

# Penguin Plunge!

As Cool As You Think



## Penguin Partnership Packages

# PENGUIN PLUNGE

Enjoy, support, experience....



The Topeka Zoo is about to get a whole lot cooler as it welcomes a new temporary exhibit for 2012 called Penguin Plunge. The exhibit, expected to open in May of 2012 will feature African Penguins in a landscape with rock formations, a pool, and beach.

It's easy to see why the waddling, tuxedoed penguin is the subject of worldwide fascination. Now, for the first time, Topeka Zoo visitors will experience these amazing aquatic birds eye-to-eye in a replica of their South African beach habitat.

"The Colony" is sure to attract lots of attention from media and visitors. With that in mind, we have created a number of unique Penguin Partner Packages that enable our community, families, and businesses to be involved with Penguin Plunge. Please review and enjoy the possibilities!

# PENGUINS ARE COMING!

# THEY'RE HOT!

The arrival of African Penguins to the Topeka Zoo will surely help debunk the popular notion that all penguins hail from frigid Antarctica. In fact, of the 17 species of penguins, only seven of them live in arctic climates.

African Penguins, sometimes referred to as the Jackass Penguin because of their donkey-like call, are found on the southernmost coast of Africa. They are found living in colonies on rocky shores and beaches on either the mainland or one of the 24 islands found off the coast of South Africa.

Awkward on land and unable to fly, these 18-inch-tall birds are extraordinarily graceful swimmers. Their dense coats of small oil-coated feathers look like fur and protect them underwater. Their black backs and light bellies camouflage them while swimming. They feed at sea frequently foraging nine miles and occasionally as far as 60 miles in search of food. Their diet consists of fish, anchovies, crustaceans, and krill.

The African Penguin was recently designated as endangered. The wild population of African penguins is declining at an alarming rate: 60.5 percent in the past 28 years. In 1956, there were an estimated 141,000 pairs of African penguins. Today, scientists estimate the wild population to be only 21,000 breeding pairs.

Why the decline? Unfortunately, this question has many answers. Overfishing, climate change, guano harvesting, predators, and oil spills all are threats that this species faces. All are issues that we will address at the Penguin Plunge exhibit as part of our ongoing education in relation to conservation of the animal world.



# PENGUIN PLUNGE

Penguin Plunge will take you on an adventure to the beaches of Cape Town South Africa. There, visitors will encounter an exhibit that will simulate Boulders Beach, a habitat of which one of the largest colonies of African Penguins reside. Visitors will be able to see these flightless birds preen, feed and swim in their naturalistic surroundings. A viewing window will allow close-up views as the penguins “fly” underwater.

Beyond the incredible experience of seeing the penguins, Penguin Plunge will feature several exciting areas for families to explore the fascinating biology, culture, and conservation issues of South Africa of which the exhibit is modeled:

- Encounter a fishing boat that interlaces the message of fishing and the effects that overfishing has had on the penguins.
- Learn about the various predators that penguins face including Cape fur seals, gulls, leopards, and more.
- Explore a guano harvesting area complete with guano bags and tools all of which offer clues to how guano harvesting disrupts the nesting of wild penguins and other birds.
- Visit a mock oil spill where you will learn the tragic effects that oil has had on the penguin population.
- See a penguin....be a penguin! Visit Penguin Plaza, an interactive play area.



**AS COOL AS YOU THINK!**

# GET YOUR NAME OUT THERE!

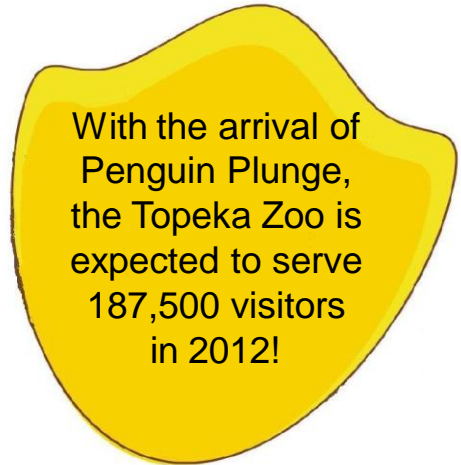
## Make Our Audience Your Audience

The Topeka Zoological Park consistently attracts visitors from across the country, providing our Penguin Partners with broad and distinguished recognition and the ability to reach:

- More than 150,000 annual visitors
- 4800 Friends of the Zoo membership households
- Numerous schools through outreach and onsite education programs
- Corporations through a host of after hour events and corporate safaris

In addition, the Topeka Zoo and Friends of the Topeka Zoo offers a variety of marketing opportunities to enhance visibility for our Penguin Partners including:

The Topeka Zoo and Friends of the Topeka Zoo website  
Topeka Zoological Park Facebook Page  
Friends of the Topeka Zoo Facebook Page  
Zooreka Magazine  
Drew at the Zoo....a weekly televised weathercast from the zoo  
Topeka Zoo Map Insert ... distributed daily and provided to all guests  
The Zoo Scoop....a bi-monthly e-news that is dispersed to media  
Weekly guest appearance on Ralph Hipp at 4:00 newscast



With the arrival of Penguin Plunge, the Topeka Zoo is expected to serve 187,500 visitors in 2012!

