



# B E S E E N

2025 MARKETING AND SPONSORSHIP OPPORTUNITIES

**topeka zoo**  
& conservation center

## Be Seen through the Power of Partnership: Join the Topeka Zoo's Business Partners Program!

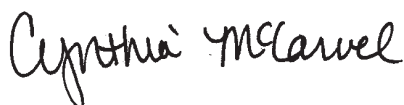
At the Topeka Zoo, our mission is to enrich our community through wildlife conservation and education. Community support is vital to raising awareness, protecting endangered species, and preserving habitats for future generations.

Since 1933, the Topeka Zoo has been a leader in animal care and innovation, earning the title "World Famous Topeka Zoo" in the 1970s for its groundbreaking exhibits. Today, as a major attraction in northeast Kansas and a proud member of the Association of Zoos and Aquariums (AZA), we continue to uphold the highest standards in conservation and environmental education.

As a 501(c)(3) nonprofit, every contribution supports our operations, education programs, and conservation efforts. Becoming a Business Partner aligns your company with community engagement and environmental stewardship, enhancing your brand visibility while supporting a meaningful cause.

Your investment fuels local economic growth, strengthens tourism, and supports a vibrant community. In return, you'll receive year-round marketing recognition, exclusive event access, and unique opportunities to connect with clients, employees, and others, all while championing conservation.

Join us on this exciting journey and help ensure that the magic of the animal kingdom continues to inspire future generations. Together, we can make a lasting impact.



Cynthia McCarvel  
Director of Development  
Topeka Zoo & Conservation Center

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## Benefits of a Partnership with the Topeka Zoo

- **Enhances community image and brand awareness.**
- **Engagement with a high-visibility, high-quality marketing platform to reach potential consumers in a more meaningful way than traditional marketing.**
- **Highlights dedication to wildlife conservation, environmental education and sustainability initiative.**

“Our partnership with the Topeka Zoo has had a positive impact on our brand image and public perception, reinforcing our reputation as a company that cares about community, education, and environmental sustainability.”  
– Norm Johnson, Giant Communications

## WHO WE ARE

### Mission Statement

To enrich the community through wildlife conservation and education.

### Vision Statement

We believe what we do changes the world. Every choice we make helps save the planet.

### DEAI Statement

We are committed to ensuring everyone feels welcome and valued by striving to create an environment that is as diverse as the wild spaces we are trying to protect.

## WHAT WE DO

Through a process that included paid and unpaid staff, board members, and community stakeholders, the Topeka Zoo & Conservation Center identified the following five Sustainability Initiatives from which form the framework of the zoo's strategic plan. Each initiative has overlap with more than one of the United Nation's Sustainable Development Goals.

- Slow the threat of extinction.
- Reduce the effects of plastic on the environment.
- Ensure food availability for the future.
- Create respect and empathy for water conservation.
- Innovation: Be a pipeline to solutions.



MEMBER of  
World Association of  
Zoos and Aquariums  
**WAZA** | United for  
Conservation

## 2024 By the Numbers as of December 30, 2024

**Total Attendance**  
262,325

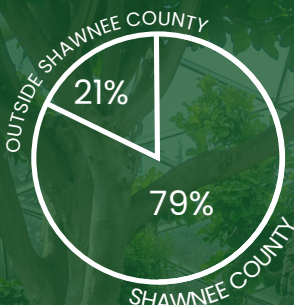
Visitors from 46 States



**Total Household Memberships**

4,784

### Ticketed Attendance



### Attendance Breakdown

58% ADULTS  
36% CHILDREN  
3% SENIOR  
3% UNDER TWO

15 WEEKS OF YOUTH CAMPS  
486 EDUCATION PROGRAMS  
10 SINGLE-DAY CAMPS  
13,500 PEOPLE REACHED



**Voted #1 Family Entertainment in Topeka**

### Social Following

FACEBOOK  
**55K**

























INSTAGRAM  
**16.1K**

TIKTOK  
**30.6K**

# Animal Exhibit Sponsor

Support the animals of the Topeka Zoo by sponsoring an exhibit. Your sponsorship will directly contribute to the care and enrichment of our animals, including food, husbandry, medical care, habitat enhancements, and much more. Choose a sponsorship level that matches your commitment and passion for animal conservation!

- **Protector habitats:** lion, elephant, giraffe
- **Guardian habitats:** orangutan, hippo, black bear, patas monkeys, lesser kudu
- **Keeper habitats:** golden lion tamarins, chevrotain, red-footed tortoise, pronghorn, black footed ferret
- **Explorer habitats:** turkey, llama, goat, caiman, reptile choice, porcupine, crowned crane, red-tailed hawk

	Explorer Sponsor \$1,000	Keeper Sponsor \$2,500	Guardian Sponsor \$5,000	Protector Sponsor \$10,000
<b>Special Recognition</b>				
Logo recognition window decal on habitat for 1 year				
Personalized certificate with photo of sponsored animal				
Special meet & greet with sponsored animal <i>(6 guests)</i>				
Exclusive behind-the-scenes tour of habitat <i>(6 guests)</i>				
Exclusive behind-the-scenes tour of habitat <i>(10 guests)</i>				
Private tour of the Zoo for up to 15 guests				
<b>Marketing Exposure</b>				
Company logo recognition at Zoo on partner boards & digital monitors				
Company name in Zoo Lights				
Company Logo on website directory, Topeka Zoo News & in Annual Report				
Featured once in 2025, in monthly Topeka Zoo News				
<b>Benefits</b>				
Group volunteer opportunities				
Complimentary general admission day passes	10	25	50	75
Complimentary Zoo Lights tickets	4	10	16	20
Zoo discounted membership for your team/staff	10%	15%	20%	20%
Discount on rental spaces Camp Cowabunga or Kay McFarland Japanese Garden	10%	10%	10%	10%
Sunrise Breakfast	4 Tickets	4 Tickets	4 Tickets	4 Tickets
Partner BBQ	6 Tickets	6 Tickets	6 Tickets	6 Tickets
Partner End of the Year Celebration	4 Tickets	4 Tickets	4 Tickets	4 Tickets
<b>Tax Deductible Value</b>	<b>\$852</b>	<b>\$2,130</b>	<b>\$4,308</b>	<b>\$9,010</b>



