



PARTNERSHIP OPPORTUNITIES

Become involved in a highly visible corporate partnership with the Fresno Chaffee Zoo – one of the San Joaquin Valley's greatest cultural assets and a destination for more than 400,000 visitors annually. Your Zoo sponsorship will associate you with a beloved institution that stands for family fun as well as environmental education and conservation.

Fresno Chaffee Zoo can help you deliver your message to a target audience in an uncluttered environment, through a number of cause-related marketing opportunities. Sponsors can reach consumers in a way traditional advertising cannot – by incorporating your message into their lifestyle. Zoo sponsorship creates heightened corporate image, brand awareness and the potential for increased traffic, while demonstrating social responsibility and community involvement.

Please call Terri Mejorado, Interim Director of Marketing and Development, at (559) 498-5936 with any questions regarding partnership opportunities.

FRESNO CHAFFEE ZOO EXHIBITS AND ATTRACTIONS

2009 SEASONAL EXHIBIT STINGRAY BAY: A TOUCHING EXPERIENCE

TITLE SPONSOR - \$35,000 / year
PRESENTING SPONSOR - \$25,000 / year
1 year minimum commitment

Fresno Chaffee Zoo is one of the top visitor attractions in the region and a seasonal sponsorship ensures your company's presence at the Zoo throughout the peak summer months. Sponsors of Stingray Bay which opens March 8 for the 2009 season will receive visibility in the Zoo's targeted advertising and publicity campaign that includes television, radio and print.

Sponsor Benefits include:

- ◆ Logo recognition on exhibit signs
- ◆ Logo recognition on exhibit directional signs
- ◆ Logo recognition in all paid advertising (in excess of \$100,000 annually)
- ◆ Logo recognition on the Visitor Guide insert given to all Zoo visitors
- ◆ Logo recognition on the Zoo's website
- ◆ Logo recognition in three (3) issues of the Zoo's membership magazine which mails to more than 10,000 households
- ◆ Recognition in news releases promoting the exhibit
- ◆ 20% discount on Zoo facility rentals
- ◆ Complimentary Zoo tickets
- ◆ Invitation to annual donor luncheon



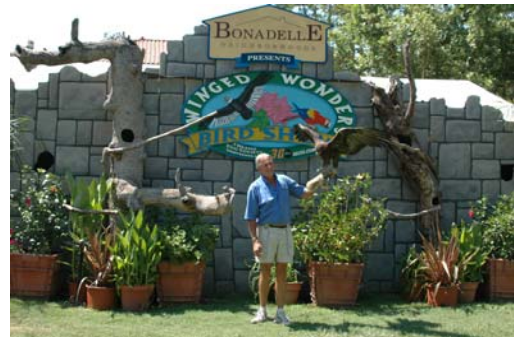
ROSS LAIRD'S WINGED WONDERS

PRESENTING SPONSOR - \$25,000 / year
3 year minimum commitment

Your brand awareness will soar when you sponsor Ross Laird's Winged Wonders Bird Show at Fresno Chaffee Zoo. This incredible free flight show is designed to promote awareness of the natural behavior of birds, while at the same time instilling an understanding of environmental issues that face our feathered friends.

Sponsor Benefits include:

- ◆ Logo recognition on stage sign
- ◆ Recognition at the beginning of each show
- ◆ Logo recognition on the Visitor Guide given to all Zoo visitors
- ◆ Logo recognition on the Zoo's website
- ◆ Logo recognition in three (3) issues of the Zoo's membership magazine which is mailed to more than 10,000 households
- ◆ Recognition in news releases promoting the show
- ◆ 20% discount on Zoo facility rentals
- ◆ Complimentary Zoo tickets
- ◆ Invitation to the annual donor luncheon



GIRAFFE FEEDING STATION

TITLE SPONSOR - \$15,000 / year
PRESENTING SPONSOR - \$10,000 / year
3 year minimum commitment

The Giraffe Feeding Station brings Fresno Chaffee Zoo visitors a one-of-a-kind experience. Close contact with animals help visitors connect with them, and fosters positive, caring attitudes towards animals and the environment. Zoo visitors purchase food to hand feed the giraffes, leaving Zoo visitors excited and inspired to care for these gentle giants. You can feel the adventure!

