



2009-2010 SPONSORSHIP PROSPECTUS

250 Animals

• 221,000 Visitors

• 361 Days a Year

• 100+ Activities



COUNTLESS WAYS TO CONNECT!

Buttonwood Park Zoo

Buttonwood Park Zoo features over 250 animals and 30 exhibits, including elephants, bison, mountain lions, bears, eagles, seals, otters, and farm animals. The Zoo is accredited by the Association of Zoos and Aquariums (AZA) and has been called “one of the finest small zoos in the United States” by that organization.

The Zoo is managed by a director and supported in its endeavors by the Buttonwood Park Zoological Society. The Buttonwood Park Zoological Society is a private, tax-exempt, 501(c)(3), nonprofit corporation founded in Massachusetts in 1969.

The Society supports the Zoo by managing the membership program, running the concessions, and coordinating fundraising activities. The Zoological Society also presents a number of community events at Buttonwood Park Zoo throughout the year to provide safe, affordable, family fun.

Buttonwood Park Zoological Society Mission

The BPZS will support the Buttonwood Park Zoo so that the Zoo will be a significant contributor to the conservation of nature both at home and throughout the world. The Zoo will:

- provide a safe and exciting experience that connects people of all ages to the natural world
- be known for the excellence of our collection, animal care, and exhibits
- be recognized for the excellence of educational programming that is not only informative but inspirational, with a strong conservation focus
- serve as a showcase for the City of New Bedford’s environmental efforts, acting as a community resource and example of sustainable green living.
- conduct scientific research that supports conservation, at the Buttonwood Park Zoo, locally, and throughout the world
- link the City of New Bedford to the global conservation community.

The BPZS will support these efforts so that the Buttonwood Park Zoo will be the most talked about and respected small zoo in North America.

Partnering with the Zoo Society

In addition to funding the Zoo's Education Department and its programs, the Zoo Society funds the Zoo Ambassador Program, Roots & Shoots, Minor Capital Improvements, Staff Professional Development, Library Acquisitions and Various Conservation Projects. While the operating revenue from the café and gift store do offset some of these disbursements, sponsorships and contributions are essential to our continued successful support of the Zoo.

The Buttonwood Park Zoological Society seeks partners to help us meet our mission of educating our children, serving our community and conserving wildlife. Corporate sponsorships and support not only help us create memorable experiences for the whole family, but also provide high visibility branding opportunities for our partners.

Zoo Highlights

- ✓ Buttonwood Park Zoo is the most visited attraction in the South Coast
- ✓ Over 222,000 visitors in the last calendar year
- ✓ Membership base represents over 15,000 people in the South Coast
- ✓ New website (launched summer 2009) receives 8,300 hits monthly
- ✓ E-mail database reaches 4,600 verified e-mail addresses
- ✓ New Facebook page (launched summer 2009) has accumulated 1,500 fans
- ✓ 55,000 Zoo Maps distributed annually
- ✓ High media profile in the region focusing on positive stories about family events, educational programs and conservation projects
- ✓ Trusted community organization with stellar reputation

Sponsorship Opportunities

This prospectus will acquaint you with our current sponsorship opportunities. We value our corporate sponsors and continually strive to ensure our partnerships are mutually beneficial. The Zoo Society has a variety of sponsorship opportunities, from multi-day events that attract thousands of guests, to small individual scholarships. Whatever your needs and budget, we will work diligently with your team to clearly and effectively convey your corporate message, logo and image to our guests.

Current sponsors are offered right-of-first refusal on sponsorship renewals and then opportunities are available on a first-come, first-serve basis. While we cannot offer category exclusivity across the entire Zoo, we do offer exclusivity within each sponsorship opportunity.

Current Opportunities

EVENTS

Wild Night at the Zoo Annual Gala

Boo at the Zoo

Cabin Fever Week

Spring Fling Week

Holiday Fun at the Zoo

Spring Lecture Series

Members' Night

DreamNight

Elephant Appreciation Day

FAMILY FUN DAYS

Spring on the Farm

Bear Awareness Day

Biodiversity Day

Bug-a-Rama

Harvest at the Farm

Scout Day

PROGRAMS

Toddler Tales

Volunteer Program

Roots & Shoots Group

Scholarships

PROMOTION

Zoo Map

Monthly Zooletter

Zoo Website

Zoo Choo Choo Train

Wild Night at the Zoo Gala

Time of Year: July/August
Length: One night, 7:30 to 11:30 pm
Description: Our major fund raising event of the year: a different, exciting theme each year, music, bountiful hors d'oeuvres, open bar, and the Zoo like you've never seen it before.

