoo. Particularly in the pandemic, the Zoo represents a safe, peaceful and inspiring destination, and the Zoo-a-thon will charge viewers and followers to support its mission.

Demonstrate your dedication to Philadelphia Zoo by participating in the inaugural fundraiser. Your support will help us showcase the impact of the Zoo and rally donors at a critical time.

By connecting people with animals,
PHILADELPHIA ZOO
creates joyful discovery and inspires
action for wildlife and habitats

philadelphiazoo.org



PHILADELPHIA ZOO-a-thon Sponsorship Levels



PRESENTING | \$100,000

- Video message on event landing page
- Prominent logo/name recognition on event donation page
- Prominent logo/name recognition in all public relations messages
- Prominent logo/name recognition in an electronic post-event communication to all registered donors
- Exclusive access to the Zoo for a day (up to 100 guests; to be fulfilled at a later date)
- Prominent logo/name recognition at an exclusive, on-site celebration in spring of 2021
- One Friends membership or Corporate Partners Program membership for a year
- 150 tickets gifted in your name to a 501(c)(3) organization of your choice
- Recognition onsite at the Zoo for a year

Plus, these additional 6abc benefits:

- Inclusion (mention and/or interview) in Zoo features in Action News (either the week leading up to the telethon, or day of)
- Sponsor recognition BB in Action News on 11/19
- 2x :30 spots in Action News on 11/19 during telethon (4:00-6:30 p.m.)
- Rotating logo (this would be a bug that rotates with the Zoo's telethon graphic)
- Logo/link on telethon splash page on 6abc.com

GOLD | \$50,000

- Prominent logo/name recognition on event landing page
- Prominent logo/name recognition on event donation page
- Logo/name recognition at an exclusive, on-site celebration in spring of 2021
- Exclusive access to the Zoo for a day (up to 50 guests; to be fulfilled at a later date)
- One Friends membership or Corporate Partners Program membership for a year
- 100 tickets gifted in your name to a 501(c)(3) organization of your choice
- Recognition onsite at the Zoo for a year

Plus, these additional 6abc benefits:

- Inclusion (mention and/or interview) in Zoo features in Action News (either the week leading up to the telethon, or day of)
- Sponsor recognition BB in Action News on 11/19
- 2x :30 spots in Action News on 11/19 during telethon (4:00-6:30 p.m.)
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ZOO-a-thon Sponsorship Levels



SILVER | \$25,000

- Prominent logo/name recognition on event landing page
- Prominent logo/name recognition on event donation page
- Logo/name recognition at an exclusive, on-site celebration in spring of 2021
- Exclusive access to the Zoo for a day (*up to 25 guests; to be fulfilled at a later date*)
- One Friends membership or Corporate Partners Program membership for a year
- 75 tickets gifted in your name to a 501(c)(3) organization of your choice
- Recognition onsite at the Zoo for a year

CHAMPION | \$10,000

- Logo/name recognition on event landing page
- Logo/name recognition on event donation page
- One small group tour at the Zoo (*up to 10 guests; to be fulfilled at a later date*)
- 50 tickets gifted in your name to a 501(c)(3) organization of your choice
- Recognition onsite at the Zoo for a year

AMBASSADOR | \$5,000

- Name recognition on event landing page
- Name recognition on event donation page
- One small group tour at the Zoo (*up to 10 guests; to be fulfilled at a later date*)

HERO | \$2,500

- Name recognition on event landing page
- Name recognition on event donation page
- VIP animal encounter (*up to 6 guests; to be fulfilled at a later date*)

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ZOO-a-thon Sponsorship Form

YES, I/we would like to sponsor at the following level:

☐ PRESENTING | \$100,000

☐ GOLD | \$50,000

☐ SILVER | \$25,000

☐ CHAMPION | \$10,000

☐ AMBASSADOR | \$5,000

☐ HERO | \$2,500

☐ I/We are unable to sponsor, but would like to support the Zoo through a donation of: _____

CONTACT PERSON FOR EVENT-RELATED QUESTIONS

Name _____

Address _____

City _____

State _____ Zip _____

Email _____

Preferred Phone _____

CONTACT INFORMATION

Name as you wish to be listed on event-related materials _____

☐ Check here if you would like to remain anonymous.

PAYMENT INFORMATION

☐ Enclosed is my check payable to **Philadelphia Zoo**.

☐ Please charge my credit card in the amount of _____

☐ American Express ☐ Discover ☐ MasterCard ☐ Visa

MAILING ADDRESS

Philadelphia Zoo

Attention: Development Office

3400 West Girard Avenue

Philadelphia, PA 19104

NAME ON CREDIT CARD

Credit Card Number _____

Security Code (required) _____ Exp. Date _____

Signature _____

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