

# PARTNERSHIP OPPORTUNITIES



PITTSBURGH ZOO  
& PPG AQUARIUM



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## ***Why It Matters***

The Pittsburgh Zoo & PPG Aquarium is one of only six zoo and aquarium facilities in the United States. Ranked as a **Best Zoo for Kids** by *Parents Magazine* for the second time, the Pittsburgh Zoo offers something for everyone – at every age.

The Zoo's 77 acres house more than 9,000 animals that represent 900 species and include 24 threatened or endangered animals. Each area of the Zoo is carefully created to ensure the animals' environments are similar to their native habitats – from the mountains of Asia, to the jungles of Africa.

Becoming a **partner** with the Pittsburgh Zoo is an excellent way for your organization to reach more than **1 million annual guests**, while also making a vital contribution to species survival and the quality of life in our region.

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## ***Event Opportunities***

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Become a partner with the Pittsburgh Zoo & PPG Aquarium and get involved. You can truly make a difference. And if you don't see something that's an exact fit for you or your organization, let us know. We're always ready to design something new!

### **ZOOBREW**

**Spring Hops: Friday, May 4 / Oktoberfest: Friday, Sept. 7**

Every year, the Pittsburgh Zoo selects two special Fridays in the spring and fall to host “party animals” of the human-kind at the ZooBrew fundraisers. Adventurers over the age of 21 enjoy unique beer, food and music in a truly one-of-a-kind setting. Partnership opportunities include mug sponsorships, tent sponsorships, onsite opportunities and more!

### **ZOOBOO**

**Saturday & Sunday, Oct. 20, 21, 27, 28**

As a presenting sponsor of our annual family-friendly Halloween event, you'll receive title recognition on all promotional materials and reach more than 35,000 event attendees. Your organization will also have the opportunity to come onsite so you can reach attendees directly.

### **ZOOZILLA**

**Saturday, Nov. 10**

Get ready, get set, go! The annual ZooZilla 5K event provides partners with title recognition on all promotional materials including radio, website and social media promos. You'll also have the chance to bring your organization on-site to speak directly with event attendees.

### **APPRECIATION DAYS**

From Military Day to Father's Day, as the presenting sponsor of an appreciation day, you will receive title recognition for the day, and will also have the opportunity to bring your organization on Zoo grounds during the event.

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## ***Other Opportunities***

### **ONSITE TABLING**

Bring your organization on to Zoo grounds during a family-friendly event, like Breakfast or Lunch with Santa, Penguins on Parade, or Noon Year's Eve!

### **CREATURE FEATURE**

Gain website and social media recognition as a presenting sponsor of Creature Feature, a digital campaign that highlights different animals throughout the year.

### **DINOSAUR EXHIBIT**

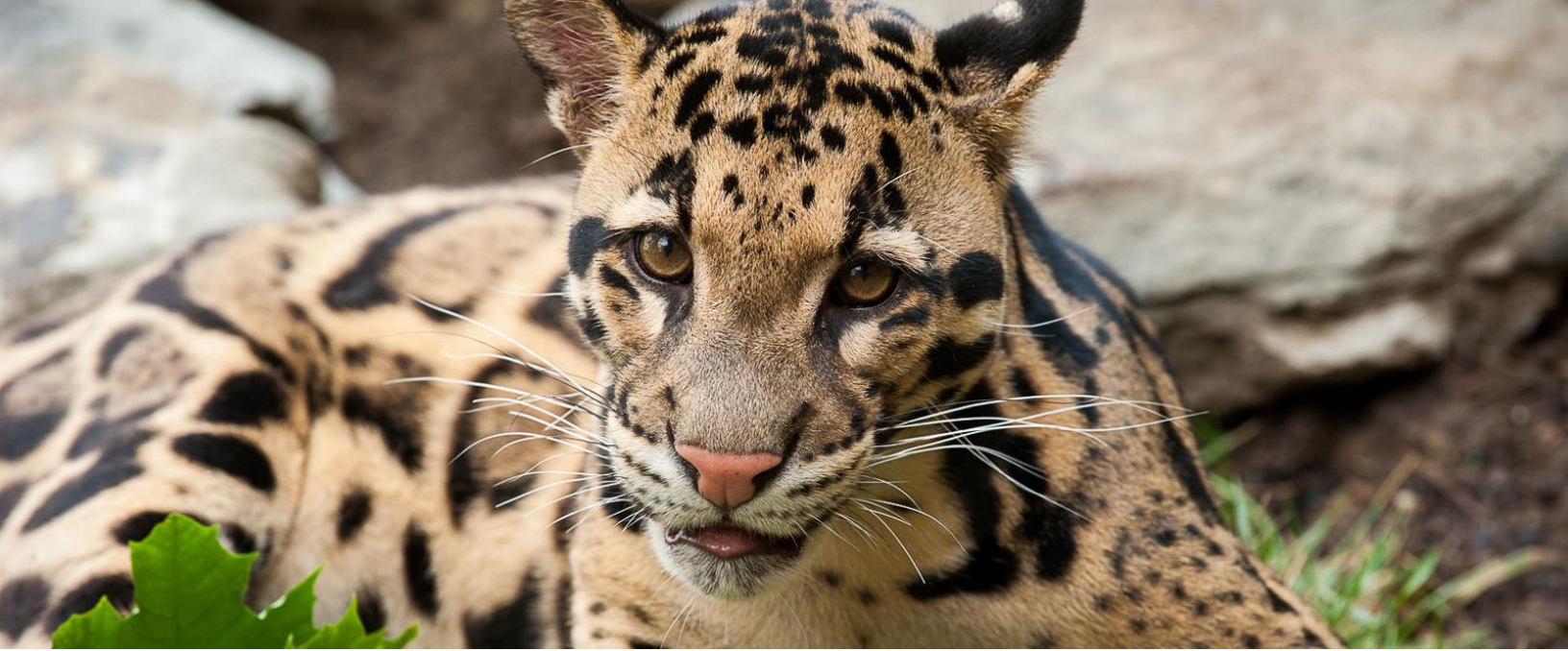
The award-winning Dinosaur exhibit is back for another unforgettable summer! Become a co-sponsor to gain exposure to more than 600,000 visitors from Memorial Day through Labor Day.

### ***DESIGN YOUR OWN EXPERIENCE!***

Let's create something "wild" that's just right for you!

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## ***Become a Partner!***

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With more than **1 million** guests visiting the Zoo this year, we can work with you to create a truly one-of-a-kind offering to enable your organization to significantly increase its reach as well as build brand awareness within the community.

We'd love to bring you in for a tour of the Zoo and talk about a partnership!

### **Contact**

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Or call us at: 412-665-3640

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