

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



Display Sponsor

Branded signage* at one of the featured display areas throughout the Zoo Lights season.

All packages include:

- Logo placement on the Zoo Lights map
- 18 walking tickets

\$15,000 (Choose one):

- Then & Now diorama
- Steller Cove tunnel
- Boardwalk tunnel
- Galactic tunnel
- Elephant bridge tunnel
- Illuminated trees

\$25,000

- Holiday train



*3'x3' sign provided by the zoo



Sponsor add-ons

➤ 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. 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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