



ROSAMOND GIFFORD ZOO

MAY-OCTOBER, 2024







## 167 DAYS OF DRAGONS!

**Your name or your company's name will be seen by more than 225,000 people during the run of the show! Plus, features in the zoo's social media posts will grant even greater exposure!**

Ten massive animatronic dragons – having been “awoken” by the solar eclipse on April 8, 2024 – will descend on the Rosamond Gifford Zoo on May 17 and make themselves at home until October 31, staying through the zoo's busiest time of year. Zoo guests will encounter the various dragons – which range from 5-20 feet tall – along the Wildlife Trail and elsewhere throughout zoo grounds. Some of the animatronic dragons are interactive, capable of spraying water, roaring, and even reading poetry! Dragons representing different cultures – such as a Chinese dragon – create additional educational opportunities.

As 2024 is the year of the dragon on the Zodiac calendar, this is the perfect time for a summer of dragon displays. Dragon myths, legends, and lore feature globally in cultures past and present – our ancestors conceived of these captivating creatures thousands of years ago, and they continue to amaze and entertain humans to this day! The zoo plans to highlight the cultural significance of dragons with showings of special evening events themed on *How to Train Your Dragon* and *Game of Thrones*, as well as themed daytime events for *Pokémon*, *Pokémon GO*, and *Dungeons & Dragons*.

In addition to more than 225,000 day-guests, sponsors will benefit from the attendance of all those visitors that attend our after-hours catered events.

Excitement surrounding this phenomenal event is growing, and the zoo is helping to build the buzz throughout the CNY community with social media teasers hinting at something special in the works.

Select your sponsorship level and benefit from the pre-event marketing.

Dragons awoken at the zoo on May 17!







## Dragons Sponsorship Opportunities



**MAY-OCTOBER, 2024**  
**ROSAMOND GIFFORD ZOO**  
1 CONSERVATION PL  
SYRACUSE, NY

**ROSAMONDGIFFORDZOO.ORG**

### **PRESENTING SPONSOR - \$15,000**

- Exclusive naming rights for Dragons 2024
- Inclusion of company logo on all on-site Dragons 2024 signage (May 25 – October 31)
- Mention as presenting sponsor in advertising including radio and television appearances and billboards
- Company logo and link to company website included on zoo website
- Company logo included on event eblasts (over 19,000 impressions)
- Feature article in *MyZoo Magazine*, the zoo's quarterly full-color publication – sent to over 10,000 member households, elected officials, corporations and foundations, as well as numerous distribution sites
- Complimentary subscription to *MyZoo Magazine*
- (30) Thirty tickets to the invitation only VIP event
- Logo to be included in (5) five designated social media posts thanking sponsor for the sponsorship. (Facebook 123,000 followers, Twitter 10,700 followers and Instagram 38,850 followers)
- (2) Two Behind The Scenes Tours for 4 to 6 guests (Elephant, Penguin, or Sloth)
- (2) Two Zoo Light Pole Banners with company logo on Zoo Grounds

### **YEAR OF THE DRAGON KICK-OFF VIP EVENT SPONSOR - \$10,000**

- Exclusive naming rights for the of Dragons 2024 Celebration
- Company logo and link to company website included on zoo website
- Company logo included on event eblasts (over 18,000 impressions)
- Recognition as a sponsor of the event in *MyZoo Magazine*, the zoo's quarterly full-color publication – sent to over 10,000 member households, elected officials, corporations, and foundations as well as numerous distribution sites
- Complimentary subscription to *MyZoo Magazine*
- (30) Thirty tickets to the invitation only VIP event
- Logo to be included in (2) two designated social media posts thanking sponsor for the sponsorship. (Facebook 123,000 followers, Twitter 10,700 followers and Instagram 38,850 followers)
- (1) Behind The Scene Tour for 4 to 6 guests (Elephant, Penguin, or Sloth)
- (1) One Zoo Light Pole Banner with company logo on Zoo Grounds





## Sponsorship Opportunities continued

### **YEAR OF THE DRAGON PASSPORT QUEST SPONSOR - \$7,500**

This interactive quest is scheduled for select days throughout the season. Guests will have the opportunity to join the quest for Year of The Dragon and interact with characters along the way. As a sponsor of the Dragon Quest your business will receive ad space within the a passport of opportunities.