Presenting Sponsor - \$5,000

- Lead recognition in Advertising, Invitations, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- Speaking opportunity at the event
- 25 family passes to the Zoo (*\$450 value*)
- 10 zoo memberships (*\$550 value*)
- 24 complimentary tickets to Zoo Gala (*\$2,000 value*)

Community Sponsor - \$2,500

- Recognition in Advertising, Invitations, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 10 family passes to the Zoo (*\$180 value*)
- 5 zoo memberships (*\$275 value*)
- 12 complimentary tickets to Zoo Gala (*\$1,000 value*)

Partner Sponsor - \$1,000

- Recognition in Advertising, Invitations, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 5 family passes to the Zoo (*\$90 value*)
- 2 zoo memberships (*\$110 value*)
- 4 complimentary tickets to Zoo Gala (*\$400 value*)

Supporting Sponsor - \$500

- Recognition in Advertising, Invitations, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 2 complimentary tickets to Zoo Gala (*\$200 value*)

Boo at the Zoo

Time of Year: October
Length: Six nights, 6:00 to 9:00 pm
Description: The Zoo transforms for safe, traffic-free Halloween fun during this merry-not-too-scary event. **This is one of** our most popular events of the year and the largest family Halloween event in New Bedford.

Presenting Sponsor - \$5,000

- Lead recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 50 family passes to the event (*\$900 value*)
- 20 zoo memberships (*\$1,100 value*)
- 12 complimentary tickets to Zoo Gala (*\$1,000 value*)

Community Sponsor - \$2,500

- Recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 25 family passes to the event (*\$450 value*)
- 10 zoo memberships (*\$550 value*)
- 4 complimentary tickets to Zoo Gala (*\$400 value*)

Partner Sponsor - \$1,000

- Recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 10 family passes to the event (*\$180 value*)
- 4 zoo memberships (*\$220 value*)
- 2 complimentary tickets to Zoo Gala (*\$200 value*)

Supporting Sponsor - \$500

- Recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 10 family passes for the event (*\$180 value*)

Cabin Fever Week

Time of Year: February School Vacation
Length: Five days, 11 am to 2 pm
Description: A different entertainer and activity for children each day. This is one of our highest attendance weeks as parents love the opportunity to bring the kids out to the Zoo during the cold weather.

Presenting Sponsor - \$5,000

- Lead recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 50 family passes for the event (*\$900 value*)
- 20 zoo memberships (*\$1,100 value*)
- 12 complimentary tickets to Zoo Gala (*\$1,000 value*)

Community Sponsor - \$2,500

- Recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 25 family passes for the event (*\$450 value*)
- 10 zoo memberships (*\$550 value*)
- 4 complimentary tickets to Zoo Gala (*\$400 value*)

Partner Sponsor - \$1,000

- Recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 10 family passes to the event (*\$180 value*)
- 4 zoo memberships (*\$220 value*)
- 2 complimentary tickets to Zoo Gala (*\$200 value*)

Supporting Sponsor - \$500

- Recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 10 family passes for the event (*\$180 value*)

Spring Fling Week

Time of Year: April School Vacation
Length: Five days, 11 am to 2 pm
Description: A different entertainer and activity for children each day. With the start of warm weather, everybody wants to visit the Zoo! This is traditionally one of the top three attendance weeks of the year.

Presenting Sponsor - \$5,000

- Lead recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 50 family passes for the event (*\$900 value*)
- 20 zoo memberships (*\$1,100 value*)
- 12 complimentary tickets to Zoo Gala (*\$1,000 value*)

Community Sponsor - \$2,500

- Recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 25 family passes for the event (*\$450 value*)
- 10 zoo memberships (*\$550 value*)
- 4 complimentary tickets to Zoo Gala (*\$400 value*)

Partner Sponsor - \$1,000

- Recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 10 family passes to the event (*\$180 value*)
- 4 zoo memberships (*\$220 value*)
- 2 complimentary tickets to Zoo Gala (*\$200 value*)

Supporting Sponsor - \$500

- Recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 10 family passes for the event (*\$180 value*)

Holiday Fun at the Zoo

Time of Year: December
Length: 21 Events, varied times
Description: The Zoo transforms with festive lights, special decorations and holiday exhibits. Santa spends a lot of time at the Zoo before making his annual trip around the world! Events include Breakfast with Santa, Milk & Cookies with Santa and Holiday Fun.

