



# Partnership Opportunities



# About Zoo Atlanta

- A proud accredited member of the Association of Zoos and Aquariums (AZA), the gold standard for animal care and wellbeing.
- Zoo Atlanta has a mission to save wildlife and their habitats through conservation, research, education, and engaging experiences.
- The Zoo is home to hundreds of animals representing more than 200 species from around the world, many of them endangered or critically endangered.
- Zoo Atlanta highlights include one of North America's largest zoological populations of great apes and a global center of excellence for the care and study of reptiles and amphibians.



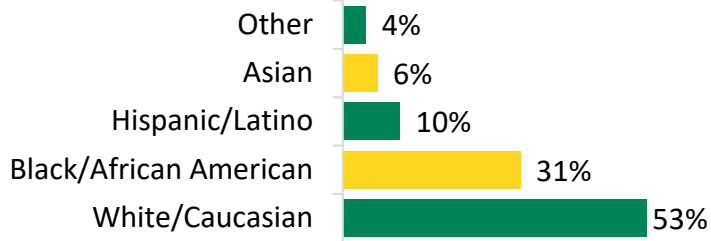
# Zoo Atlanta At-A-Glance

- Atlanta's oldest cultural destination and has been attended by generations of Atlantans
- One of the 10 oldest zoos in continuous operation in the United States
- Supports conservation projects worldwide
- Annual Attendance: 970,000+
- Membership base of 36,000+ households
- Primary target audience is moms with children aged 10 and younger
- Recognized as a 501 (c)(3) charitable organization

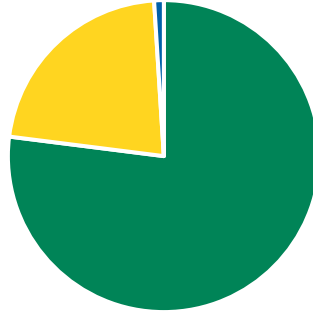


# Zoo Atlanta's Audience

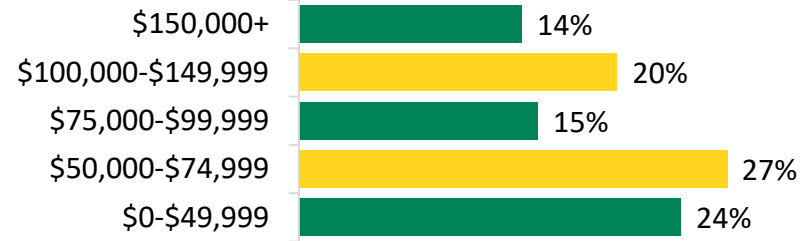
47% of visitors are racially diverse



■ Women ■ Men ■ Non-binary



Average household income of visitors is \$85,040



- 72% of visitors come primarily to **bring their children**

- 72% of visitors are **metro Atlanta residents**

## According to the Association of Zoos and Aquariums:

- Zoos and aquariums host more visitors than NFL, NBA, NHL, and MLB annual attendance combined each year
- 79% feel better about companies that support wildlife conservation at zoos and aquariums
- 66% are more likely to buy products and services from those companies

## Zoo Atlanta Digital Assets:

- **Facebook:** 442,000 followers
- **Instagram:** 155,000 followers
- **TikTok:** 174,100 followers, 3 million likes
- **E-newsletter:** 169,700 opt-in Zoo subscribers
- **Zooatlanta.org:** 4 million annual visits

# Engagement Opportunities

- Public Event Sponsorships
- Beastly Feast Gala Tables & Tickets
- Brand Activations
- Year-Round Brand Presence
- Education & Community Outreach
- Company Meetings & Private Events
- Volunteering



# Public Event Sponsorships

Zoo Atlanta hosts over 15 public events throughout the year, offering sponsors unique opportunities to support wildlife conservation while enhancing brand visibility with the Zoo's diverse audiences.



RUN  
LIKE WILD  
5K



ZOO ATLANTA



BREW AT THE ZOO



Sippin'  
Safari



BOO  
AT THE  
ZOO



ILLUMINIGHTS  
LANTERN FESTIVAL



ZOO  
Year's  
EVE



ZOO ATLANTA

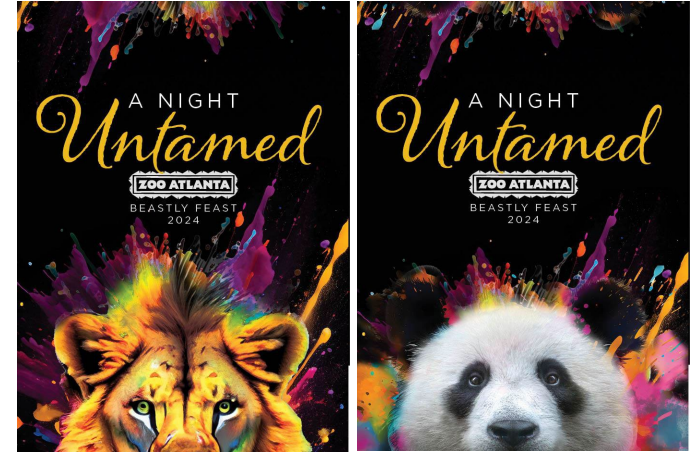
# Beastly Feast Gala

## Atlanta's Most Unique Gala

Sophisticated elegance, a unique locale, and spectacular live and silent auctions make The Beastly Feast one of Atlanta's most highly anticipated annual black-tie gala fundraisers. Enjoy a strolling cocktail walk through the Zoo followed by a seated dinner and dancing to a live band.