	\$15,000
<b>Presenting Sponsorship</b>	
Exclusive presenting sponsor for Giraffe & Friends free feedings from March to mid October (2 days/wk for 1 hour = 60 hours)	☀️
Opportunity to be on site with a 10'x10' tent and/or have brand ambassadors onsite and distribute approved premiums (Scheduled in Advance)	☀️
Giraffe feeding encounter for 6	☀️
Onsite signage at Giraffe & Friends indoor feeding area	☀️
<b>Marketing Exposure</b>	
Logo on the Zoo partner boards	☀️
Logo on the Zoo digital monitors	☀️
Company name in lights at Zoo Lights	☀️
Logo on website directory (linked to your site)	☀️
Logo in Topeka Zoo News	☀️
Company recognized in annual report	☀️
Company name on the Topeka Zoo App	☀️
Featured once in 2025, in Topeka Zoo News	☀️
<b>Benefits</b>	
Group volunteer opportunities	☀️
Complimentary general admission day passes	150
Complimentary Zoo Lights tickets	26
Discounted Zoo membership for your team/staff	20%
Discount on rental spaces Camp Cowabunga or Kay McFarland Japanese	10%
Sunrise Breakfast	4 tickets
Partner BBQ	6 tickets
Year End Celebration	4 tickets
<b>Tax Deductible Value</b>	<b>\$13,188</b>

## Giraffe Feeding Partner

Become a Giraffe Feeding Sponsor and boost your brand with a unique and memorable experience for guests! Enjoy exclusive access to engage with our giraffe, showcase your support for wildlife conservation, and gain prominent visibility with your logo in our promotional materials and on-site signage. It's a fun, impactful way to promote your brand while contributing to an important cause. Stand tall with us and make your mark at the Topeka Zoo!



# Wildlife Conservation Champion

Unlock the chance to make a meaningful impact while elevating your brand as a Wildlife Conservation Champion and sponsoring an animal awareness day at the Topeka Zoo. These exciting awareness days bring together the community to celebrate wildlife and promote conservation efforts, drawing families, nature lovers, and educators from across the region.

Each awareness day includes educational presentations by docents, keeper chats, and engaging activities for all ages.

## Awareness Days to Sponsor:

- **World Water Day:** March 22
- **Earth Day:** April 19
- **Endangered species day:** May 17
- **World turtle day:** May 24
- **World Oceans day:** June 7
- **Rainforests Awareness Day:** June 14
- **World Giraffe day:** June 21
- **Global Tiger Day:** July 26
- **World lion day:** Aug 2
- **World elephant day:** Aug 9
- **World orangutan day:** Aug 16
- **World Rivers Day:** Sept 20



	\$3,000
Exclusive presenting sponsor for one of 12 conservation awareness days	☀
Name/logo in all promotions	☀
Opportunity to be on site with a 10'x10' tent with brand ambassadors onsite with swag	☀
Marketing Exposure	
Logo recognition on partner boards and digital monitors	☀
Logo on website directory	☀
Logo in e-newsletter and name in annual report	☀
Benefits	
Complimentary general admission day passes	50
Zoo Lights tickets	8 Tickets
Business Partner window decal	☀
Zoo discounted membership for your team/staff	15%
Group volunteer opportunities	☀
Discount on rental spaces Camp Cowabunga or Kay McFarland Japanese Garden	10%
Exclusive Networking Events for Partners	
Sunrise Breakfast	4 Tickets
Partner BBQ	6 Tickets
Partner End of the Year Celebration	4 Tickets
Tax Deductible Value	\$2,404

# Party for the Planet – Earth Day Celebration

**APRIL 19, 2025** Be part of the celebration and inspire the next generation of planet protectors!

Join us for the Party for the Planet on April 19, 2025 — an unforgettable Earth Day celebration packed with fun, education, and impact! This vibrant, community-focused event highlights environmental stewardship, wildlife conservation, and sustainable practices, attracting families and eco-conscious individuals from across the region. Your business will be showcased as a leader in sustainability while supporting critical conservation efforts.

Guests will enjoy nearly sixty interactive Earth Day stations spread throughout the Zoo, offering exciting hands-on activities for kids of all ages. Activities include make-and-take crafts, edible treats, face painting, learning to cast and fish, and discovering unique and inspiring environmental messages at every turn.

In conjunction with Earth Day, you can be the proud sponsor of our **Earth Day Writing and Art Contest**. This special contest invites people of all ages to submit a piece of writing or art centered on pressing conservation issues happening in the world today. Winners from each age category will be invited to present their story or display their artwork during the Party for the Planet event. As a sponsor, your business will directly support this inspiring initiative, encouraging creativity, awareness, and action within the community.