- Exclusive naming rights for the daily keeper talk at the Year of the Dragon.
- Prominent signage at Dragons 2024.
- Keeper wears your logoed clothing/hat
- Company logo on screens throughout the zoo with keeper chat schedule
- Company logo and link to company website included on zoo website
- Company logo included on event eblasts (over 15,9000 impressions)
- Recognition as a sponsor of the event in *MyZoo Magazine*, the zoo's quarterly full-color publication – sent to over 10,000 member households, elected officials, corporations and foundations as well as numerous distribution sites
- Complimentary subscription to *MyZoo Magazine*
- (12) Twelve tickets to the invitation only VIP event
- Logo to be included in (1) one designated social media post thanking sponsor for the sponsorship. (Facebook 123,000 followers, Twitter 10,700 followers and Instagram 38,850 followers)

### **CONSERVATION EDUCATION SPONSOR \$7,500**

- Exclusive naming rights for the educational signage at the Year of the Dragon.
- Prominent signage at Dragons 2024.
- Company logo and link to company website included on zoo website
- Company logo included on event eblasts (over 18,000 impressions)
- Recognition as a sponsor of the event in *MyZoo Magazine*, the zoo's quarterly full-color publication – sent to over 10,000 member households, elected officials, corporations and foundations as well as numerous distribution sites
- Complimentary subscription to *MyZoo Magazine*
- (12) Twelve tickets to the invitation only VIP event
- Logo to be included in (1) one designated social media post thanking sponsor for the sponsorship. (Facebook 123,000 followers, Twitter 10,700 followers and Instagram 38,850 followers)







## Sponsorship Opportunities continued

### **POKÉMON CARD GIVEAWAY - \$5,000**

Sponsor a giveaway at the Zoo. The first 500 guests through the door in June will receive a complimentary Pokeman Pack from you!

- Prominent signage during event recognizing your contribution
- Recognition as a sponsor of the event in *MyZoo Magazine*, the zoo's quarterly full-color publication – sent to over 10,000 member households, elected officials, corporations and foundations as well as numerous distribution sites
- Complimentary subscription to *MyZoo Magazine*
- (8) Eight tickets to the invitation only VIP event

### **GAME DAY TAKEOVER - \$2,500 (multiple available)**

Sponsor a meet-up and takeover the Chinese Dragon exhibit for a full day and teach zoo guests how to play their favorite game. From Pokémon to Dungeon & Dragons, we've got the space for you.

- Choose your focus from Pokémon to Dungeon & Dragons, Magic the Gathering & More and exhibit and teach at the zoo from 10am – 4pm on the day of your choice (selection below)
  - June 4
  - June 13
  - June 26
  - July 18
  - July 23
  - August 8
  - August 21
- Prominent signage during Dragons Reign recognizing your contribution.
- Logo and event to be included in minimum of two designated social media posts leading up to date thanking sponsor for the event and encouraging guests to join.
- Recognition as a sponsor of the event in *MyZoo Magazine*, the zoo's quarterly full-color publication – sent to over 10,000 member households, elected officials, corporations, and foundation as well as numerous distribution sites.
- Complimentary subscription to *MyZoo Magazine*
- (10) Ten Tickets to the invitation only VIP Event





## Sponsorship Opportunities continued

### ZOO CON SPONSOR - \$1,500

- Prominent signage during event recognizing your contribution
- Recognition as a sponsor of the event in *MyZoo Magazine*, the zoo's quarterly full-color publication – sent to over 10,000 member households, elected officials, corporations and foundations as well as numerous distribution sites
- Complimentary subscription to *MyZoo Magazine*
- (10) Ten tickets to the invitation only VIP event
- 10' x 10' Exhibit Space

### POKÉMON GO COMMUNITY DAY - \$1,500

Sponsor a meet-up for Pokémon Go at the Rosamond Gifford Zoo where guests of all ages will be invited to take place in a Community Day at the zoo and capture as many Pokémon's as possible!

