

ZooLights 2023 Sponsorship Guide.

Nov. 25, 2023 – Jan. 7, 2024

**Estimated Attendance:
200,000**

A Portland tradition for three decades, ZooLights features brightly colored lights that transform the zoo into winter wonderland. One of the zoo's most beloved and family-friendly events,

ZooLights offers marketing exposure to people on zoo grounds and throughout the region with over 8 million impressions!

This year, guests will have the option of a drive-through or walk-through experience on specific nights.



ZooLights presenting sponsor.

Benefits include:

- Category exclusivity
- Logo placement on ZooLights webpages with over 330,000 impressions
- Logo/name mention, where applicable
 - On-site promotions seen by over 225,000 people (digital displays, map)
 - Web/owned media (social media with over 770,000 impressions, email blasts with over 475,000 opens)
 - Paid media
 - Print with over 15,000 impressions
 - Digital with over 1.1 million impressions
 - Billboards with over 5.3 million impressions
 - Press release(s) to over 500 media and industry contacts
- 40 ZooLights walk-through tickets

Investment: \$35,000

Term: One-year, three available



Display sponsor.

Branded signage* at one of the featured display areas visible for walk- and drive-through guests throughout the ZooLights season.

All packages include:

- Logo placement on the ZooLights map
- 18 walking tickets

\$15,000

Choose one:

- Then & Now diorama
- Steller Cove tunnel
- Pixel panel (logo included in reel)
- Boardwalk tunnel
- Galactic tunnel
- Polar Passage tunnel

\$25,000

- Holiday train

*3'x3' sign provided by the zoo



Holiday Train at ZooLights.

Add-on options for presenting and display sponsors.

➤ Custom Light

Create your own custom light display* showcasing your organization. Visible for walk- and drive-through guests throughout the ZooLights season. **Investment: \$10,000**

*Sponsor to provide and produce the LED display. Example to the right of the custom gecko light. Size and specs to be pre-approved by the zoo.

➤ Activation

One exclusive evening to highlight your brand on-grounds at a ZooLights walking night with a 10x10 area.

Investment: \$2,500 per night

Thank you!

Contact:

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GEICO custom light display at 2021 ZooLights.