	Earth Day Sponsor \$3,000	Writing & Art Contest Sponsor \$1,500
<b>Presenting Sponsorship</b>		
Exclusive presenting sponsor		
Name/logo in all media promotion		
VIP booth space for your business at event		
Premier booth space for your business at event		
One person will serve on the judging team & one person to co-present awards		
<b>Marketing Exposure</b>		
Logo on the Zoo partner boards		
Logo on the Zoo digital monitors		
Logo on website directory ( <i>linked to your site</i> )		
Logo in Topeka Zoo Newsletter		
Company recognized in annual report		
<b>Benefits</b>		
Group volunteer opportunities		
Complimentary general admission day passes	50	25
Complimentary Zoo Lights tickets	8	4
Discounted Zoo membership for your team/staff	15%	15%
Discount on rental spaces Camp Cowabunga or Kay McFarland Japanese Garden	10%	10%
Business partner window decal		
<b>Exclusive Networking Events for Partners</b>		
Sunrise Breakfast	4 tickets	4 tickets
Partner BBQ	6 tickets	6 tickets
Year End Celebration	4 tickets	4 tickets
<b>Tax Deductible Value</b>	<b>\$2,404</b>	<b>\$1,202</b>

# Pollinator Palooza & Native Plant Sale

## Sponsorship MAY 10, 2025

Support the Topeka Zoo's efforts to promote conservation and sustainability. By sponsoring the "Pollinator Palooza & Native Plant Sale," you are not only investing in the well-being of our local pollinators but also contributing to conservation efforts worldwide.

This day is dedicated to our hardworking pollinators! "Pollinator Palooza & Native Plant Sale" is a celebration of the essential role pollinators play in our ecosystem. Guests learn how pollinators benefit us and the environment, and are able to purchase pollinator-friendly, pesticide-free flowers for their garden. All proceeds will go to the Topeka Zoo's Conservation Fund, which supports conservation projects around the world and right here in our community.



Pollinator Palooza & Native Wildflower Sale	\$5,000	\$2,500	\$1,000
Presenting sponsor for event	✿		
Name/logo in all media promotion	✿		
Logo placement on event materials	✿	✿	✿
Recognition on social media		✿	✿
VIP booth space for business at event	✿		
Premium booth space for business at event		✿	✿
<b>Marketing Exposure</b>			
Logo recognition at the Zoo on partner boards & digital monitors	✿	✿	✿
Logo on website directory & in Topeka Zoo News	✿	✿	✿
Company recognized in annual report	✿	✿	✿
<b>Benefits</b>			
Group volunteer opportunities	✿	✿	✿
Complimentary general admission day passes	50	25	15
Zoo Lights tickets	8	4	2
Business Partner window decal	✿	✿	✿
Zoo discounted membership for your team/staff	15%	15%	10%
Discount on rental spaces Camp Cowabunga or Kay McFarland Japanese Garden	10%	10%	10%
<b>Exclusive Networking Events for Partners</b>			
Sunrise Breakfast	4 Tickets	4 Tickets	4 Tickets
Partner BBQ	6 Tickets	6 Tickets	6 Tickets
Partner End of the Year Celebration	4 Tickets	4 Tickets	4 Tickets
<b>Tax Deductible Value</b>	<b>\$4,410</b>	<b>\$2,202</b>	<b>\$826</b>

# Wake and Learn Series for Members

Rise and shine with our Wake and Learn Series, an enriching early morning program designed to awaken your curiosity and deepen your connection to wildlife! Hosted in the serene atmosphere of the zoo before opening hours, this series invites Zoo members to enjoy a unique blend of education, exploration, and inspiration as the animals begin their day.

Four Wake & Learn Days:		\$1,500
Exclusive sponsor for each event		☀️
Name/logo in all promotions		☀️
Opportunity to be on site with a 10'x10' tent with brand ambassadors onsite with swag		☀️
Marketing Exposure		
Logo recognition on partner boards and digital monitors		☀️
Logo on website directory		☀️
Logo in e-newsletter and in annual report		☀️
Benefits		
Complimentary general admission day passes		15
Zoo Lights tickets		5
Business Partner window decal		☀️
Zoo discounted membership for your team/staff		15%
Group volunteer opportunities		☀️
Discount on rental spaces Camp Cowabunga or Kay McFarland Japanese Garden		10%
Exclusive Networking Events for Partners		
Sunrise Breakfast		4 Tickets
Partner BBQ		6 Tickets
Partner End of the Year Celebration		4 Tickets
Tax Deductible Value		\$1,290

- **Friday, March 21** – Inside Scoop on Animals
- **Thursday, May 29** – Dinos and their Relatives
- **Saturday, August 9** – Horticulture Discussion
- **Tuesday, November 11** – Zoo Lights: Behind the Lights



# Sustainability Partner

Dive into our Sustainability Partner program and join us in making a splash for wildlife conservation and education! By becoming a partner, you're not just supporting the Topeka Zoo & Conservation Center—you're fueling exciting education programs and conservation efforts right here in our community. From hands-on monarch butterfly citizen science classes to dynamic environmental clubs for middle and high school students, we're all about connecting Topeka with the incredible wildlife and wild places we share. On average, more than 13,000 people participate in our educational programs.

Plus, as a Sustainability Partner, you can also contribute to our endowed scholarship fund. This fund opens doors for students to access our camps and clubs, making our programs more accessible and impactful. Jump in with us and help make a lasting difference while getting your community engaged and inspired!