- Prominent signage during event recognizing your contribution
- Recognition as a sponsor of the event in *MyZoo Magazine*, the zoo's quarterly full-color publication – sent to over 10,000 member households, elected officials, corporations and foundations as well as numerous distribution sites
- Complimentary subscription to *MyZoo Magazine*
- (10) Ten tickets to the invitation only VIP event

### SUPPORTING LEVEL SPONSOR - \$1,500

- Sponsor logo on select printed Dragons Reign collateral
- Company mention in Dragons Reign related press releases and media alters
- Inclusion in web-based marketing
- Logo on Dragons Reign webpage
- (2) Two Tickets to the invitation only VIP Event

### ZOO CON EXHIBITOR - \$50

Exhibit space during Zoo Con trading day at the Rosamond Gifford Zoo.

- 10' x 10' Exhibit Space
- Recognition in Zoo Con Quest Booklet as an Exhibitor
- Listing within Zoo Con information page on zoo website

### IN-KIND SPONSORSHIP

The Friends of the Rosamond Gifford Zoo would consider an in-kind donation for any level of sponsorship. A sponsorship fee may be paid by providing goods and services that are budget-relieving to the Zoo. These opportunities are reviewed on a case-by-case basis.





## Sponsorship Opportunities continued



### **BORNEAN DRAGON SPONSOR - \$3,500**

**Located:** Wildlife Trail

**About:** 7' tall x 15' long, a dragon that lives in jungle waterways (with a nest of babies)

- Prominent signage at installation for duration of Dragons 2024
- Logo and link to company website on Dragons 2024 webpage
- Recognition as a sponsor of the event in *MyZoo Magazine*, the zoo's member publication – sent to over 10,000 member households, elected officials, corporations, and foundations as well as numerous distribution sites
- (10) Ten tickets to the invitation only preview event
- (1) Behind The Scenes Tour for 4 to 6 guests (Elephant, Penguin, or Sloth)



### **ICE DRAGON SPONSOR - \$3,500**

**Located:** Wildlife Trail

**About:** Ice Dragon: 5' tall x 12' long, an arctic dragon suite for chilly weather

- Prominent signage at installation for duration of Dragons 2024
- Logo and link to company website on Dragons 2024 webpage
- Recognition as a sponsor of the event in *MyZoo Magazine*, the zoo's member publication – sent to over 10,000 member households, elected officials, corporations, and foundations as well as numerous distribution sites
- (10) Ten tickets to the invitation only preview event
- (1) Behind The Scenes Tour for 4 to 6 guests (Elephant, Penguin, or Sloth)



### **MANTICORE SPONSOR - \$3,500**

**Located:** Animal Health Center

**About:** Manticore 14' tall x 16' long, a maneater from Persian mythology

- Prominent signage at installation for duration of Dragons 2024
- Logo and link to company website on Dragons 2024 webpage
- Recognition as a sponsor of the event in *MyZoo Magazine*, the zoo's member publication – sent to over 10,000 member households, elected officials, corporations, and foundations as well as numerous distribution sites
- (10) Ten tickets to the invitation only preview event
- (1) Behind The Scenes Tour for 4 to 6 guests (Elephant, Penguin, or Sloth)



## Sponsorship Opportunities continued



### KOMODO DRAGON SPONSOR - \$3,500

**Located:** Animal Health Center

**About:** Komodo Dragon: 3.5' tall x 19' long, a subspecies of dragon

- Prominent signage at installation for duration of Dragons 2024
- Logo and link to company website on Dragons 2024 webpage
- Recognition as a sponsor of the event in *MyZoo Magazine*, the zoo's member publication – sent to over 10,000 member households, elected officials, corporations, and foundations as well as numerous distribution sites
- (10) Ten tickets to the invitation only preview event
- (1) Behind The Scenes Tour for 4 to 6 guests (Elephant, Penguin, or Sloth)



