



**WILD  
LIGHTS**

**SPONSOR  
OPPORTUNITY**

PRESENTED BY  
**DANELLA**



**WILD LIGHTS**  
PRESENTED BY  
**DANELLA®**

SPONSORSHIP  
**OPPORTUNITY**

25+ NIGHTS  
**DECEMBER**

ANTICIPATED  
ATTENDANCE  
**220,000+**

**DECK THE PAWS** | \$25,000 SPONSORSHIP

*Over one million lights are hung throughout the Zoo's 16-acre campus. Help us Deck the Paws with your sponsorship*

**Onsite Branding**

- Logo added to signage at each premier event feature (like Wild Lights' towering three-story-tall Christmas tree)
- Logo included in additional Wild Lights activities (like Cookies with Mrs. Claus)

**Onsite Acknowledgment**

- Logo featured on rotating TV billboards (including in Gift Shop and throughout Welcome Center)

**Social Media (115k FB | 37k IG | 20k TT followers)**

- Tagged as Christmas Cows Sponsor in at least 3 social media posts
- 1 time collaborative "announcement post" coordinated between EPZ and Company

**Email Marketing (45,000 subscribers)**

- Included on at least 10 Wild Lights email promotions

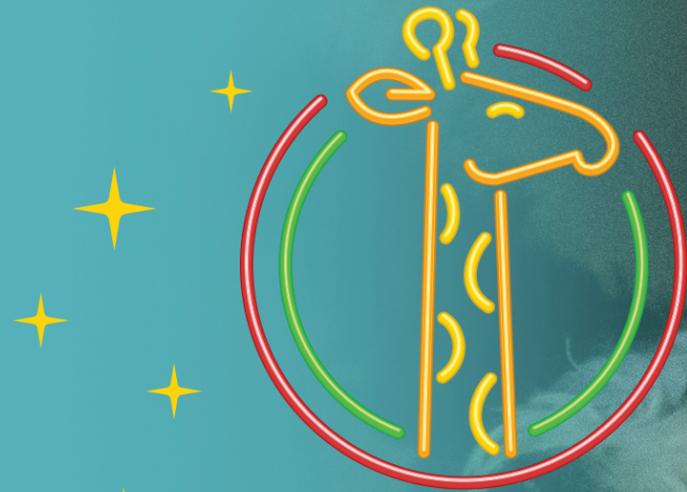
**Website (3,000+ Visitors/ Day)**

- Logo featured as the presenting sponsor of Christmas Cows

**Company Benefits**

- 50 Wild Lights admission passes
- Opportunity to set up a Marketing Booth during each of Wild Lights' 25+ days





# WILD LIGHTS

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## PET PHOTOS WITH SANTA

\$10,000 SPONSORSHIP

*Join us on select dates before the Zoo opens at 9-12pm, for Pet Photos with Santa. Held before Wild Lights opens to the public, Pet Photos with Santa will get your four-legged friend Christmas card ready with their very own Santa photo.*

### Onsite Branding

- Acknowledged as a premier sponsor of Pet Photos with Santa (4 total nights, Nov 22, 23, 29, & 30)
- Logo featured on Pet Photos with Santa sign during the event

### Social Media (115k FB | 37k IG | 20k TT followers)

- Tagged and thanked as a Wild Lights Sponsor in at least 5 social media posts

### Website (3,000+ Visitors/ Day)

- Logo featured as the sponsor of Pet Photos with Santa

### Company Benefits

- 25 Wild Lights admission passes

## WILD LIGHTS DOG NIGHTS

\$10,000 SPONSORSHIP

*Every Sunday Night during Wild Lights' 25+-night run will be Wild Lights Dog Nights, where guests are encouraged to register their four-legged friends to come enjoy the holiday festivities. These six incredible nights will see the entire Wild Lights spectacular go to the dogs!*

### Onsite Branding

- Acknowledged as a premier sponsor of Wild Lights' Dog Nights
- Logo featured on Dog Nights sign during the event

