

PARTNERSHIP OPPORTUNITIES



PITTSBURGH ZOO
& PPG AQUARIUM



Why It Matters

The Pittsburgh Zoo & PPG Aquarium is a registered non-profit organization and 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 is the ultimate family destination.

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 our **one million annual guests**, while also making a vital contribution to species survival and the quality of life in our region.



Opportunities

PROGRAM SPONSORSHIPS

With family-friendly programs such as our **daily animal feedings**, our new **One Wild Place** podcast, education-based programs and camps, and even our fitness-centered events including **ZOOmba and Zen**, your sponsorship will enable you to have title sponsorship rights of your selected program(s).

APPRECIATION DAYS

From **World Oceans Day** to **Father's Day**, to **Elephant Day** and even **Grandparent's Day**, as the presenting sponsor of an appreciation day, you will receive title recognition for the annually-recognized day.

CUSTOM PARTNERSHIPS

We can create an event just for you to help you target key demographics and promote your organization to residents throughout the Western Pennsylvania region.

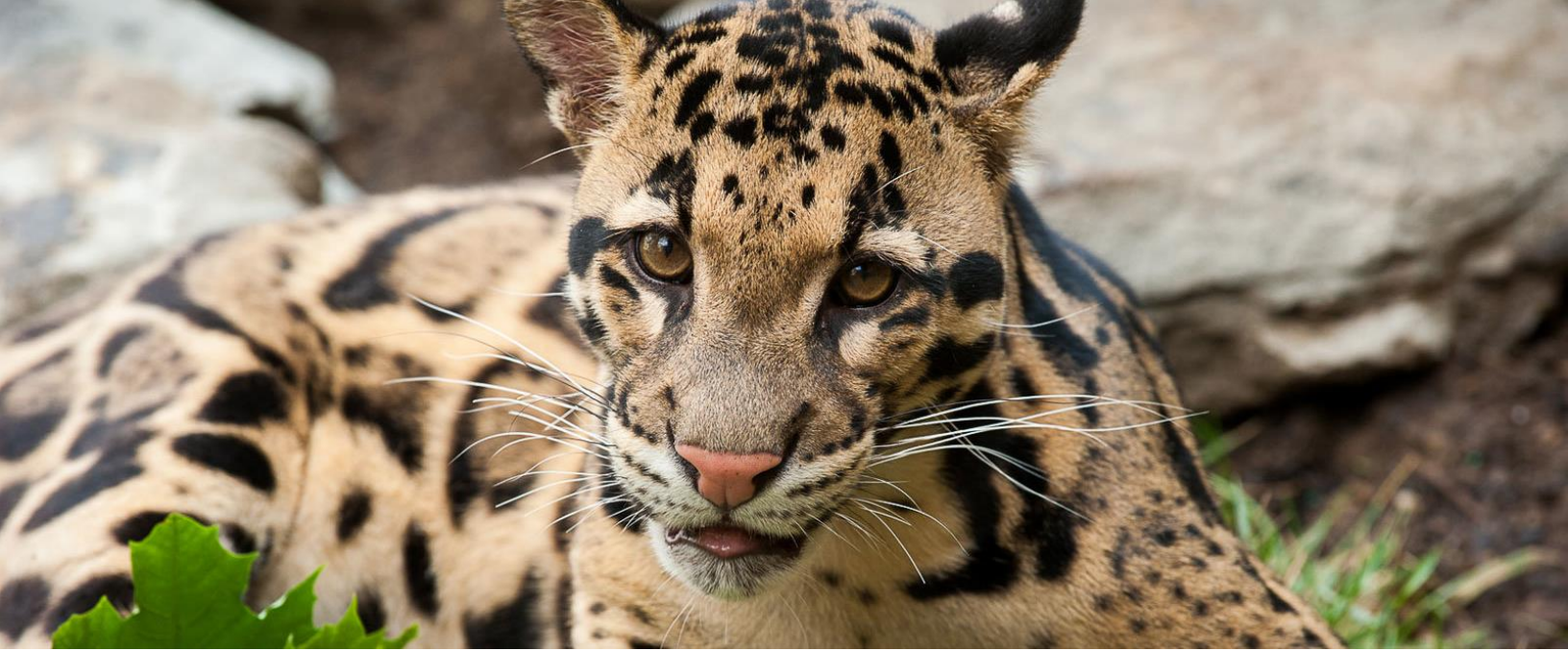
SEASON SPONSORSHIPS

Kick off a new season at the Zoo! Be on-site throughout the select season to interact with guests and spread awareness about your organization to the Pittsburgh community and beyond.

Benefits

Depending on your level of support, your partnership could include:

- Opportunity to bring your organization on Zoo grounds during the selected program/event
- Ability to distribute promotional items/coupons/banner onsite during the selected program/event
- Recognition and verbal tag on all program/event promotional radio spots (335K+ listeners)
- Logo recognition on the Zoo's event webpages for that program (collectively 25K+ views each month)
- Recognition on organic & paid social media promoting your selected event (200K+ Facebook followers)
- Recognition in e-newsletter, Z-mail (110K+ online subscribers)
- Mention in quarterly magazine, *ZooInsider* (26K+ households)
- Recognition on the Zoo's Special Events Board for applicable months of the selected program/event
- Ability to sponsor a One Wild Place Podcast episode (1,500+ viewers)
- Zoo general admission tickets
- Ability to participate in our Discount Ticket Program for your employees, clients, etc.



Next Steps

With an estimated **one million guests** visiting the Zoo each 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 talk about a partnership!

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