General Support Only, Scholarship Fund Only, or both	\$5,000	\$2,500
<b>Onsite Marketing Exposure</b>		
Logo recognition at the Zoo on Sustainability Partner board outside education center	☀	☀
Logo recognition at the Zoo on digital monitors	☀	☀
<b>Digital Marketing Exposure</b>		
Logo appears on Zoo's education page	☀	☀
Name in Topeka Zoo News as Sustainability Partner	☀	☀
Company recognized in annual report	☀	☀
<b>Benefits</b>		
Complimentary general admission day passes	50	25
Zoo Lights tickets	4	4
Business Partner window decal	☀	☀
Zoo discounted membership for your team/staff	15%	15%
Discount on rental spaces Camp Cowabunga or Kay McFarland Japanese Garden	10%	10%
<b>Exclusive Networking Events for Partners</b>		
Sunrise Breakfast	4 Tickets	4 Tickets
Partner BBQ	6 Tickets	6 Tickets
Partner End of the Year Celebration	4 Tickets	4 Tickets
<b>Tax Deductible Value</b>	<b>\$4,452</b>	<b>\$2,202</b>

# Conservation Gala

JUNE 14, 2025

Join us for an unforgettable evening at our Conservation Gala, an exclusive event dedicated to raising awareness and funds for vital wildlife conservation efforts. Set against the backdrop of our beautiful zoo, this gala will bring together local businesses, community leaders, and wildlife enthusiasts to celebrate our commitment to protecting endangered species and preserving their habitats.

The evening will feature dinner, live entertainment, and an inspiring speaker who will share stories of conservation successes and ongoing challenges. Attendees will have the opportunity to engage with education docents, meet animal ambassadors, and participate in a silent auction featuring unique items and experiences.





	Preservation Sponsor \$10,000	Conservation Crusader \$5,000	Habitat Ally \$2,500	Wildlife Advocate \$1,500
Exclusive presenting sponsor for one year <i>(name/logo promoted &amp; on glasses)</i>	☀			
Name on stage	☀			
Recognition during event	☀			
Stand alone logo on slide	☀			
Shared logo on slide		☀	☀	☀
Preferred seating	☀	☀		
Ad in program booklet	Full page	1/2 page	1/4 page	
Recognition at table	☀	☀	☀	☀
Event tickets	8 (1 VIP table)	8 (1 premium table)	8 (1 table)	4 (half table)
Logo recognition – welcome banner, partner boards, digital monitors	☀	☀	☀	☀
Company name in lights at Zoo Lights	☀			
Recognition – on website partner directory & event page, social media event page, e-newsletter, annual report	☀	☀	☀	☀
Behind the scenes experience for 6	☀			

# ROAR & POUR

APRIL 26, 2025



Become a sponsor for the Roar & Pour Wine Fest at the Topeka Zoo and make your mark at one of our most exciting events! As a sponsor, you'll gain exclusive visibility with your brand featured prominently in event promotions, signage, and on-site materials. Your support helps us host a memorable festival while advancing our conservation and education programs. Join us for a night of great wine and vibrant community engagement and showcase your commitment to making a difference at the Topeka Zoo!

	Top Tier Sponsor \$10,000	Royal Reserve Sponsor \$5,000	Elephant Elite Sponsor \$3,500	Savanna Select Sponsor \$2,500	Jungle Gem Sponsor \$1,000
<b>Named Sponsorship Levels</b>					
Exclusive presenting sponsor for one year (name/logo in promotion and name on glasses)					
Name on entertainment stage					
Complimentary VIP tickets	6				
Complimentary general admission tickets	12	8	6	4	2
Access for 2 guests at sponsor-only event					
<b>Marketing Exposure</b>					
Logo recognition on event welcome banner, partner boards, & digital monitors					
Company name in lights at Zoo Lights					
Company table at event for swag					
Social media event page recognition, logo on website event page and directory, logo on e-newsletter, recognized in annual report.					
<b>Company Benefits</b>					
Behind the scenes experience for party of 6					
Complimentary general admission day passes	100	75	65	50	25
Complimentary Zoo Lights tickets	8	6	6	4	4
Business partner window decal & 10% discount on rental spaces Camp Cowabunga or Kay McFarland Japanese Garden					
Zoo membership discount for your team/staff	20%	15%	15%	15%	10%
Sunrise Breakfast	4 tickets	4 tickets	4 tickets	4 tickets	4 tickets
Partner BBQ	6 tickets	6 tickets	6 tickets	6 tickets	6 tickets
Year End Celebration	4 tickets	4 tickets	4 tickets	4 tickets	4 tickets
<b>Tax Deductible Value</b>	<b>\$7,484</b>	<b>\$3,338</b>	<b>\$2,218</b>	<b>\$1,532</b>	<b>\$422</b>



**SEPTEMBER 13, 2025**

Sponsor Brew at the Zoo and put your brand in the spotlight at one of our most popular events! As a sponsor, you'll enjoy prominent visibility with your logo featured in event promotions, signage, and materials. Your support helps us create an unforgettable experience for attendees while funding vital conservation and education programs. Join us for an evening of craft beers and community fun and showcase your commitment to making a positive impact at the Topeka Zoo!