Sponsor Benefits include:

- ◆ Logo recognition on exhibit sign
- ◆ Logo recognition on the Visitor Guide given to all Zoo visitors
- ◆ Logo recognition on the Zoo's website
- ◆ Logo recognition in the Zoo's membership magazine which is mailed to more than 10,000 households
- ◆ Recognition in dedicated news release
- ◆ 20% discount on Zoo facility rentals
- ◆ Complimentary Zoo tickets
- ◆ Invitation to annual donor luncheon



SMALL WONDERS CHILDREN'S ZOO

TITLE SPONSOR - \$15,000 / year
PRESENTING SPONSOR - \$10,000 / year
3 year minimum commitment

Animal lovers of all ages love Small Wonders where they have an opportunity to touch and make friends with our domestic animals such as sheep and goats. By connecting our visitors with animals the Zoo makes the world better for both. Don't wait to connect your brand with Fresno Chaffee Zoo.

Sponsor Benefits include:

- ◆ Logo recognition on exhibit sign
- ◆ Logo recognition on the Visitor Guide given to all Zoo visitors
- ◆ Logo recognition on the Zoo's website
- ◆ Logo recognition in the Zoo's membership magazine which is mailed to more than 10,000 households
- ◆ Recognition in dedicated news release
- ◆ 20% discount on Zoo facility rentals
- ◆ Complimentary Zoo tickets
- ◆ Invitation to annual donor luncheon



FRESNO CHAFFEE ZOO ADVENTURE EDUCATION

ZOOMOBILE

\$10,000 / year

3 year minimum commitment

Sponsor our Zoomobile and you will have the opportunity to market your message directly to thousands of potential customers at more than 275 appearances each year. The Zoomobile travels the length and width of the San Joaquin Valley, taking animals into classrooms and to community events. Our audiences are eager to learn about the wonders of the animal world as we bring the Zoo to them. Those same potential customers can be just as eager to learn about your product or service. An added bonus to this sponsorship is the Zoomobile van serves as a rolling billboard – showing all who see it your commitment to supporting the Zoo and educational programming.

Sponsor Benefits include:

- ◆ Logo on Zoomobile that travels throughout the Valley including Fresno, Clovis, Selma, Firebaugh, Madera, Kingsburg, Visalia, Coarsegold and Dinuba
- ◆ Recognition during each presentation
- ◆ Logo on the Zoo's website promoting the Zoomobile
- ◆ All mailings promoting the Zoomobile
- ◆ Logo and recognition in the Zoo's membership magazine which is mailed to more than 10,000 households
- ◆ Recognition in news release announcing the sponsorship and any subsequent releases promoting the Zoomobile program
- ◆ Invitation to annual donor luncheon

**WATCH FOR A
NEW
ZOOMOBILE
VEHICLE IN
2009!**



EXPLORATION STATION

TITLE SPONSOR - \$5,000 / year
PRESENTING SPONSOR - \$2,500 / year
1 year minimum commitment

Exploration Station was designed and developed by the Zoo's Docent volunteers and this group of caring individuals continues to ensure Exploration Station is a place of discovery. Exploration Station provides guests with hands-on biofacts and activities in order to learn about animals and gain an appreciation of our natural world in an educational and fascinating way.

Sponsor Benefits include:

- ◆ Logo recognition on exhibit sign
- ◆ Logo recognition in the Zoo's membership magazine mailed to more than 10,000 households
- ◆ Recognition in dedicated news release
- ◆ 20% discount on Zoo facility rentals
- ◆ Complimentary Zoo tickets
- ◆ Invitation to annual donor luncheon

*"Unless someone like you cares a whole awful lot,
nothing is going to get better. It's not."*

~Dr. Seuss

FRESNO CHAFFEE ZOO SPECIAL EVENTS

PARTY FOR THE PLANET Saturday, April 18, 2009

TITLE SPONSOR - \$2,500 / year
PRESENTING SPONSOR - \$1,000 / year
1 year minimum commitment

The Association of Zoos and Aquariums (AZA) throws a party each April at more than 100 zoos and aquariums across North America, including Fresno Chaffee Zoo. Party for the Planet celebrates Earth Day and includes fun, family events that encourage discovery at the Zoo and beyond. These engaging activities include hands-on fun at the Exploration Station, conservation carts, education booths, keeper talks, and interactive displays from area environmental organizations. All Party for the Planet activities are free with Zoo admission.