1,510,644 hits since January 1, 2011  
Over 1,000,000 hits since January 1, 2011  
115,007 post views since January 1, 2011  
20,000 issues annually  
52 @ an average of 20,000 viewers per show  
150,000 pieces  
24 @ an average of 100 emails per piece  
9,300 viewers per show

# RECOGNITION OPPORTUNITIES



## Supporting Penguin Plunge Is Great For Business!

Penguin Plunge will offer a unique setting for visitors to get an up-close-and-personal experience with penguins. Visitors will learn about the plight of penguins in the wild and the conservation efforts currently taking place to preserve their future existence. They will also enjoy the incredible personalities that exude from these fascinating birds.

Based on the level of commitment, Penguin Partners may enjoy private hosted breakfasts with our penguins and their handlers as well as a host of events surrounding Penguin Plunge. There are sure to provide unique recognition opportunities for our partners. Some of those events include:

May 4, 2012	Donor Reception
May 5, 2012	Ties and Tails Ball
May 9 , 2012	FOTZ Member Preview
May 10, 2012	Grand Opening of Penguin Plunge
May 25, 2012	Summer Safari
June , 13 2012	Chamber Power Breakfast – Pancakes with the Penguins!
June 15, 2012	Chillin' At The Zoo
June 29 , 2012	Summer Safari
July 14, 2012	Brew at the Zoo
July 20, 2012	Chillin' At The Zoo
July 27, 2012	Summer Safari
August 10, 2012	Chillin' At The Zoo
August 24, 2012	Membership Appreciation Night
October 6, 2012	Zoobilee!

# **A HOST OF EVENTS ARE AVAILABLE FOR OUR PENGUIN PARTNERS TO ENJOY!**

## **TIES AND TAILS BALL**

Kick back your heels and dress to kill for this fun night of cocktails and dance at your Topeka Zoo. Live entertainment and libations will flow as we celebrate our colony in a night of fun, fashion and frivolity. All in support of our very special cause!

## **SUMMER SAFARI NIGHTS AT THE ZOO**

Help celebrate our colony all summer long with these “penguin-themed” family friendly events full of music, entertainment, and more!

## **CHILLIN’ AT THE ZOO**

It’s DATE NIGHT! Grab that special someone in your life and come chill at the zoo! This adults only event offers LIVE Jazz and an opportunity to chill with our chicks!

## **BREW AT THE ZOO**

Join us at the Penguin Plaza and raise your glass to penguins! Sample a variety of beers and shake your tail feathers to LIVE music as you enjoy the company of friends and our feathered friends!

## **RUN FOR THE WILD**

Waddle, Walk, or Run....It’s all great! Lace up your shoes and join us for a run in and around Gage Park.....all to benefit YOUR Topeka Zoo!

## **ZOOBILEE!**

It’s the WILDEST Party in Town all to support YOUR Topeka Zoo! Visit grazing stations and watering holes. Bid on exciting auction packages at Live and Silent Auctions. Experience animal encounters, behind the scene tours, and help us bid farewell to our feathered friends....our penguins!

# **FABULOUS PENGUIN EVENTS**

# PRESENTING PENGUIN PARTNER PACKAGE

# THE EMPEROR \$50,000 Investment

- BRANDING OPPORTUNITIES**
- Logo on [www.topekazoo.org](http://www.topekazoo.org) website
  - Name recognition on social media – FOTZ and Zoo
  - Prominent logo placement on Penguin Plunge exhibit signage
  - Logo placement in Penguin Plunge ad in Zooreka Magazine
  - Quarterly advertisement in spring Zooreka magazines
  - Name recognition in Penguin Plunge media releases
  - Name recognition in monthly e-news blasts
  - Logo on all paid print advertising and collateral
  - Logo on Topeka Zoo Daily Map Insert
  - Logo on all print collateral associated with Ties and Tails
  - Logo on zoo provided welcome piece for the Chamber Power Breakfast – Pancakes With The Penguins
  - Logo on all print collateral associated with Summer Safari Night events
  - Logo on all print collateral associated with Chillin' At The Zoo events
  - Logo on all print collateral associated with Zoobilee
  - Logo on all print collateral associated with Brew at the Zoo
  - Opportunity to partner with WIBW TV a Media Sponsor for the Topeka Zoo and Penguin Plunge