### Social Media (115k FB | 37k IG | 20k TT followers)

- Tagged and thanked as a Wild Lights Sponsor in at least 3 social media posts

### Website (3,000+ Visitors/ Day)

- Logo featured as the sponsor of Dog Nights

### Company Benefits

- 25 Wild Lights admission passes



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## COOKIES WITH MRS. CLAUS

\$10,000 SPONSORSHIP

*One of the most popular special events of Wild Lights, Cookies with Mrs. Claus sees families from across the region come to decorate delicious Bredenbeck's Bakery holiday cookies with Santa's best gal.*

*\*Cookies with Mrs. Claus is a separate ticket event not included with Wild Lights*

### Onsite Branding

- Acknowledged as a premier sponsor of Cookies with Mrs. Claus (event date TBD)
- Logo featured on Cookies with Mrs. Claus sign during the event

### Social Media (115k FB | 37k IG | 20k TT followers)

- Tagged and thanked as Cookies with Mrs. Claus sponsor in at least 3 social media posts

### Website (3,000+ Visitors/ Day)

- Logo featured as the sponsor of Cookies with Mrs. Claus

### Company Benefits

- 25 Wild Lights admission passes

## SANTA'S WORKSHOP

\$25,000 SPONSORSHIP

*Sponsor one of Christmas' most enduring traditions by underwriting Santa Photos at Wild Lights. With this sponsorship, your logo will be included on the backdrop of all of the Santa photos, letting everyone know who helped to make the holidays shine bright!*

### Onsite Branding

- Logo added to the picture backdrop for all Santa Photos
- Sign will have a prompt to "tag" EPZ in Light Tunnel photos. EPZ can setup a photo contest, where guests can also tag your social handle and a winner picked by you will receive a Zoo Membership

### Social Media (115k FB | 37k IG | 20k TT followers)

- Tagged and thanked as a Wild Lights Sponsor in at least one social media post

### Website (3,000+ Visitors/ Day)

- Logo featured as the sponsor of Santa's Workshop

### Company Benefits

- 20 Wild Lights admission passes



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## ZOOBREW TAKEOVER \$5,000 SPONSORSHIP

*Bring in the holiday spirits with a takeover of ZooBrew! Elmwood Park Zoo's in-park bar will be branded with your company's logo and your product will be used for the Zoo'sBrew exclusive holiday libations!*

### Onsite Branding

- Company's themed holiday drink listed at ZooBrew as the Wild Lights featured cocktail
- Company will be the exclusive liquor of its type used at ZooBrew during Wild Lights
- Company has the opportunity to supply EPZ with themed cups to use at ZooBrew, which will be used for all mixed drinks (excluding hot drinks and beer)

### Onsite Signage

- EPZ will add Company's Takeover to signage at Zoo Brew
- EPZ will display a "tag us" sign, encouraging guests to tag the Zoo and Company with their logoed drink/cup.

### Social Media (115k FB | 37k IG | 20k TT followers)

- Tagged as Zoo Brew sponsor in at least 3 social media posts
- EPZ will coordinate with local influencers to create content reflecting the takeover and special holiday cocktails

### Consumer Benefits

- EPZ will advertise a special holiday price on company's themed drinks

### Email Marketing (45,000 subscribers)

- Included on at least 10 Wild Lights email promotions

### Website (3,000+ Visitors/ Day)

- Logo featured on the Wild Lights webpage

### Company Benefits

- 15 Wild Lights admission passes





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CHRISTMAS COWS

SPONSORED

**KeyBank** 

*Reindeer are so last year — Christmas Cows are Elmwood Park Zoo's preferred holiday hoofstock! Sponsor this year's coolest photo station, available each night of Wild Lights!*

#### Onsite Branding

- Acknowledged as presenting sponsor of Christmas Cows
- Added to a scrolling Christmas Cows billboard (located on either I-95, 76, or 276 for at least a week)
- Marketing booths during each night of Wild Lights are offered where company representatives can talk with guests as they wait for their photos.

#### Onsite Branding

- Logo featured on Christmas Cows sign displayed each night of Wild Lights
- EPZ will display a "tag us" sign, encouraging guests to tag the Zoo in their Christmas Cows photos.