Title Sponsor Benefits include:

- ◆ Logo recognition in Zoo's membership magazine article promoting the event (mailed to more than 10,000 households)
- ◆ Logo recognition on Zoo's web page promoting the event
- ◆ Recognition on Zoo's Visitor Guide insert given to all Zoo visitors
- ◆ Recognition in event news release
- ◆ 30 Zoo general admission tickets
- ◆ Invitation to annual donor luncheon

Presenting Sponsor Benefits include:

- ◆ Recognition in Zoo's membership magazine article promoting the event (mailed to more than 10,000 households)
- ◆ Recognition on Zoo's web page promoting the event
- ◆ Recognition on Zoo's Visitor Guide insert given to all Zoo visitors
- ◆ Recognition in event news release
- ◆ 15 Zoo general admission tickets
- ◆ Invitation to annual donor luncheon

DREAMNIGHT AT THE ZOO

Friday, June 5, 2009

TITLE SPONSOR - \$2,500 / year
PRESENTING SPONSOR - \$1,000 / year
1 year minimum commitment

On the first Friday in June Fresno Chaffee Zoo staff, volunteers and sponsors open the Zoo and their hearts to local children with special health care needs or disabilities during Dreamnight at the Zoo. These children and their families enjoy a fun and free evening that includes Stingray Bay, giraffe feeding, behind-the-scene tours, the Winged Wonders Bird Show, animal enrichment activities, keeper chats, music and magic. Dreamnight at the Zoo is celebrated worldwide and was initiated at the Rotterdam Zoo in 1996. In 2008 174 zoos in 34 countries will provide this experience to very special guests.

Title Sponsor Benefits include:

- ◆ Logo recognition in Zoo's membership magazine article promoting the event (mailed to more than 10,000 households)
- ◆ Logo recognition on Zoo's web page promoting the event
- ◆ Recognition on Zoo's Visitor Guide insert given to all Zoo visitors
- ◆ Recognition in event news release
- ◆ 30 Zoo general admission tickets
- ◆ Invitation to annual donor luncheon

Presenting Sponsor Benefits include:

- ◆ Recognition in Zoo's membership magazine article promoting the event (mailed to more than 10,000 households)
- ◆ Recognition on Zoo's web page promoting the event
- ◆ Recognition on Zoo's Visitor Guide insert given to all Zoo visitors
- ◆ Recognition in event news release
- ◆ 15 Zoo general admission tickets
- ◆ Invitation to annual donor luncheon



ZOOBOO

Friday, Oct. 16, Saturday, Oct. 17, and Sunday, Oct. 18, 2009

TITLE SPONSOR - \$7,500 / year

PRESENTING SPONSOR - \$5,000 / year

ENTERTAINMENT SPONSOR - \$2,500 / year

TREAT STATION SPONSOR - \$50 / booth and 3,000 treats for one night

\$50 / booth and 6,000 treats for two nights

\$50 / booth and 9,000 treats for three nights

1 year minimum commitment

ZooBoo offers a merry, not too scary alternative to traditional trick or treating amongst the Zoo's creepy, crawly creatures. Ghouls and goblins, super heroes and princesses wander through the Zoo visiting sponsored treat stations. Additional Halloween themed activities include carnival style games, Dracula's Disco, entertainers such as magicians and jugglers, and more. This Zoo fundraiser sells out each year so it has been expanded to three nights. It's so easy to be a sponsor of this event – it's frightening!

