ZooLights 2022
Sponsorship Guide.

Nov. 25, 2022 – Jan. 7, 2023

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

Benefits include:
• Name integrated into visual identity of ZooLights
• Category exclusivity (includes all levels of ZooLights sponsorships)
• Logo placement on ZooLights webpages
• Logo/name mention, where applicable
  • On-site promotions (signage, digital displays, map)
  • Web/owned media (social media, eTracks)
  • Paid media (print, radio, digital, TV and/or outdoor)
  • Press release
• Custom light installed on path (sponsor to design and fabricate light, dimension not to exceed 3’x5’, must be pre-approved)
• On-grounds activation on two mutually agreed upon nights
• Special check-in station at a mutually agreed upon nights
  • 10x10 tent, tables and chairs provided
  • Location approved by zoo
  • Sponsor responsible for the purchase of food and beverage or vouchers for guests; larger event space is available at an additional charge
• 130 ZooLights tickets (20 drive-through / 110 walk-through)
• 100 general admission tickets (valid for one-year)
• $10 online discount on zoo memberships for company employees

Investment: $75,000
Term: One-year, one available
ZooLights presenting sponsor.

Benefits include:
• Category exclusivity (includes all levels of ZooLights sponsorships)
• Logo placement on ZooLights webpages
• Logo/name mention, where applicable
  • On-site promotions (signage, digital displays, map)
  • Web/owned media (social media, eTracks)
  • Paid media (print, radio, digital, TV and/or outdoor)
  • Press release
• Special check-in station at a mutually agreed upon nights
  • 10x10 tent, tables and chairs provided
  • Location approved by zoo
  • Sponsor responsible for the purchase of food and beverage or vouchers for guests; larger event space is available at an additional charge
• 100 ZooLights tickets (10 drive-through / 90 walk-through)
• 20 general admission tickets (valid for one-year)
• $10 online discount on zoo memberships for company employees

Investment: $50,000
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
- 20 walking tickets

$25,000 set of two
  Choose one:
  - Then & Now diorama
  - Steller Cove projection tunnel

$25,000
  - Holiday Train

$30,000 set of two
  Choose one:
  - Then & Now diorama
  - Steller Cove projection tunnel

  Choose one:
  - Sasquatch Seek & Find
  - Galactic Tunnel
  - Salmon and Black Bears

*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. Includes 20 walking tickets.

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 ZooLights walking night with a 10x10 area. Includes 20 walking tickets.

Investment: $4,000 per night

Thank you!

Contact:
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GEICO custom light display at 2021 ZooLights.