Presenting Sponsor - \$2,500

- Lead Recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- Opportunity to introduce speakers
- 25 family passes to the Zoo (*\$450 value*)
- 10 zoo memberships (*\$550 value*)
- 4 complimentary tickets to Zoo Gala (*\$400 value*)

Community Sponsor - \$1,000

- Recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 10 family passes to the event (*\$180 value*)
- 4 zoo memberships (*\$220 value*)
- 2 complimentary tickets to Zoo Gala (*\$200 value*)

Partner Sponsor - \$500

- Recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 10 family passes to the Zoo (*\$180 value*)

Supporting Sponsor - \$250

- Recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 5 family passes to the Zoo (*\$90 value*)

Spring Lecture Series

Time of Year: March-May
Length: One evening lecture per month for three months
Description: Outside speakers are engaged to present topical and relevant information. Lectures are free to the public. This series is recommended for adults and is therefore a great vehicle for marketing to Zoo parents and grandparents.

Presenting Sponsor - \$2,500

- Lead Recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- Opportunity to introduce speakers
- 25 family passes to the Zoo (*\$450 value*)
- 10 zoo memberships (*\$550 value*)
- 4 complimentary tickets to Zoo Gala (*\$400 value*)

Community Sponsor - \$1,000

- Recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 10 family passes to the event (*\$180 value*)
- 4 zoo memberships (*\$220 value*)
- 2 complimentary tickets to Zoo Gala (*\$200 value*)

Partner Sponsor - \$500

- Recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 10 family passes to the Zoo (*\$180 value*)

Supporting Sponsor - \$250

- Recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 5 family passes to the Zoo (*\$90 value*)

Members' Night

Time of Year: Summer
Length: One night, 5:30 to 8:30 pm
Description: The Zoo expresses its appreciation to its members by opening exclusively for them after normal operating hours. Zookeepers are available for questions and present up-close programs at exhibits throughout the Zoo.

Presenting Sponsor - \$2,500

- Lead Recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 25 family passes to the Zoo (*\$450 value*)
- 10 zoo memberships (*\$550 value*)
- 4 complimentary tickets to Zoo Gala (*\$400 value*)

Community Sponsor - \$1,000

- Recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 10 family passes to the event (*\$180 value*)
- 4 zoo memberships (*\$220 value*)
- 2 complimentary tickets to Zoo Gala (*\$200 value*)

Partner Sponsor - \$500

- Recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 10 family passes to the Zoo (*\$180 value*)

Supporting Sponsor - \$250

- Recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 5 family passes to the Zoo (*\$90 value*)

DreamNight

Time of Year: June
Length: One night, 5:00 to 8:00 pm
Description: This magical event takes place at over 80 zoos and aquariums worldwide and offers chronically ill and disabled children and their families the opportunity to spend a free evening at the Zoo.

Presenting Sponsor - \$2,500

- Lead Recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 25 family passes to the Zoo (*\$450 value*)
- 10 zoo memberships (*\$550 value*)
- 4 complimentary tickets to Zoo Gala (*\$400 value*)

Community Sponsor - \$1,000

- Recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 10 family passes to the event (*\$180 value*)
- 4 zoo memberships (*\$220 value*)
- 2 complimentary tickets to Zoo Gala (*\$200 value*)

Partner Sponsor - \$500

- Recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 10 family passes to the Zoo (*\$180 value*)

Supporting Sponsor - \$250

- Recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 5 family passes to the Zoo (*\$90 value*)

Elephant Appreciation Day

Time of Year: September
Length: One day, 1 to 4 pm
Description: The Zoo's most high-profile residents, Asian elephants Emily and Ruth, are the focus of this special day with children's activities and programs all about elephants.