## Event Highlights

- **Date:** Held the first Saturday in May
- **Anticipated Attendance:** Up to 700 guests
- **Target Demographic:** Corporate Executives, Community Leaders, Philanthropists
- **Supporter Range:** \$50,000 Champion Table to \$9,000 Steward Table



# Brand Activations

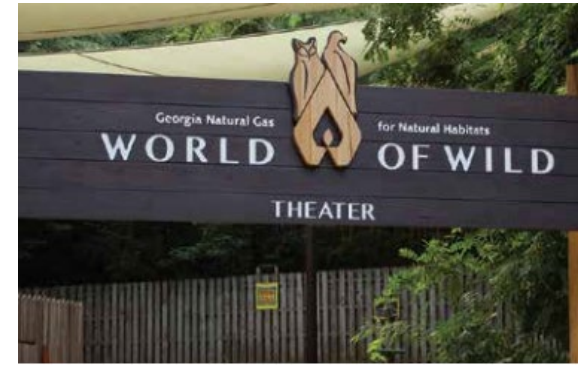
Bring your brand to life at Zoo Atlanta through a brand activation to engage visitors through various activities, promotions, and/or interactive experiences. By supporting Zoo Atlanta through a brand activation, you can highlight your brand's involvement in the Zoo's mission while creating a memorable connection between you and the Zoo's audience.





# Year-Round Brand Presence

Zoo Atlanta offers year-round sponsorship opportunities for habitats, attractions, and more, aligning your brand with wildlife conservation while reaching a diverse audience of families and local residents.



# Education & Community Outreach

## Sponsored Admissions Program

The Sponsored Admissions Program provides free access to Zoo Atlanta and its conservation education resources through self-guided field trips for students of Title I schools in Georgia.

## Safari Camp Scholarship Program

The Safari Camp Scholarship Program provides scholarships for students of Title I schools in metro Atlanta to attend Safari Camp during school breaks.

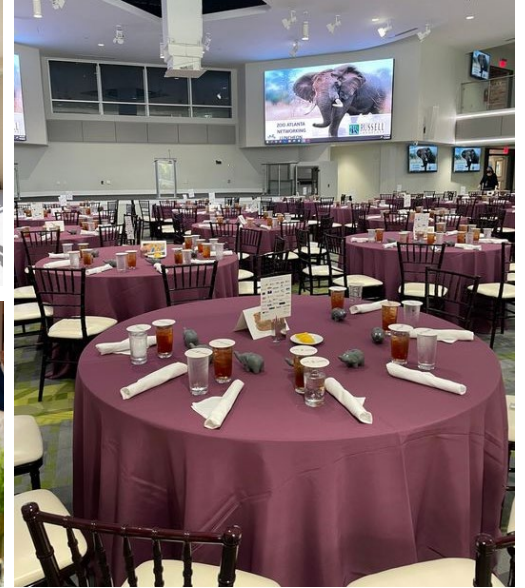
Sponsors could be listed as a program supporter in select marketing materials that are sent out to community partners, including:

- Georgia Title I schools
- Boys and Girls Club of Metro Atlanta
- YMCA of Metro Atlanta
- Atlanta Preservation Center
- City of Refuge
- Atlanta Housing Authority



# Meetings & Events at the Zoo

Elevate your next leadership or team meeting with the unique and engaging environment of Zoo Atlanta. The Zoo's Private Events team can assist in creating a memorable off-site experience that combines business with adventure.



# Volunteer at the Zoo

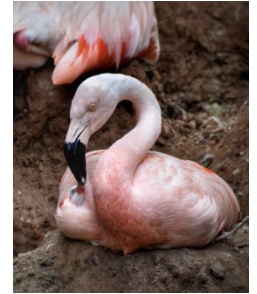
Volunteering at Zoo Atlanta is a great way for your company to foster teamwork while giving back to the community. Group volunteer projects may include painting, horticulture tasks like pruning and raking, cleaning signage, or repairing benches, depending on the season and the Zoo's needs.

- Service days are scheduled for Mondays, Tuesdays, Thursdays, and Fridays from 9 a.m. – 12 p.m.
- Groups are limited to 25 participants
- Volunteers must be at least 18 years of age



# Additional Potential Partnership Benefits

- Complimentary Zoo general admission or event tickets (*number subject to partnership level*)
- Sponsor name listed on Zoo's Corporate Supporters webpage with a link to supporter's website
- Discounted tickets for company employees through Zoo Atlanta's opt-in Corporate Ticket Partnership (CTP) program
- Opportunity to activate at select public events with 10' x 10' exhibitor space in a prominent location (*subject to restrictions and availability*)
- \$10 off Family Memberships for company employees
- 15% discount on a Zoo Atlanta venue rental (*subject to availability and excludes all other applicable fees, including catering*)



# Thank You!

For additional information or to discuss sponsorship opportunities in more detail, please reach out to:

Meghann M. Adams, GPC  
Director of Corporate & Foundation Relations  
[madams@zooatlanta.org](mailto:madams@zooatlanta.org)  
404-624-5907

