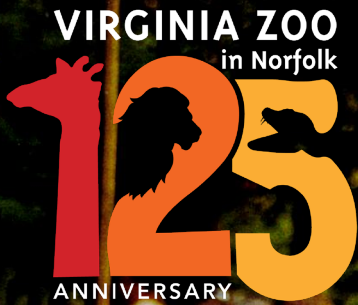




**Breakfast with the
Animals in 2003**



Zoo Event Sponsorships

FOR MORE INFORMATION ABOUT SPONSORSHIPS AND PARTNERSHIPS, PLEASE CONTACT THE VIRGINIA ZOO DEVELOPMENT DEPARTMENT AT 757.441.2374 EXT. 220 OR BY EMAIL AT [GIVING@VIRGINIAZOO.ORG](mailto:giving@virginiazoo.org).



The Virginia Zoo inspires our community to help save the world's wildlife and their ecosystems each and every day. Nearly 400,000 visitors come through our gates each year, a majority who live, work, and play right here in Hampton Roads!

Do you have a hard time making meaningful connections with your supporters/customers? Do you feel your messaging is being missed by your target audience?

Allow our talented team to creatively tie your brand into our events for seamless messaging opportunities!

In addition to housing more than 700 animals who call the Zoo home, we boast an invigorating lineup of special events and innovative programs that engage a wide variety of audiences and families to create memorable, meaningful connections.

Sponsoring an event at the Virginia Zoo associates your brand with a positive, family-friendly experience and YOU get to be a part of the fun. Let our stats convince you:

9,400 ZOO MEMBER HOUSEHOLDS
NEARLY 340,000 ANNUAL VISITORS
OVER 23,000 ANNUAL EVENT ATTENDEES
80% EVENT GOERS LIVE IN HAMPTON ROADS

Let's discuss the next wild adventure the Zoo has planned!



SOCIAL MEDIA & ONLINE PRESENCE



700,000+
PAGE VIEWS
ANNUALLY



83,000+
FANS



42.5k+
FOLLOWERS



2,120+
FOLLOWERS



37,000+
EMAIL
SUBSCRIBERS

All special event sponsors receive the extensive benefits below according to contribution level, plus many events include enhancements to boost your company exposure. See each event profile page for more info.

DEADLINE FOR SPONSORSHIP CONFIRMATION*	10 weeks before event	8 weeks before event	6 weeks before event	
	\$5,000+	\$2,500+	\$1,000+	\$500
ON-SITE BENEFITS				
Activation opportunity**	•	•		
Event tickets	Event and Level Specific			
Promotional table at event	•	•		
Recognition in sponsor signage	Logo	Logo	Name	Name
PRE-EVENT PROMOTION				
Opportunity for giveaway item or offer in email sent to all attendees**	•	•		
Recognition on event web page and event emails	Logo	Logo	Name	Name
Recognition in Zoo Review Member Newsletter	Logo	Logo	Name	
Recognition as a Zoo Corporate Partner	Logo			
Recognition in Zoo social media event graphics and posts	Logo on graphic, 1 post tag & LinkedIn post	Logo on graphic & 1 post tag	1 post tag	

*Logo and confirmation required before deadline in order to be featured in event graphics and social media.

**Availability based on a first-come, first-serve basis. See event profile page for more information. Have an idea for an enhancement? Talk to us!



2026 VIRGINIA ZOO EVENT LINEUP

	Date & Time	Audience	Expected Attendance
EVENT			
Kiss & Tail	February 8 9:30am - 12:30pm	21+, couples and singles	150
Adult Night: Game On	March 21 5 - 8pm	21+, couples, friend groups, millennials	750
Sensory Friendly Morning	March 29 & November 8 9:30am - 12:30pm	Families and individuals with sensory sensitivities	600
Dog Day at the Zoo	April 26 & October 30 3 - 6pm	All ages, dog owner, and dog lovers	350
Bike Night	May 8 5 - 8pm	All ages, bike owners	750
Party for the Planet	May 16 9:30am - 2pm	All ages, Zoo Members, conservationists	1,000
ZooGrooves: Girl Power	May 29 5 - 8:30pm	All ages, friend groups, millennials	750
Pride Night	June 13 5 - 8:30pm	All ages, LGBTQ+ community	1,250
Breakfast with the Animals	July 12 8 - 10am	All ages, Zoo Members	800
Adult Night: Summer Camp	July 18 5 - 8pm	21+, couples, friend groups, millennials	750
End of Summer Bash	August 1 12 - 4pm	All ages, youth camp ages (5-18), Zoo Members	2,500
Teddy Bear Clinic	August 15 9:30am - 12:30pm	Families with young children, Zoo Members	2,000
125th Anniversary Event	August 29 9:30am - 4pm	All ages, Zoo Members, local community	2,000
ZooGrooves: Yacht Rock	September 11 5 - 8:30pm	All ages, late millennials, Gen X	750
Monarch Mile	September 13 8 - 9:30am	All ages, runners, conservationists	150
Fall Fest	September 26 5 - 8:30pm	All ages, friend groups, millennial	1,000
Zoovies: Jurassic Park	October 2 5 - 9pm	All ages, movie lovers, Zoo Members	500
ZooBoo	October 17 & 18 9am - 4pm	Families with young children, Zoo Members	3,000/day
Noon Year's Eve	December 31 9:30am - 12:30pm	Families with young children, Zoo Members	2,500