



SPECIES SPONSORSHIPS AT THE VIRGINIA ZOO

Sponsor a species today!

To become a Species Sponsor, contact
Darcie Howard at darcie.howard@norfolk.gov
or call 757.441.2374 ext. 220

Make your brand stand out.

Bring your brand to life by sponsoring a species at the Virginia Zoo! With more than **350,000 visitors** each year, your business gains powerful marketing exposure while supporting conservation and education in our community. Sponsorships also include unique benefits for your employees, offering memorable experiences that inspire pride and connection. Partner with us and make a lasting impact that extends far beyond the Zoo's gates.

The Virginia Zoo spells
conservation with three C's...

Care • Connection • Community

Your contribution supports our mission to provide quality care, build lasting connections, and engage our community.



**SPONSOR AN
AFRICAN PAINTED DOG!**



**SPONSOR A
RHINOCEROS HORNBILL!**



**SPONSOR AN
ORANGUTAN!**

CARE SPONSOR

VALUE: \$7,500

SPECIES AVAILABLE FOR SPONSORSHIP

Aldabra Tortoise, Axolotl, Blue Speckled Tree Monitor, Cape Porcupine, Cinereous Vulture, Huacaya Alpaca, Red River Hog, Rhinoceros Hornbill, Slender-Tailed Meerkat

DIGITAL MARKETING

- Name/logo recognition on animal-related webpage
- Featured LinkedIn post & select social media mentions with animal
- Logo recognition in Zoo Review (*biannual*)

ON-SITE BENEFITS & OTHER DELIVERABLES

- Logo recognition on habitat signage as official species sponsor (*~350,000 visitors each year*)
- One on-grounds promotional opportunity (*restrictions may apply*)

STAKEHOLDER-LEVEL CORPORATE MEMBERSHIP (\$1,200 VALUE)

- 25 one-day, single-use tickets
- 2 reusable guest passes
- Website link
- \$15 off Memberships for employees
- E-subscription to Zoo Review
- Group volunteering opportunities
- Invitations to donor appreciation programs
- Discounts on event tickets, food, general admission & programs

Sponsorship valid for one year only



RED RIVER
HOG



SLENDER-
TAILED
MEERKAT



BLUE
SPECKLED
TREE MONITOR



CAPE
PORCUPINE



AXOLOTL



RHINOCEROS
HORNBILL



ALDABRA
TORTOISE



**EASTERN
MOUNTAIN
BONGO**



SIAMESE CROCODILE



CHEETAH



**ASIAN SMALL-
CLAWED OTTERS**



RED PANDA

CONNECTION SPONSOR

VALUE: \$12,500

SPECIES AVAILABLE FOR SPONSORSHIP

African Painted Dog, Asian Small-Clawed Otter, Asiatic Black Bear, Cheetah, Eastern Mountain Bongo, Malayan Tapir, Red Panda, Siamese Crocodile, World of Reptiles Conservatory Mixed Species

DIGITAL MARKETING

- Name/logo recognition on related webpage
- Featured LinkedIn post & select social media mentions with animal
- Logo recognition in Zoo Review (*biannual*)

ON-SITE BENEFITS & OTHER DELIVERABLES

- Logo recognition on species signage as official sponsor (*~350,000 visitors each year*)
- Two on-grounds promotional opportunities (*restrictions may apply*)

LEADERSHIP-LEVEL CORPORATE MEMBERSHIP (\$2,500 VALUE)

- 75 one-day, single-use tickets
- 2 reusable guest passes
- Website link
- \$15 off Memberships for employees
- E-subscription to Zoo Review
- Group volunteering opportunities
- Invitations to donor appreciation programs
- Discounts on event tickets, food, general admission & programs

Sponsorship valid for one year only

COMMUNITY SPONSOR

VALUE: \$25,000

SPECIES AVAILABLE FOR SPONSORSHIP

African Lion, Alligator Snapping Turtle & Mixed Species, Malayan Tiger, Masai Giraffe & Mixed Species, Nigerian Dwarf Goats, Orangutan, Southern White Rhinoceros

DIGITAL MARKETING

- Name/logo recognition on related webpage
- Featured LinkedIn post & select social media mentions with animal
- Logo recognition in Zoo Review (*biannual*)

ON-SITE BENEFITS & OTHER DELIVERABLES

- Logo recognition on signage as sole sponsor (*~350,000 visitors each year*)
- Sole sponsorship of species
- Industry exclusivity
- Two on-grounds promotional opportunities (*restrictions may apply*)

PREMIER-LEVEL CORPORATE MEMBERSHIP (\$10,000 VALUE)

- 200 one-day, single-use tickets
- 5 reusable guest passes
- Prominent website link & logo
- \$15 off Memberships for employees
- E-subscription to Zoo Review
- Group volunteering opportunities
- Invitations to donor appreciation programs
- Discounts on private event venue rentals, event tickets, food, general admission & programs

Sponsorship valid for one year only



SOUTHERN WHITE RHINOCEROS



ORANGUTAN



MASAI GIRAFFE & MIXED SPECIES



MALAYAN TIGER



**SPONSOR A
RED PANDA!**



**SPONSOR AN
AFRICAN LION!**



**SPONSOR A
SLENDER-TAILED
MEERKAT!**

A partnership that **looks out** for you.

For more information on Species Sponsorships
at the Virginia Zoo, please contact:

Darcie Howard

Senior Director of Advancement

✉ darcie.howard@norfolk.gov

☎ 757.441.2374 ext. 220