### FRIENDLY DRAGON SPONSOR - \$3,500

**Located:** Red Panda

**About:** Friendly Dragon: 5' tall x 11' long, based on the character in Kenneth Grahame's 1898 children's story "the Reluctant Dragon" (recites poetry)

- Prominent signage at installation for duration of Dragons 2024
- Logo and link to company website on Dragons 2024 webpage
- Recognition as a sponsor of the event in *MyZoo Magazine*, the zoo's member publication – sent to over 10,000 member households, elected officials, corporations, and foundations as well as numerous distribution sites
- (10) Ten tickets to the invitation only preview event
- (1) Behind The Scenes Tour for 4 to 6 guests (Elephant, Penguin, or Sloth)



### SEA SERPENT SPONSOR - \$3,500

**Located:** Flamingo

**About:** Sea Serpent: 12' tall x 20' long, thought to have been inspired by oarfish and giant squid sightings

- Prominent signage at installation for duration of Dragons 2024
- Logo and link to company website on Dragons 2024 webpage
- Recognition as a sponsor of the event in *MyZoo Magazine*, the zoo's member publication – sent to over 10,000 member households, elected officials, corporations, and foundations as well as numerous distribution sites
- (10) Ten tickets to the invitation only preview event
- (1) Behind The Scenes Tour for 4 to 6 guests (Elephant, Penguin, or Sloth)





## Sponsorship Opportunities continued



### WESTERN DRAGON SPONSOR - \$3,500

**Located:** Animal Health Center

**About:** Western Dragon: 15' tall x 15' long, the most well-known, typically thought to be northern European in origin

- Prominent signage at installation for duration of Dragons 2024
- Logo and link to company website on Dragons 2024 webpage
- Recognition as a sponsor of the event in *MyZoo Magazine*, the zoo's member publication – sent to over 10,000 member households, elected officials, corporations, and foundations as well as numerous distribution sites
- (10) Ten tickets to the invitation only preview event
- (1) Behind The Scenes Tour for 4 to 6 guests (Elephant, Penguin, or Sloth)



### WYVERN DRAGON SPONSOR - \$3,500

**Located:** Elephant Tree

**About:** Wyvern: 12' tall x 7' long, a subspecies of dragon, Medieval in origin

- Prominent signage at installation for duration of Dragons 2024
- Logo and link to company website on Dragons 2024 webpage
- Recognition as a sponsor of the event in *MyZoo Magazine*, the zoo's member publication – sent to over 10,000 member households, elected officials, corporations, and foundations as well as numerous distribution sites
- (10) Ten tickets to the invitation only preview event
- (1) Behind The Scenes Tour for 4 to 6 guests (Elephant, Penguin, or Sloth)



### QUEZALCOATL SPONSOR - \$3,500

**Located:** Camel

**About:** Quezalcoatl: 10' tall x 23' long, a Mesoamerican deity thought to bring rains and renew vegetation

- Prominent signage at installation for duration of Dragons 2024
- Logo and link to company website on Dragons 2024 webpage
- Recognition as a sponsor of the event in *MyZoo Magazine*, the zoo's member publication – sent to over 10,000 member households, elected officials, corporations, and foundations as well as numerous distribution sites
- (10) Ten tickets to the invitation only preview event
- (1) Behind The Scenes Tour for 4 to 6 guests (Elephant, Penguin, or Sloth)





## Sponsorship Opportunities continued



### CHINESE DRAGON SPONSOR - \$3,500

**Located:** Old Elephant

**About:** Chinese Lung Dragon: 18' tall x 20' long, an ancient and benevolent dragon (sitting on wall)

- Prominent signage at installation for duration of Dragons 2024
- Logo and link to company website on Dragons 2024 webpage
- Recognition as a sponsor of the event in *MyZoo Magazine*, the zoo's member publication – sent to over 10,000 member households, elected officials, corporations, and foundations as well as numerous distribution sites
- (10) Ten tickets to the invitation only preview event
- (1) Behind The Scenes Tour for 4 to 6 guests (Elephant, Penguin, or Sloth)



