

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