	Top Brew Sponsor \$10,000	Wildlife Cheers Sponsor \$5,000	Elephant Draft Sponsor \$3,500	Savanna Suds Sponsor \$2,500	Jungle Brew Sponsor \$1,000
<b>Named Sponsorship Levels</b>					
Exclusive presenting sponsor for one year (name/logo in promotion and name on glasses)					
Name on entertainment stage					
Photo booth prints with company logo (1 available)					
Complimentary VIP tickets	6				
Complimentary general admission tickets	12	8	6	4	2
Access for 2 guests at sponsor-only event					
<b>Marketing Exposure</b>					
Logo recognition on event welcome banner, partner boards, & digital monitors					
Company name in lights at Zoo Lights					
Company table at event for swag					
Social media event page recognition, logo on website event page and directory, logo on e-newsletter, recognized in annual report.					
<b>Company Benefits</b>					
Behind the scenes experience for party of 6					
Complimentary general admission day passes	100	75	65	50	25
Complimentary Zoo Lights tickets	8	6	6	4	4
Business partner window decal & 10% discount on rental spaces Camp Cowabunga or Kay McFarland Japanese Garden					
Zoo membership discount for your team/staff	20%	15%	15%	15%	10%
Sunrise Breakfast	4 tickets	4 tickets	4 tickets	4 tickets	4 tickets
Partner BBQ	6 tickets	6 tickets	6 tickets	6 tickets	6 tickets
Year End Celebration	4 tickets	4 tickets	4 tickets	4 tickets	4 tickets
<b>Tax Deductible Value</b>	<b>\$7,424</b>	<b>\$3,518</b>	<b>\$1,838</b>	<b>\$1,622</b>	<b>\$482</b>

# Chalk and Cheers at the Topeka Zoo

AN ADULT EVENING OF ART, COMMUNITY, AND CONSERVATION! **OCTOBER 11, 2025**

Experience the Topeka Zoo like never before at Chalk and Cheers, an exclusive adults-only evening of creativity, connection, and conservation. Stroll through vibrant, large-scale chalk art masterpieces created by talented local artists, enjoy live music, and sip on signature cocktails and beverages as you take in the beauty of this unique event.

Delicious food, interactive art experiences, and wildlife encounters make this the perfect night out for art enthusiasts, couples, girls' night out, or wildlife stewards. All proceeds from Chalk and Cheers will support the Topeka Zoo's effort to inspire wildlife conservation and protect species around the globe.

	Masterpiece Sponsor \$10,000	Chalk Champion \$5,000	Palette Partner \$3,500	Brush Sponsor \$2,500	Sketch Sponsor \$1,000
<b>Named Sponsorship Levels</b>					
Exclusive presenting sponsor for one year <i>(name/logo in promotion and name on glasses)</i>	✦				
Name on entertainment stage	✦	✦			
Complimentary VIP tickets	6				
Complimentary general admission tickets	16	12	8	6	4
Access for 2 guests at sponsor-only event	✦	✦	✦	✦	✦
<b>Marketing Exposure</b>					
Logo recognition on event welcome banner, partner boards, & digital monitors	✦	✦	✦	✦	✦
Company name in lights at Zoo Lights	✦				
Company table at event for swag	✦	✦			
Social media event page recognition, logo on website event page and directory, logo on e-newsletter, recognized in annual report.	✦	✦	✦	✦	✦
<b>Company Benefits</b>					
Behind the scenes experience for party of 6	✦				
Complimentary general admission day passes	100	75	65	50	25
Complimentary Zoo Lights tickets	8	6	6	4	4
Business partner window decal & 10% discount on rental spaces Camp Cowabunga or Kay McFarland Japanese Garden	✦	✦	✦	✦	✦
Zoo membership discount for your team/staff	20%	15%	15%	15%	10%
Sunrise Breakfast	4 tickets	4 tickets	4 tickets	4 tickets	4 tickets
Partner BBQ	6 tickets	6 tickets	6 tickets	6 tickets	6 tickets
Year End Celebration	4 tickets	4 tickets	4 tickets	4 tickets	4 tickets

# Community Day at the Zoo AUGUST 30, 2025

Join us for a fun-filled Community Day at the Topeka Zoo! Sponsor a day of adventure and learning as we celebrate our local community and the incredible wildlife we share our planet with. Guests enjoy free admission to the zoo, where they can explore exciting habitats, participate in educational programs, and enjoy live animal presentations throughout the day.

Showcase your business to more than 3,000 guests during our Community Day. We offer various sponsorship levels designed to maximize your visibility and engagement.



## Platinum Sponsor – \$5,000

- Premier logo placement on all event materials and promotional banners
- Dedicated booth space for your business at the event
- Opportunity to provide a branded giveaway item for attendees
- Recognition in pre-event press releases and social media promotions
- 50 complimentary passes to the Zoo for your team or clients
- Year-round recognition onsite and digitally
- Tax deductible value – \$4,500

## Gold sponsor – \$3,000

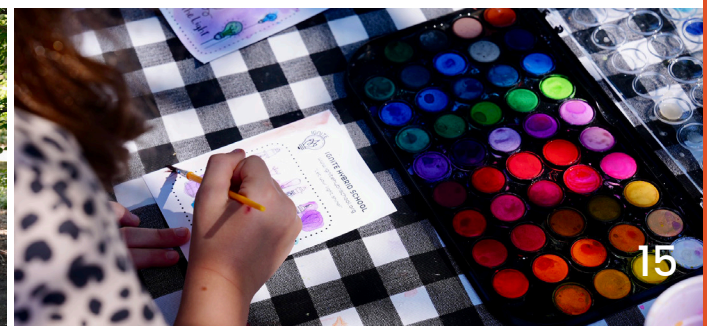


- Logo placement on event materials and promotional banners
- Booth space for your business at the event
- Recognition in social media promotions leading up to the event
- 30 complimentary passes to the Zoo
- Year-round recognition onsite and digitally
- Tax deductible value – \$2,700



## Silver Sponsor – \$1,500

- Logo placement on promotional banner
- Booth space for your business at the event
- Recognition on social media leading up to the event
- 15 complimentary passes to the Zoo
- Year-round recognition onsite and digitally
- Tax deductible value – \$1,350



# Topeka Zoo Member Appreciation Event

**JULY 31, 2025**

The Topeka Zoo's Member Appreciation Event is a family-focused celebration, exclusively for our dedicated members who make our mission possible. This highly anticipated event offers a evening of fun and learning, featuring:

- Inflatables and activities for families
- Face painting
- Keeper chats which provide a look at our amazing animals
- Animal feedings that captivate all ages
- A unique chance for families to celebrate their connection with the Zoo.