- EVENTS**
- Private tour of Penguin Plunge for 10 with catered breakfast
  - Co-sponsor of Ties and Tails Ball
  - Co-sponsor of June Chamber Power Breakfast – Pancakes With The Penguins!
  - Co-sponsor of 3 Summer Safari events
  - Co-sponsor of 3 Chillin' At The Zoo events
  - Top sponsorship recognition and benefits for 2012 Zoobilee
  - Top sponsorship recognition and benefits for 2012 Brew at the Zoo

- VENUE**
- One complementary use of the Gary Clarke Living Classroom  
*Date and time will be based on availability. Maximum 50 guests*

- TICKETS**
- 100 tickets to the Penguin Plunge Grand Opening
  - 10 tickets to the Ties and Tales event
  - 10 tickets to three Summer Safari events
  - 10 tickets to three Chillin' At The Zoo events
  - 10 tickets to Brew at the Zoo
  - 14 tickets to Zoobilee

- EXTRAS**
- Complimentary Pachyderm Club Membership for your company



# PENGUIN PARTNER PACKAGE

**THE KING**  
**\$25,000 Investment**

- BRANDING OPPORTUNITIES**
- Logo on [www.topekazoo.org](http://www.topekazoo.org) website
  - Name recognition on social media – FOTZ and Zoo
  - Prominent logo placement on Penguin Plunge exhibit signage
  - Logo placement in Penguin Plunge ad in Zooreka Magazine
  - Quarterly advertisement in spring Zooreka magazines
  - Name recognition in Penguin Plunge media releases
  - Name recognition in monthly e-news blasts
  - Logo on all paid print advertising and collateral
  - Logo on all print collateral associated with Ties and Tails
  - Logo on all print collateral associated with Summer Safari Night events
  - Logo on all print collateral associated with Chillin' At The Zoo events
  - Logo on all print collateral associated with Brew at the Zoo
  - Logo on all print collateral associated with Zoobilee
  - Opportunity to partner with WIBW TV a Media Sponsor for the Topeka Zoo and Penguin Plunge

- EVENTS**
- Private tour of Penguin Plunge for 10 with catered breakfast
  - Co-sponsor of Ties and Tails Ball
  - Co-sponsor of June Chamber Power Breakfast – Pancakes With The Penguins!
  - Co-sponsor of 3 Summer Safari events
  - Co-sponsor of 3 Chillin' At The Zoo
  - Top sponsorship recognition and benefits for 2012 Zoobilee
  - Top sponsorship recognition and benefits for 2012 Brew at the Zoo

- VENUE**
- 50% discount on one-time rental of Gary Clarke Living Classroom

- TICKETS**
- 50 tickets to the Penguin Plunge Grand Opening
  - 6 tickets to the Ties and Tales event
  - 6 tickets to three Summer Safari events
  - 6 tickets to Chillin' At The Zoo events
  - 6 tickets to Brew at the Zoo
  - 14 tickets to Zoobilee

- EXTRAS**
- Complimentary Pachyderm Club Membership for your company



# PENGUIN PARTNER PACKAGE

# THE ADELIE \$10,000 Investment

- BRANDING OPPORTUNITIES**
  - Logo on [www.topekazoo.org](http://www.topekazoo.org) website
  - Name recognition on social media – FOTZ and Zoo
  - Logo placement on Penguin Plunge exhibit signage
  - Logo placement in Penguin Plunge ad in Zooreka Magazine
  - Name recognition in Penguin Plunge media releases
  - Name recognition in monthly e-news blasts
  
- EVENTS**
  - Private tour of Penguin Plunge for 10 with catered breakfast
  - Co-sponsor of 3 Summer Safari events
  - Top sponsorship recognition and benefits for 2012 Brew at the Zoo
  - Top sponsorship recognition and benefits for 2012 Zoobilee
  
- VENUE**
  - 50% discount on one-time rental of Gary Clarke Living Classroom
  
- TICKETS**
  - 25 tickets to the Penguin Plunge Grand Opening
  - 4 tickets to the Ties and Tales event
  - 4 tickets to three Summer Safari events
  - 4 tickets to Cool Jazz Date Nights
  - 4 tickets to Brew at the Zoo – Pints for Penguins
  - 14 tickets to Zoobilee
  
- EXTRAS**
  - Complimentary Pachyderm Club Membership for your company



# PENGUIN PARTNER PACKAGE

**THE GENTOO**  
**\$5,000 Investment**

## BRANDING

### OPPORTUNITIES

- Logo on [www.topekazoo.org](http://www.topekazoo.org) website
- Name recognition on social media – FOTZ and Zoo
- Logo placement in Penguin Plunge ad in Zooreka Magazine
- Name recognition in Penguin Plunge media releases
- Name recognition in monthly e-news blasts