#### Social Media (115k FB | 37k IG | 20k TT followers)

- Tagged as Christmas Cows Sponsor in at least 3 social media posts
- 1 time collaborative "announcement post" coordinated between EPZ and Company

#### Email Marketing (45,000 subscribers)

- Included on at least 10 Wild Lights email promotions

#### Website (3,000+ Visitors/ Day)

- Logo featured as the presenting sponsor of Christmas Cows

#### Company Benefits

- Coordinated media pitch between EPZ and your marketing team
- 50 Wild Lights admission passes





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## LIGHT SAFARI

\$3,000 SPONSORSHIP

*Light Safari is one of Wild Lights' most popular zones at Elmwood Park Zoo! This glowing adventure features larger-than-life animal light displays, from giant turtles and jumping jaguars to swinging monkeys that delight guests of all ages. As a sponsor, your brand will shine alongside these displays that celebrates wildlife, wonder, and the magic of the season.*

### Onsite Branding

- Logo added to the feature's sign

### Social Media (115k FB | 37k IG | 20k TT followers)

- Tagged and thanked as a Wild Lights Sponsor in at least one social media post

### Website (3,000+ Visitors/ Day)

- Logo featured on the Wild Lights webpage

### Company Benefits

- 10 Wild Lights admission passes
- Opportunity to set up a Marketing Booth during each of Wild Lights' 25+ days

## S'MORES & CAMPFIRES

\$3,000 SPONSORSHIP

*Chill out and warm up at one of Wild Lights S'mores & Campfire stations! Located at the Bison Stage - our main entertainment hub - thousands of Wild Lights' lovers gather to enjoy different festive entertainment while making their own tasty treats.*

### Onsite Branding

- Logo added to the feature's sign
- Opportunity to provide stickers to add to S'mores' kits

### Social Media (115k FB | 37k IG | 20k TT followers)

- Tagged and thanked as a Wild Lights Sponsor in at least one social media post

### Website (3,000+ Visitors/ Day)

- Logo featured on the Wild Lights webpage

### Company Benefits

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- Opportunity to set up a Marketing Booth during each of Wild Lights' 25+ days



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## ANIMAL EDUCATION

\$3,000 SPONSORSHIP



*Sponsoring Animal Encounters at Elmwood Park Zoo's Wild Lights event is a unique opportunity to connect your brand with community engagement, education, and family fun. These interactive experiences allow guests to meet and learn about the Zoo's animal ambassadors up close—creating memorable moments that reflect EPZ's values of inclusion, learning, and community support. As a sponsor, your logo will be featured at the Discovery Center, the main hub for Elmwood Park Zoo's animal encounters and holiday craft stations. Best of all, this impactful sponsorship can be supported through EITC funds! **Elmwood Park Zoo is approved as an EIO, with all its onsite programming approved by the state to be supported by EITC funds.***

### Onsite Branding

- Logo added to the feature's sign
- Opportunity to provide branded coloring sheets to use at craft stations

### Social Media (115k FB | 37k IG | 20k TT followers)

- Tagged and thanked as a Wild Lights Sponsor in at least one social media post

### Website (3,000+ Visitors/ Day)

- Logo featured on the Wild Lights webpage

### Company Benefits

- 10 Wild Lights admission passes
- Opportunity to set up a Marketing Booth during each of Wild Lights' 25+ days

## LIGHT TUNNEL

\$5,000 SPONSORSHIP

*Step into the glow of the Tunnel—a dazzling 30-foot stretch of festive fun that shines bright with thousands of lights! With on-site signage and other great benefits, the Light Tunnel offers the perfect opportunity to showcase your commitment to community and holiday cheer.*

### Onsite Branding

- Logo added to the feature's sign
- Sign will have a prompt to "tag" EPZ in Light Tunnel photos. EPZ can setup a photo contest, where guests can also tag your social handle and a winner picked by you will receive a Zoo Membership