As a business sponsor, this event provides you with a powerful opportunity to:

- Showcase your commitment to supporting community and conservation.
- Reach an engaged audience of families, educators, and local residents.
- Build positive brand visibility in a fun, memorable setting.

Sponsorship of the Topeka Zoo Member Appreciation Event aligns your business with a trusted community organization and helps us continue to inspire and educate our visitors about wildlife and conservation. Join us in making this event unforgettable!



## **Presenting Sponsor – \$5,000**

- Recognition as the Presenting Sponsor in event title
- Presenting logo placement on all event promotions
- VIP Booth space to engage directly with families and provide a branded giveaway item for attendees
- Recognition in pre-event press releases and social media promotions
- 50 complimentary passes to the Zoo for your team or clients
- Year-round recognition onsite and digitally



## **Inflatables Sponsor – \$3,000**

- Recognized as the inflatable sponsor
- Logo placement on event materials and promotional banners
- Premium booth space at the event to provide a branded giveaway item for attendees
- Recognition on social media leading up to the event
- 25 complimentary Zoo admission tickets
- Year-round recognition onsite and digitally



## **Face Painting Sponsor – \$1,500**

- Recognized as the Face Painting sponsor
- Logo placement on event materials and promotional banners
- Booth space at the event to provide a branded giveaway item for attendees.
- Recognition on social media leading up to the event
- 15 complimentary Zoo admission tickets
- Year-round recognition onsite and digitally

# Chalktoberfest

OCTOBER 11, 2025

Join us as a sponsor for Chalktoberfest ! This unique and vibrant event is a celebration of art, community, and conservation that draws families, art enthusiasts, and wildlife lovers from across the region. Your support as a sponsor will not only help make this event a success but will also highlight your organization's commitment to creativity and protecting our planet.



At Chalktoberfest, we're turning the zoo into a colorful canvas, encouraging visitors to reflect on the beauty of the natural world and the importance of conservation. The event is packed with engaging activities designed to inspire creativity and connect with wildlife:

- Featured Chalk Artists creating large-scale chalk masterpieces.
- Create Your Own Art: Guests can reserve their own space to show off their chalk skills.
- Chalk Scavenger Hunt
- Sidewalk Chalk Games
- Chalk Photo Scene: A themed photo backdrop where visitors can snap a special keepsake.

This event is free with regular zoo admission and offers businesses like yours an incredible opportunity to connect with families while supporting a great cause.

## Presenting Sponsor – \$5,000

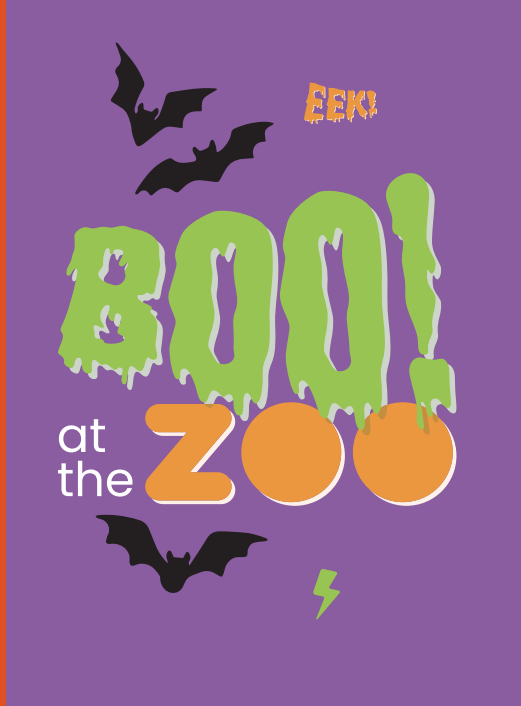
- Recognition as the presenting sponsor in event title
- Presenting logo placement on all event promotions
- VIP Booth space to engage directly with families and provide a branded giveaway item for attendees and/or provide your own chalk art.
- 50 complimentary passes to the Zoo for your team or clients
- 6 complimentary tickets to the Chalk and Cheers, adults only evening
- Year-round recognition onsite and digitally

## Art Creator Sponsor – \$3,000

- Recognition as an Art Creator Sponsor in event promotions
- Logo placement on event materials and promotional banners
- Premium booth space for your business at the event to provide a branded giveaway item for attendees and/or provide your own chalk art.
- Recognition on social media leading up to the event
- 25 complimentary Zoo admission tickets
- 4 complimentary tickets to the Chalk and Cheers, adults only evening
- Year-round recognition onsite and digitally

## Chalk Sponsor – \$1,500

- Recognition as a Chalk Sponsor in event promotions
- Logo placement on event materials and promotional banners
- Booth space for your business at the event to provide a branded giveaway item for attendees and/or provide your own chalk art.
- Recognition on social media leading up to the event
- 15 complimentary Zoo admission tickets
- 2 complimentary tickets to the Chalk and Cheers, adults only evening
- Year-round recognition onsite and digitally