## EVENTS

- Private tour of Penguin Plunge for 10
- Co-sponsor of 3 Summer Safari events
- Sponsorship recognition and benefits for 2012 Brew at the Zoo
- Second Tier Level Sponsorship Benefits for 2012 Zoobilee

## VENUE

50% discount on one-time rental of Gary Clarke Living Classroom

## TICKETS

- 10 tickets to the Penguin Plunge Grand Opening
- 4 tickets to three Summer Safari events
- 4 tickets to Cool Jazz Date Nights
- 10 tickets to Zoobilee

## EXTRAS

- Recognition in the “School of Fish” , a donor recognition area for gifts of \$500 to \$5,000



# PENGUIN PARTNER PACKAGE

- BRANDING OPPORTUNITIES**
  - Logo on [www.topekazoo.org](http://www.topekazoo.org) website
  - Logo placement in Penguin Plunge ad in Zooreka Magazine
- EVENTS**
  - Co-sponsor of 3 Summer Safari events
  - Third Tier Level Sponsorship Benefits for 2012 Zoobilee
- VENUE**

N/A
- TICKETS**
  - 4 tickets to the Penguin Plunge Grand Opening
  - 4 tickets to three Summer Safari events
  - 6 tickets to Zoobilee
- EXTRAS**
  - Recognition in the “School of Fish” , a donor recognition area for gifts of \$500 to \$5.000

# THE ROCKHOPPER \$2,500 Investment



# PENGUIN PARTNER PACKAGE

- BRANDING OPPORTUNITIES**
  - Logo on [www.topekazoo.org](http://www.topekazoo.org) website
  - Logo placement in Penguin Plunge ad in Zooreka Magazine
- EVENTS**
  - Co-sponsor of 1 Summer Safari events
- VENUE**

N/A
- TICKETS**
  - 4 tickets to the Penguin Plunge Grand Opening
  - 4 tickets to three Summer Safari events
  - 2 tickets to Zoobilee
- EXTRAS**
  - Recognition in the “School of Fish” , a donor recognition area for gifts of \$500 to \$5.000

# THE MACARONI \$1,000 Investment



# PENGUIN PARTNER PACKAGE

- BRANDING OPPORTUNITIES**
  - Logo on [www.topekazoo.org](http://www.topekazoo.org) website
  - Logo placement in Penguin Plunge ad in Zooreka Magazine
- EVENTS** N/A
- VENUE** N/A
- TICKETS**
  - 4 tickets to the Penguin Plunge Grand Opening
- EXTRAS**
  - Recognition in the “School of Fish” , a donor recognition area for gifts of \$500 to \$5,000

## THE ROYAL \$500 Investment



# PENGUIN PARTNER PACKAGE

- BRANDING OPPORTUNITIES** N/A
- EVENTS** N/A
- VENUE** N/A
- TICKETS**
  - 4 tickets to the Penguin Plunge Grand Opening
- EXTRAS** N/A

## THE GALAPAGOS \$250 Investment



# MAKE A COMMITMENT TODAY!

## PENGUIN PARTNERSHIP AGREEMENT

Company Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Complete Address: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Email: \_\_\_\_\_

Make Your Commitment  
Early So You Don't Miss  
Out On Opportunities To  
Be Recognized!

We would like to commit to the following  
Penguin Partnership Level!

- |   |          |
|---|----------|
| <input type="checkbox"/> The Emperor    | \$50,000 |
| <input type="checkbox"/> The King       | \$25,000 |
| <input type="checkbox"/> The Adelie     | \$10,000 |
| <input type="checkbox"/> The Gentoo     | \$5,000  |
| <input type="checkbox"/> The Rockhopper | \$2,500  |
| <input type="checkbox"/> The Macaroni   | \$1,000  |
| <input type="checkbox"/> The Royal      | \$500    |
| <input type="checkbox"/> The Galapagos  | \$250    |

### PAYMENT METHOD

- Check is enclosed, made payable to *Friends of the Topeka Zoo*
- Please invoice me for our contribution
- Charge my contribution to my Credit Card below
  - Visa
  - Mastercard

Card Number: \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security Code: \_\_\_\_\_

Name On Card: \_\_\_\_\_

Signature: \_\_\_\_\_

# THANK YOU!

## Your Commitment Makes A HUGE Difference!

We thank you for your interest in considering an opportunity to support and partner with the Topeka Zoo and bringing penguins to Topeka!

To find out more about exciting ways to become a partner, please contact

Kate Larison, Executive Director  
Friends of the Topeka Zoo  
635 Gage Boulevard  
Topeka, Kansas 66606  
785-368-9162  
katel@fotz.org