### DRAGON "FOSSIL" DIG PIT SPONSOR \$3,000

- Prominent signage at installation for duration of Dragons 2024
- Logo and link to company website on Dragons 2024 webpage
- Recognition as a sponsor of the event in *MyZoo Magazine*, the zoo's member publication – sent to over 10,000 member households, elected officials, corporations, and foundations as well as numerous distribution sites
- (10) Ten tickets to the invitation only preview event



### DRAGON FLY PHOTO OP SPONSOR - \$3,000

- Prominent signage at installation for duration of Dragons 2024
- Logo and link to company website on Dragons 2024 webpage
- Recognition as a sponsor of the event in *MyZoo Magazine*, the zoo's member publication – sent to over 10,000 member households, elected officials, corporations, and foundations as well as numerous distribution sites
- (10) Ten tickets to the invitation only preview event







**Partnership Form**

**Rosamond Gifford Zoo  
May-October, 2024**

ROSAMONDGIFFORDZOO.ORG

COMPANY NAME \_\_\_\_\_

CONTACT \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_

SIGNATURE \_\_\_\_\_

Yes, we would like to sponsor the 2024 Year of the Dragons

A check is enclosed in the amount of \_\_\_\_\_

**(Please make checks payable to Friends of the Rosamond Gifford Zoo)**

PLEASE INVOICE

Credit Card Payment: Please call Heidi Strong at (315) 435-8511 x8526.

**SPONSORSHIP OPPORTUNITIES**

- |   |          |   |         |  |                    |
|---|----------|---|---------|--|--------------------|
| <input type="radio"/> <b>PRESENTING</b>                           | \$15,000 | <input type="radio"/> <b>ZOO CON</b>                  | \$1,500 | <input type="radio"/> <b>KOMODO DRAGON</b>       | \$3,500            |
| <input type="radio"/> <b>CELEBRATION &amp; KICK-OFF VIP EVENT</b> | \$10,000 | <input type="radio"/> <b>POKÉMON GO COMMUNITY DAY</b> | \$1,500 | <input type="radio"/> <del>FRIENDLY DRAGON</del> | <del>\$3,500</del> |
| <input type="radio"/> <b>PASSPORT QUEST</b>                       | \$7,500  | <input type="radio"/> <b>GAME DAY TAKEOVER</b>        | \$1,500 | <input type="radio"/> <del>SEA SERPENT</del>     | <del>\$3,500</del> |
| <input type="radio"/> <b>CONSERVATION EDUCATION</b>               | \$7,500  | <input type="radio"/> <b>SUPPORTING LEVEL</b>         | \$1,500 | <input type="radio"/> <b>WESTERN DRAGON</b>      | \$3,500            |
| <input type="radio"/> <b>POKÉMON CARD GIVEAWAY</b>                | \$5,000  | <input type="radio"/> <b>ZOO CON EXHIBITOR</b>        | \$50    | <input type="radio"/> <b>WYVERN DRAGON</b>       | \$3,500            |
| <input type="radio"/> <b>GAME DAY TAKEOVER</b>                    | \$2,500  | <input type="radio"/> <b>BORNEAN DRAGON</b>           | \$3,500 | <input type="radio"/> <b>QUEZALCOATL</b>         | \$3,500            |
|   |          | <input type="radio"/> <b>ICE DRAGON</b>               | \$3,500 | <input type="radio"/> <b>CHINESE DRAGON</b>      | \$3,500            |
|   |          | <input type="radio"/> <b>MANTICORE</b>                | \$3,500 | <input type="radio"/> <b>"FOSSIL" DIG</b>        | \$3,000            |
|   |          |   |         | <input type="radio"/> <b>DRAGON FLY PHOTO OP</b> | \$3,000            |



**SEND COMPLETED REGISTRATION FORM TO:**

Friends of the Rosamond Gifford Zoo  
Development Office  
One Conservation Place  
Syracuse, NY 13204  
Phone: (315) 435-8511 X8526  
Email: hstrong@rosamondgiffordzoo.org