### Social Media (115k FB | 37k IG | 20k TT followers)

- Tagged and thanked as a Wild Lights Sponsor in at least one social media post

### Website (3,000+ Visitors/ Day)

- Logo featured on the Wild Lights webpage

### Company Benefits

- 20 Wild Lights admission passes
- Opportunity to set up a Marketing Booth during each of Wild Lights' 25+ days



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**HOLIDAY TREE**

\$3,000 SPONSORSHIP

Brighten the season with Elmwood Park Zoo's **two-story-tall, fully lit Christmas tree** — the sparkling centerpiece of our entrance plaza and one of Wild Lights' premier attractions! Thousands of guests stop to capture the perfect family photo or festive selfie in front of this dazzling display, making it an ideal sponsorship opportunity to **showcase your brand at the heart of the holiday magic.**

**Onsite Branding**

- Logo added to the feature's sign
- Sign will have a prompt to "tag" EPZ in Holiday Tree photos. EPZ can setup a photo contest, where guests can also tag your social handle and a winner picked by you will receive a Zoo Membership

**Social Media (115k FB | 37k IG | 20k TT followers)**

- Tagged and thanked as a Wild Lights Sponsor in at least one social media post

**Website (3,000+ Visitors/ Day)**

- Logo featured on the Wild Lights webpage

**Company Benefits**

- 20 Wild Lights admission passes
- Opportunity to set up a Marketing Booth during each of Wild Lights' 25+ days

**MENORAH**

\$5,000 SPONSORSHIP

Shine bright this season by sponsoring Elmwood Park Zoo's **Menorah at Wild Lights** — a beautiful symbol of light, hope, and celebration. Featured prominently during the event, the Menorah offers guests a meaningful way to honor the traditions of Hanukkah while enjoying the magic of Wild Lights.

**Onsite Branding**

- Logo added to the feature's sign
- Sign will have a prompt to "tag" EPZ in Menorah photos. EPZ can setup a photo contest, where guests can also tag your social handle and a winner picked by you will receive a Zoo Membership

**Social Media (115k FB | 37k IG | 20k TT followers)**

- Tagged and thanked as a Wild Lights Sponsor in at least one social media post

**Website (3,000+ Visitors/ Day)**

- Logo featured on the Wild Lights webpage

**Company Benefits**

- 20 Wild Lights admission passes
- Opportunity to set up a Marketing Booth during each of Wild Lights' 25+ days



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## ENTERTAINMENT

\$5,000 SPONSORSHIP

Be the name behind the excitement at the Bison Stage, **the heart of Wild Lights entertainment at Elmwood Park Zoo!** Surrounded by picnic tables, heaters, and cozy fire pits, this lively area draws thousands of guests each season to enjoy festive performances and holiday fun. Sponsoring the Wild Lights entertainment zone puts your brand in the spotlight of an experience guests love — where families gather, laughter fills the air, and memories are made all season long.

### Onsite Branding

- Logo added to the entertainment presented by sign, displayed on the Bison Stage.
- Logo will be featured at the S'mores and Campfire Station

### Social Media (115k FB | 37k IG | 20k TT followers)

- Tagged and thanked as a Wild Lights Sponsor in at least one social media post

### Website (3,000+ Visitors/ Day)

- Logo featured as sponsor on the Wild Lights webpage
- Featured as an Entertainment Sponsor on the Wild Lights webpage, under the entertainment lineup

### Company Benefits

- 50 Wild Lights admission passes
- Opportunity to set up a Marketing Booth during each of Wild Lights' 25+ days

## SOCIAL MEDIA



Website: 1,050,144 visitors/year



ZMail: 46,104 subscribers



Instagram: 45,500 followers



Facebook: 127,000 followers



TikTok: 27,500 followers

BUSINESS

CONTACT

PHONE

EMAIL

SPONSORSHIP AMOUNT

I have enclosed a check payable to "Elmwood Park Zoo"

I would like to pay by credit card

VISA

MASTER CARD

AMEX

NAME ON CARD

CARD NUMBER

EXP.

CVC

ZIP

EVENT CONTACT: JEN CONTI | JCONTI@ELMWOODPARKZOO.ORG | (215) 873-9184