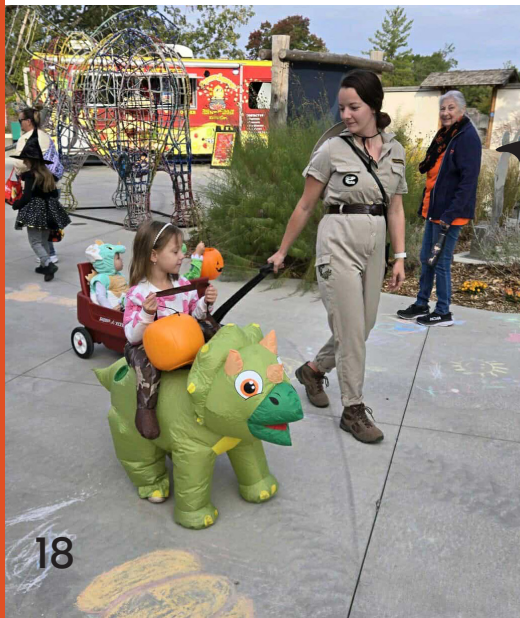


# Boo at the Zoo

OCTOBER 18 AND 25

Boo at the Zoo attracts close to 6,000 attendees each day and provides your business with significant visibility and the chance to connect with families in a lively and engaging environment. By participating as a sponsor, you'll not only promote your brand but also demonstrate your commitment to community involvement and support for local conservation efforts.

Boo at the Zoo is more than just a fun-filled event; it's a chance for your business to shine in the community while supporting your beloved zoo. Help us create magical memories for families this Halloween season!



## Spooky Sponsor – \$5,000

- Recognized as presenting sponsor
- Premier logo placement on event materials and promotional banners
- VIP booth space for your business at the event
- Recognition in pre-event press releases and social media promotions
- 50 complimentary Zoo admission tickets
- Year-round recognition onsite and digitally
- Tax deductible value – \$4500

## Ghostly Sponsor – \$3,000

- Recognized as the inflatable sponsor
- Logo placement on event materials and promotional banners
- Premium booth space for your business at the event
- Recognition on social media leading up to the event
- 25 complimentary Zoo admission tickets
- Year-round recognition onsite and digitally
- Tax deductible value – \$2,750

## Jack-o-lantern Sponsor – \$2,000

- Recognized as a candy sponsor.
- Logo placement on event materials and promotional banners
- Premium booth space for your business at the event
- Recognition on social media leading up to the event
- 15 complimentary Zoo admission tickets
- Year-round recognition onsite and digitally
- Tax deductible value – \$1,850



# Zoo Lights

NOVEMBER 27 – DECEMBER 31, 2025

Sponsor Zoo Lights and illuminate your brand while supporting a beloved community event! As a sponsor, your logo will shine in event promotions, signage, and on-site displays, giving your brand high visibility during this enchanting holiday spectacle. Your support not only helps us create a magical experience for thousands of visitors but also strengthens our conservation and education programs. Join us in bringing joy to the community and make a lasting impact at the Topeka Zoo!

		\$10,000	\$5,000	\$2,500	\$1,500
Zoo Lights Sponsorships Only	Electronic donor listing & Logo in emails	❄️	❄️	❄️	❄️
	Highlight night	❄️	❄️	❄️	
	Name in Lights	❄️			
	General admission tickets	50	25	15	5
	Zoo Lights tickets	100	50	25	15
	Tax Deductible Value	\$8,300	\$4,150	\$2,050	\$1,270



**\$15,000**

- Japanese Garden area with 5 displays



**\$10,000**

- Zooville Village with the Grinch



**\$5,000**

- Aquarium
- Interactive dancing floor
- 30' Christmas Tree
- Large elephant



**\$3,000**

- Nightmare before Zooville
- We can change the world
- Joy to the world
- And to all a good night

**\$2,500**

- Waterfall with animals
- Solar System
- Igloos

**\$1,500 – \$5,000 Photo Displays**

- Snow globe
- Train
- Angel wings
- I love you
- Bat wings
- Peacock feathers
- Butterfly wings
- Naughty & nice

**\$1,000 – Animal displays**

- Lion
- Tiger
- Hippo
- Ostrich
- Giraffe
- Panda bear
- Lesser kudu
- Rhino
- Penguin
- Sea turtle
- Flamingo
- Monkey

*\*Other new items will be added later in the year.*



# Dreamnight

DECEMBER 1, 2025

We invite you to be a part of something truly special by sponsoring Dreamnight—a free, inclusive evening designed exclusively for individuals with sensory-processing difficulties and other special health needs. This enchanting event allows families to experience the wonder and spirit of the holiday season at Zoo Lights in a welcoming and accommodating environment.

On this extraordinary night, we create a sensory-friendly experience by toning down the strobes, lowering the music, and reducing crowd sizes, ensuring that families can enjoy the beautiful holiday lights at their own pace. We believe everyone deserves to partake in the magic of the season, and with your support, we can make this night unforgettable!

As a sponsor, you'll play a vital role in providing admission, food, beverages, and entertainment at no cost to attendees, making this event accessible for all families. Your partnership will not only enhance the experience for participants but also demonstrate your commitment to inclusivity and community support. Together, we can ensure that Dreamnight at Zoo Lights is a heartwarming celebration that families will cherish for years to come!

