

# CONNECT WITH THE MOST EXOTIC SPECIES: HUMANS.

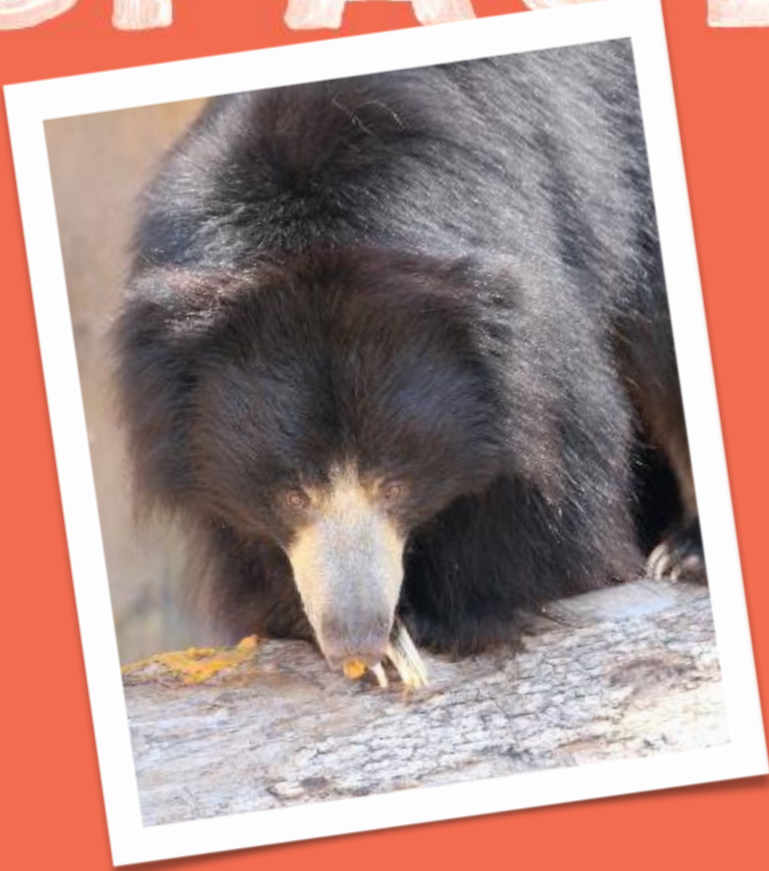
2025



Partners



# A TRANSFORMATIVE SPACE



## Why Zoos Matter

- Connecting with living creatures transforms you
- When we appreciate nature, we are moved to care for our natural world
- The experience helps children develop empathy, caring and respect for all living things
- We inspire the next generation of conservationists, scientists and biologists
- Zoos are important community centers that encourage family recreation



# A POPULAR PLACE



## Arkansas's Top Family Destination

- Founded in 1924 and houses many historic buildings – a city icon
- Home to 400+ animals
- Many threatened or endangered species
- 300,000+ guests visit each year
- 70,000+ school children visit each year
- 46,000+ individuals participate in educational programs
- Located in War Memorial Park





# CONSERVATION TODAY FOR TOMORROW



- We give time and expertise to ensure the long-term survival of species in the wild locally and abroad
- Animals are cooperatively managed, no monetary exchange
- All done for what is best for the animal
- We inspire the next generation of conservationists
- Newest local partnership – eastern collared lizard



# AN OPPORTUNITY TO CONNECT



## A beer and food truck festival like none other in town!

A night filled with all of the beer samples and yard games you can enjoy! Add in a few food trucks, live entertainment and visits from our Animal Ambassadors and you've got the most unique beer festival in town!

- Date: September 11, 2025
- Time: 6 – 9 PM
- Target Audience: Young Professionals
- Media: Primary focus for advertising August & September



## CONNECTION LEVEL



**7 Million Radio impressions**

**1 Million Print impressions**

**100,000 Social Media impressions**

**373,000 Email recipients**

**250,000 Digital impressions**

**1,000 Attendees**

# Presenting Partner

- Dominant logo recognition as the title sponsor on promotional materials and advertising
- Opportunity to setup marketing table during the 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 newsletter to 33,000 distribution
- Featured on social media promotions ~95,000 followers
- Listed in Online materials, ticket sales and event web page
- Audience reach estimated at 224 million

## Presenting

**\$10,000**

**14 VIP Tickets**

**10 Regular Tickets**



## CONNECTION LEVEL



# Second Tier Partner

- Featured in email newsletter to 33,000 distribution
- Featured on social media promotions ~95,000 followers
- Listed in online materials, ticket sales and event web page
- Banner displayed at wine station or entertainment area depending on sponsorship level

**7 Million Radio impressions**

**1 Million Print impressions**

**100,000 Social Media impressions**

**373,000 Email recipients**

**250,000 Digital impressions**

**1,000 Attendees**

### **Beer Station**

**\$2,500**

**8 VIP Tickets**

**4 Regular Tickets**

### **Entertainment Area**

**\$5,000**

**10 VIP Tickets**

**6 Regular Tickets**





## CONNECTION LEVEL



# Host Level Partner

- Sponsor recognition sign/banner at the event
- Event Tickets
- Listed in Online materials, ticket sales and event web page
- Selfie Station Banner (\$1,000 only)

## Levels:

**Brew Partner \$500**  
**4 VIP Tickets**

**Selfie Station \$1000**  
**6 VIP Tickets**  
**2 Regular Tickets**





# 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](mailto:zoopartner@littlerock.gov)  
501.661.7060 (fax)

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

## Sponsorship Level:

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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](mailto:zoopartner@littlerock.gov)

Office: 501.661.7208

Mobile: 501.351.0273

Fax: 501.666.7040