Presenting Sponsor - \$2,500

- Lead Recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 25 family passes to the Zoo (*\$450 value*)
- 10 zoo memberships (*\$550 value*)
- 4 complimentary tickets to Zoo Gala (*\$400 value*)

Community Sponsor - \$1,000

- Recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 10 family passes to the event (*\$180 value*)
- 4 zoo memberships (*\$220 value*)
- 2 complimentary tickets to Zoo Gala (*\$200 value*)

Partner Sponsor - \$500

- Recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 10 family passes to the Zoo (*\$180 value*)

Supporting Sponsor - \$250

- Recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 5 family passes to the Zoo (*\$90 value*)

Family Fun Days

Events: Spring on the Farm (May), Bear Awareness Day (Summer), Biodiversity Day (Summer), Bug-a-Rama (Summer), Harvest at the Farm (Fall), Scout Day (Fall) - Each sponsorship applies to one event.

Length: One day each, 1 to 4 pm

Description: Fun activities for children of all ages centered on an educational theme. All of these programs are provided free to the public with zoo admission.

Presenting Sponsor - \$1,000

- Lead Recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 10 family passes to the event (*\$180 value*)
- 4 zoo memberships (*\$220 value*)
- 2 complimentary tickets to Zoo Gala (*\$200 value*)

Community Sponsor - \$500

- Recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 10 family passes to the Zoo (*\$180 value*)

Partner Sponsor - \$250

- Recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 5 family passes to the Zoo (*\$90 value*)

Supporting Sponsor - \$100

- Recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 2 family passes to the Zoo (*\$36 value*)

Programs/Scholarships

Toddler Tales is a weekly reading program for kids aged 3-5. After listening to stories, children are treated to a snack and craft activity. This event is free to the public with zoo admission.

The Buttonwood Park Zoo Volunteer Program is comprised of energetic, outgoing, and dedicated individuals who are invaluable to the success of the Zoo.

Roots and Shoots is an international program founded by Jane Goodall to give teens the opportunity to create positive change in their communities and environment. Buttonwood Park Zoo's Roots and Shoots local chapter is the Planet Protectors.

Presenting Sponsor - \$1,000 (for each program for one year)

- Lead Recognition in Promotional Flyer, Press Releases, Zoo Website, E-mail Bulletins and onsite signage
- 10 family passes to the event (*\$180 value*)
- 4 zoo memberships (*\$220 value*)
- 2 complimentary tickets to Zoo Gala (*\$200 value*)

Scholarship Funds can be set up for any of our paid programs, including:

- Zoo Crew
- Flashlight Adventures
- Breakfast with the Animals
- Build-a-Bird Feeder Workshop

Recognition varies depending on level of sponsorship.

Promotional Sponsorships

Monthly Zooletter: Our monthly e-newsletter, detailing new of the Zoo and upcoming events, is distributed monthly to over 4,600 verified e-mail addresses. It contains a special *Fridge Posting* insert designed to be placed on bulletin boards or refrigerators at home.

Exclusive One-Year Sponsorship - \$5,000

- Exclusive sponsorship recognition in each Zooletter, in Press Releases and on our website
- Opportunity to provide content and URL link in the Sponsor Section of each Zooletter
- 50 family passes to the zoo (\$900 value)
- 20 zoo memberships (\$1,100 value)
- 12 complimentary tickets to Zoo Gala (\$1,000 value)

Zoo Website: Our newly designed website receives over 8,300 hits a month. It not only contains information about the Zoo and photos of our animals, but has content on news and upcoming events that is updated several times a week.

Exclusive One-Year Sponsorship - \$5,000

- Home page recognition on www.bpzoo.org and opportunities to provide content, links and updates on our website.
- Family passes, zoo memberships and complimentary tickets to Gala as noted above

Zoo Choo Choo: Despite all of the fantastic animals we have here at the Zoo, the train is one of our most popular features. Weather permitting, the train continually circles the Zoo throughout the day so all guests (even those not riding the train) can view signage.

Exclusive One-Year Sponsorship - \$5,000

- Recognition in Press Releases, Zoo Website, E-mail Bulletins and On-Train Signage
- Opportunities for recognition on Train Tickets and other promotional ties
- Family passes, zoo memberships and complimentary tickets to Gala as noted above

Zoo Map: Distributed to all visitors of the Zoo! This map not only guides families around the Zoo, but serves as a coloring page that they are sure to take home.

Exclusive One-Year Sponsorship - \$2,500

- Exclusive Recognition on the map, in Press Releases and E-mail Bulletins and on Zoo Website
- 25 family passes to the Zoo(\$450 value)
- 10 zoo memberships (\$550 value)
- 4 complimentary tickets to Zoo Gala (\$400 value)

Help us Connect People of All Ages to Nature!

For sponsorship & underwriting opportunities,
please contact:

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