		\$10,000	\$5,000	\$2,500
Dream Sponsorships Night Only	Name/logo in all media & advertising for Dream Night.	❄️		
	Animal encounter for 6 people	❄️		
	Name in lights to be displayed during Zoo Lights.	❄️		
	Name in all media and advertising for Dreamnight.		❄️	❄️
	Premier table location to hand out swag	❄️		
	Opportunity to hand out swag		❄️	❄️
	Logo appears on Zoo Lights website	❄️	❄️	❄️
	General admission Zoo tickets	50	25	15
	Zoo Lights tickets to be used during other evenings	100	50	25
Tax Deductible Value		\$8,300	\$4,150	\$2,050



# Cookies with Claus

DECEMBER 6, 2025

We invite you to partner with us for Cookies with Claus—a delightful event where families can enjoy an hour of cookie decorating, listen to heartwarming holiday stories, and meet Santa himself! This enchanting experience is designed to create lasting memories and celebrate the magic of the holiday season.

Join us as a sponsor for the Cookies with Claus event at the Topeka Zoo! This festive gathering offers unique sponsorship levels to fit every budget while providing excellent exposure for your business.

All funds raised from Cookies with Claus will go towards scholarships to provide children access to educational programs that the Topeka Zoo offers.



## Frosty Sponsor – \$1,000

- Logo on event signage and website, and event materials
- Dedicated social media shout-out before and after the event
- Ten complimentary Zoo Lights tickets
- Tax deductible value – \$900

## Candy Cane Sponsor – \$500

- Logo displayed at cookie decorating stations
- Opportunity to provide promotional materials for attendees
- Logo recognition on event materials
- Five complimentary Zoo Lights tickets
- Tax deductible value – \$440
































## Gingerbread Sponsor – \$250

- Logo recognition on event materials (flyers, social media posts)
- Mention in the event program
- Two complimentary Zoo Lights tickets
- Tax deductible value – \$226





















The Business Partner program offers businesses a meaningful way to support the Topeka Zoo through general unrestricted donations or in-kind contributions. Your support helps us maintain a vibrant zoo, provide excellent animal care, enhance educational programs, and create inspiring exhibits which delight visitors and fosters wildlife conservation.

	\$25,000	\$20,000	\$15,000
<b>Company/Employee Benefits</b>			
Complimentary general admission day passes	200	150	100
Business Partner window decal			
An animal encounter for 6 people			
Group volunteer opportunities			
Zoo discounted membership for your team/staff	25%	25%	20%
Discount on rental spaces	10%	10%	10%
Complimentary Zoo Lights tickets	30	26	24
<b>Exclusive Networking Events for Partners</b>			
Sunrise Breakfast	4 Tickets	4 Tickets	4 Tickets
Partner Family BBQ	6 Tickets	6 Tickets	6 Tickets
Partner End of the Year Celebration	4 Tickets	4 Tickets	4 Tickets
<b>Onsite Marketing Exposure</b>			
Logo recognition at the Zoo ( <i>Static &amp; Digital Boards</i> )			
Opportunity for 10'x10' tent/brand ambassadors onsite to distribute premiums ( <i>Call for details</i> )			
<b>Digital Marketing Exposure</b>			
Company logo on Zoo website ( <i>Linked to your site</i> )			
*Company name on Topeka Zoo App			
Company logo in Topeka Zoo News			
Featured once in 2025, in Topeka Zoo News			
Company recognized in Annual Report			
<b>Tax Deductible Value</b>	<b>\$22,640</b>	<b>\$18,188</b>	<b>\$13,712</b>

\*Monetary Commitment Required

By joining as a Business Partner, you play a key role in our mission to foster wildlife conservation and engage the community. Together, we can ensure the Zoo continues to thrive and inspire future generations to appreciate and protect the natural world.

	\$10,000	\$5,000	\$2,500
<b>Company/Employee Benefits</b>			
Complimentary general admission day passes	75	50	25
Business Partner window decal			
An animal encounter for 6 people			
Group volunteer opportunities			
Zoo discounted membership for your team/staff	20%	15%	15%
Discount on rental spaces	10%	10%	10%
Complimentary Zoo Lights tickets	20	16	10
<b>Exclusive Networking Events for Partners</b>			
Sunrise Breakfast	4 Tickets	4 Tickets	4 Tickets
Partner Family BBQ	6 Tickets	6 Tickets	6 Tickets
Partner End of the Year Celebration	4 Tickets	4 Tickets	4 Tickets
<b>Onsite Marketing Exposure</b>			
Logo recognition at the Zoo <i>(Static &amp; Digital Boards)</i>			
Opportunity for 10'x10' tent/brand ambassadors onsite to distribute premiums <i>(Call for details)</i>			
<b>Digital Marketing Exposure</b>			
Company logo on Zoo website <i>(Linked to your site)</i>			
*Company name on Topeka Zoo App			
Company logo in Topeka Zoo News			
Featured once in 2025, in Topeka Zoo News			
Company recognized in Annual Report			
<b>Tax Deductible Value</b>	<b>\$9,010</b>	<b>\$4,308</b>	<b>\$1,438</b>

\*Monetary Commitment Required

# BE THE DIFFERENCE

## HELP US CHANGE THE WORLD

**Thank you** for your consideration  
of an investment and helping us to  
enrich our community through wildlife  
conservation and education!



Please contact:  
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Director of Development

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**topeka zoo**  
& conservation center

Friends of the Topeka Zoo is a 501(c)3 organization.  
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