

# Zoo Lights 2024 Sponsorship Guide

Nov. 29, 2024 – Jan. 5, 2025

Estimated Attendance: 200,000

A Portland tradition for three decades, Zoo Lights features brightly colored lights that transform the zoo into winter wonderland. One of the zoo's most beloved and family-friendly events, Zoo Lights offers marketing exposure to people on zoo grounds and throughout the region with over **6 million impressions!**



Oregon Zoo  
Foundation



# Presenting Sponsor

## Benefits include:

- Category exclusivity
- Logo placement on Zoo Lights webpages with over **500,000 impressions**
- Logo/name mention, where applicable
  - On-site promotions seen by over **220,000 people** (digital, map)
  - Web/owned media (social media with over **700,000 impressions**, email blasts with over **475,000 opens**)
  - Paid media with **5,000,000 impressions**
  - Press release(s) to over **500 media and industry contacts**
- 40 Zoo Lights tickets

**Investment:** \$35,000





# Sponsor add-ons

## ➤ Custom Light

Create your own custom light display\* showcasing your organization. Visible throughout the Zoo Lights season. **Investment: \$10,000**

\*Sponsor to provide and produce the LED display. Size and specs to be pre-approved by the zoo.

## ➤ Activation

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

**Investment: \$2,500 per night**



**Thank you!**

**Contact:**

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