

CONNECT WITH THE MOST EXOTIC SPECIES: HUMANS.

2022



Partners



AN OPPORTUNITY TO
CONNECT



GLOWILD!

Arkansas's larger than life lighted experience!

November – January, the Zoo is transformed into a magical light show that comes to life when the sun goes down. Our annual festival draws tens of thousands of guests who come for a fun family time. Last year's first annual event proved to be a huge success and we will build on this success in 2022!

- Date: 45+ nights Nov - Jan
- Time: 6 – 9 PM
- Target Audience: Families



CONNECTION LEVEL



5.5 Million outdoor impressions
2 Million TV impressions
21 Million radio impressions
3 Million print impressions
330,000 Social media impressions
800,000 Email recipients
1.4 Million Digital ad Impressions
30,000+ Attendees

Presenting Partner

- Dominant logo recognition as the title sponsor on promotional materials and advertising
- Opportunity to setup marketing table during the entire event
- Featured on all media including television, radio commercials, print, live broadcast and press releases; Introduction and verbal recognition at the VIP event with opportunity to speak
- Event banners placed at prime locations at event site
- Featured in email newsletters to 33,000 distribution
- Featured on social media promotions to 95,000 followers
- Listed in online materials, ticket sales and event web page
- 224 million potential audience reach
- Tickets to VIP Party Nov. 3

Presenting Sponsor

\$25,000

250 Tickets/30 VIP



CONNECTION LEVEL

GLOWILD!



Digital Engagement

- Listed in online ticket sales & event web page
- Featured in Email newsletters to 33,000
- Featured in various social media promotions to 95,000
- Recognized on sponsor sign at sponsor area
- Recognized in event sponsor signage
- Photo Opp. Sponsors pick one of four attractions
- Interactive Area sponsors pick an interactive feature
- Tickets to VIP Night Party Nov. 3

Photo Opportunity Sponsor
\$10,000 100 Tickets/20 VIP

Interactive Attraction Sponsor
\$5,000 50 Tickets/12 VIP

Market Area Sponsor
\$2,500
25 Tickets/8 VIP

Lantern Sponsor
\$1,000
10 Tickets/4 VIP



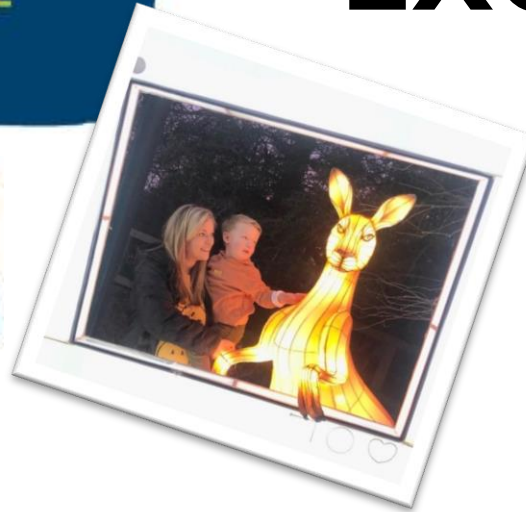
CONNECTION LEVEL

GLOWILD!

Example Sponsor Areas



Photo Opportunity Area



Interactive Feature



Photo Opportunity



CONNECTION LEVEL

Event Activation



- Be recognized as a partner of the zoo and a host of the event
- Includes recognition on sponsor signage
- Setup booth in main entry plaza level at \$500 per night
- Two tickets to VIP Night Party on Nov. 3

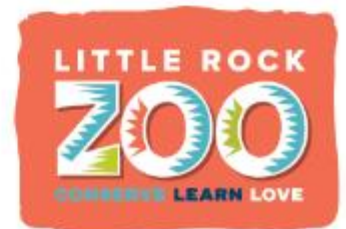
Levels:

Sponsor a Night
\$500

6 Tickets/2 VIP

Host Sponsor
\$375

4 Tickets/2 VIP



CONNECTION LEVEL

GLOWILD!

Catering & Group Events

The GloWILD events is the perfect venue for your next corporate party, holiday event or other gathering. We offer the opportunity to host a private night of the GloWILD event just for your organization or to host a private party in Café Africa during a regular public night of the event. Our catering team can customize a party experience tailored for your group and your special night including food, ride tickets, live music, appearances by our animal ambassadors, and more!

Call our catering and group sales department for more information!
501.661.7237



Sponsor Agreement Form

Thank you for sponsoring the Zoo and helping further our mission of creating engaging experiences that inspire people to value and conserve our natural world.

Contact First/Last Name_____ Contact Title_____

Contact Phone Number_____ Contact Email Address_____

Organization Name_____

Organization Mailing Address_____ City _____ State_____ Zip_____

AZF/Zoo Representative_____

Total _____ Method of Payment_____

Signature_____

- *Note: your signature confirms you are authorized to enter into agreement to sponsor.*

Thank you again for your support!

Please return form to:

Sponsorship Department
Little Rock Zoo
1 Zoo Drive
Little Rock, AR 72205
zoopartner@littlerock.gov
501.661.7060 (fax)

Checks can be made out to:
Arkansas Zoological Foundation
35-2241655

Sponsorship Level:



A CONNECTION AS
UNIQUE
AS YOUR BRAND



Please submit to:

Arkansas Zoological Foundation – Attn: Zoo Partner –
1 Zoo Drive – Little Rock, AR 72205

Checks should be made to Arkansas Zoological Foundation.
Please contact us if you would like to pay by credit card. Fees
may apply.

All proceeds help fund the Arkansas Zoological Foundation, a
non-profit organization investing in the growth and
development of the Little Rock Zoo.

Contact Information:

Email: zoopartner@littlerock.gov

Office: 501.661.7208

Mobile: 501.351.0273

Fax: 501.666.7040