Title Sponsor Benefits include:

- ◆ Logo recognition in event program
- ◆ Logo recognition on event invitation
- ◆ Logo recognition in Zoo's membership magazine article promoting the event – mailed to more than 10,000 households
- ◆ Logo recognition on Zoo's web page promoting the event
- ◆ Logo recognition on banner promoting the event
- ◆ Recognition on Zoo's Visitor Guide insert given to all Zoo visitors
- ◆ Recognition in event news release
- ◆ 20 ZooBoo tickets
- ◆ 40 Zoo general admission tickets
- ◆ 20% discount on Zoo facility rentals
- ◆ Invitation to annual donor luncheon

Presenting Sponsor Benefits include:

- ◆ Logo recognition in event program
- ◆ Recognition on event invitation
- ◆ Logo recognition in Zoo's membership magazine article promoting the event – mailed to more than 10,000 households
- ◆ Logo recognition on Zoo's web page promoting the event
- ◆ Recognition on Zoo's Visitor Guide insert given to all Zoo visitors
- ◆ Recognition in event news release
- ◆ 15 ZooBoo tickets
- ◆ 30 Zoo general admission tickets
- ◆ Invitation to annual donor luncheon

Entertainment Sponsor Benefits include:

- ◆ Recognition in event program
- ◆ Recognition in Zoo's membership magazine article promoting the event – mailed to more than 10,000 households
- ◆ Logo recognition on Zoo's web page promoting the event
- ◆ Recognition in event news release
- ◆ 10 ZooBoo tickets
- ◆ 20 Zoo general admission tickets
- ◆ Invitation to annual donor luncheon

Treat Station Sponsorship requires sponsor to provide a minimum of 3,000 individually wrapped treats for each night and provide the volunteers (up to four adults) for distribution. Benefits include:

- ◆ Recognition in event program
- ◆ Opportunity to distribute flyers and/or coupons to ZooBoo guests



FRESNO CHAFFEE ZOO PROGRAMS

ADOPT-an-ANIMAL

TITLE SPONSOR - \$5,000 / year
5 year minimum commitment

The Adopt-an-Animal program was created to defray the expense of the daily care of our animals including the expansion and renovation of the animal habitats. Each year more than 600 individuals, schools, scout groups, community organizations and companies support the Zoo through this program. Adoptions start at just \$25 and benefits include a certificate of adoption, information about the animal, recognition on the Adopt Donor Board, and an invitation to a special event for our adopters and members, Zoobilation. Your involvement gets others involved and gives more back to the Zoo.

Sponsor Benefits include:

- ◆ Logo on the Adopt Donor Board located on Zoo grounds (a new Adopt Board will be designed utilizing sponsorship funds)
- ◆ Logo on the Adopt-an-Animal brochure distributed on Zoo grounds and via other promotional opportunities
- ◆ Name recognition on the Visitor Guide given to all Zoo visitors
- ◆ Recognition on Zoobilation program, our special event to thank our members and Adopt donors
- ◆ Logo on mailings promoting the Adopt-an-Animal program including the membership magazine (mailed to 10,000 households) and school mailings
- ◆ Logo on the Zoo's web page promoting the Adopt an Animal program
- ◆ Recognition in news release announcing the sponsorship and any subsequent releases promoting the Adopt-an-Animal program
- ◆ Invitation to annual donor luncheon

ANIMAL ENRICHMENT

TITLE SPONSOR - \$2,500 / year
1 year minimum commitment

Animal enrichment provides Zoo animals a stimulating environment to keep them active and interested in their Zoo habitat year-round. From indestructible boomer balls given to big cats, to puzzle feeders for primates, and special food treats provided to all creatures great and small, the objective is to keep the animals active and stimulate innate behaviors such as foraging and hunting.

In addition to every day enrichment activities, this program will be highlighted during special events throughout the year – Valentine's Sweet Treats (2/14/09), Great Eggspectations (4/11/09), Cinco de Mayo (5/3/09), Cool Zoo (7/25/09), Halloween Pumpkin Stomp 'n' Chomp (10/24/09) and Santa Paws (12/12/09).

Sponsor Benefits include:

- ◆ Recognition during special enrichment days including logo recognition on event gate hand-outs
- ◆ Logo placed on enrichment information signs throughout the Zoo
- ◆ Recognition in membership magazine articles promoting each enrichment day – mailed to 10,000 households
- ◆ Recognition on the Zoo's web page promoting each enrichment day
- ◆ Recognition in news releases promoting each enrichment day
- ◆ Invitation to annual donor luncheon

