

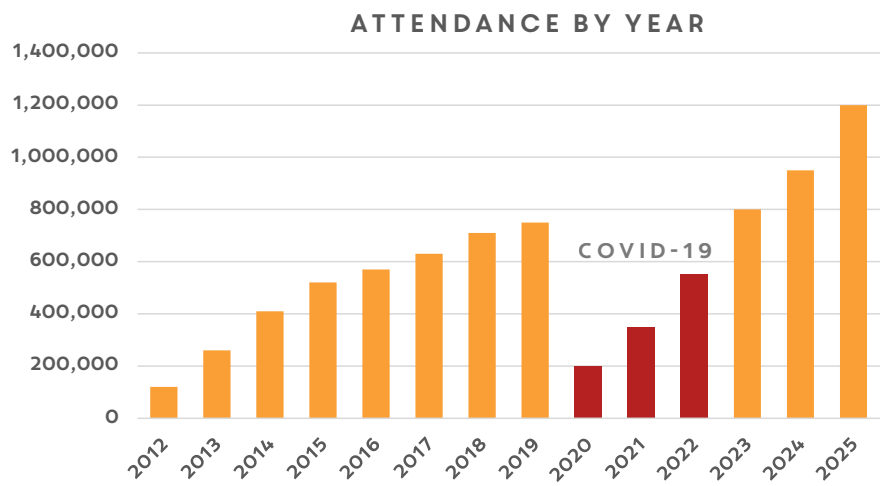
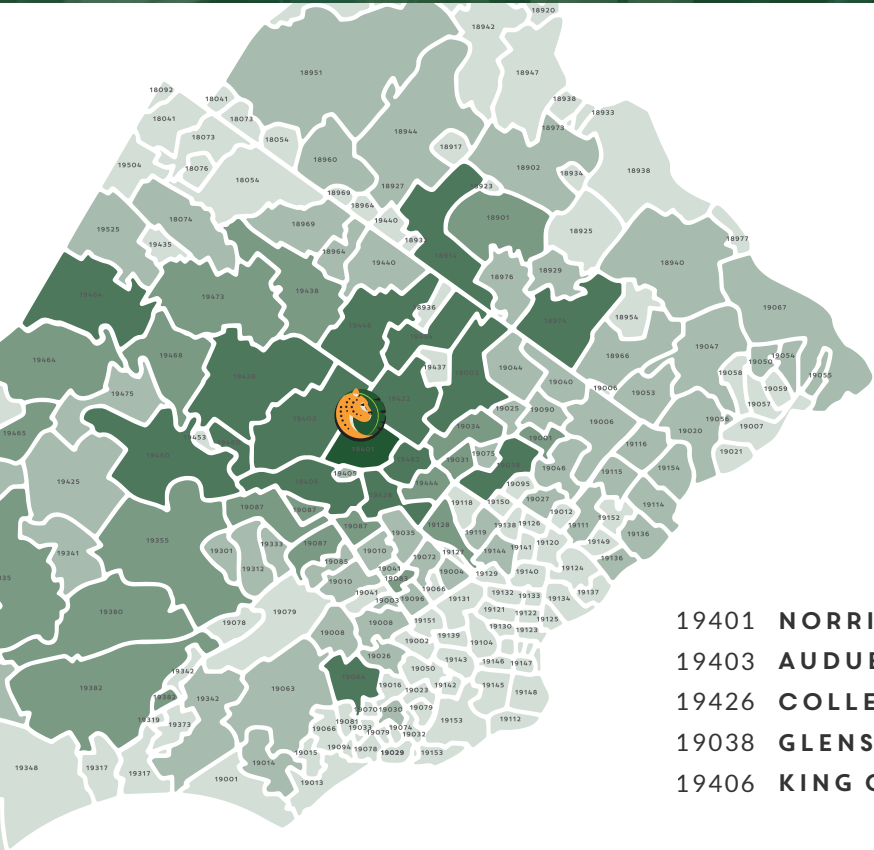


ELMWOOD PARK  
**ZOO**

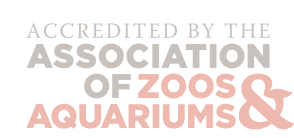
# MARKETING TABLES OPPORTUNITIES



# OVERVIEW, DEMOGRAPHICS & REACH



19401	<b>NORRISTOWN</b>	<b>91,353</b>	19446	<b>LANSDALE</b>	<b>18,216</b>
19403	<b>AUDUBON</b>	<b>47,161</b>	19422	<b>BLUE BELL</b>	<b>14,115</b>
19426	<b>COLLEGEVILLE</b>	<b>36,149</b>	19454	<b>NORTH WALES</b>	<b>13,179</b>
19038	<b>GLENSIDE</b>	<b>21,111</b>	19462	<b>PLYMOUTH MTG.</b>	<b>12,686</b>
19406	<b>KING OF PRUSSIA</b>	<b>19,867</b>	19464	<b>POTTSTOWN</b>	<b>11,233</b>



## HISTORY

Founded in 1924, the zoo started with a small collection of animals and 16 acres of land. A century later, it is home to 100 animals and maintains a near 40-acre footprint.

## VISITORS

Open year-round, Elmwood Park Zoo engages nearly 1 million visitors a year from across the Five-County Region. Our guests represent a broad socio-economic, racial, and ethnic diversity.

## CERTIFIED AUTISM CENTER

In 2018, EPZ became the first zoo in the nation to be named a Certified Autism Center by the International Board of Credentialing and Continuing Education Standards (IBCCES) — and received its re-accreditation in 2025.

## EDU-GAGEMENT

With animals who both amaze and educate, the zoo's prized public engagement and education programs serve as the cornerstone of our mission – from interpreting exhibits, to planning events, to performing programs.

## EITC APPROVED

An Educational Improvement Organization under the Educational Improvement Tax Credit (EITC) program, approved companies can support Zoo education while receiving up to 90% of their donation back from the government!

## AZA ACCREDITATION

One of only 240 institutions accredited by the Association of Zoos and Aquariums (AZA), Elmwood Park Zoo meets the highest level of care and industry standards in the animal world.

## SOCIAL MEDIA

- Facebook: 127,000 followers
- Instagram: 45,500 followers
- TikTok: 27,500 followers
- Website: 1,050,144 visitors/year
- ZMail: 46,104 subscribers

*Each Year, Elmwood Park Zoo brings in hundreds of thousands of attendees into Norristown from the Five-County Region and beyond.*



# MARKETING TABLES OPPORTUNITIES

## MARKETING TABLE SETUP PRICING

# \$300

PER DAY

As a tabling participant, you will have a designated space to set up your table, chairs, and promotional materials near the zoo entrance or in a high traffic area to connect with our visitors — a fantastic way to showcase your organization, engage with the public, and increase your exposure to potential customers or supporters.

*\*We ask you to bring your own table, chairs, linens, and tent if desired*

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

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

# MARKETING TABLES EVENT SCHEDULE

EVENT	DATE	EVENT TIME	DESCRIPTION
Member Meetup	Apr 10   May 8   Jun 12   Jul 10   Aug 14 Sep 11   Oct 9 Nov 13   Dec 11	9:30 AM	Member-exclusive Event with Special Programming and Activities
Breakfast with the Animals	Apr 18, 19   May 23, 24 Jun 20, 21   Jul 18, 19 Aug 22, 23 Sep 19,20   Oct 17, 18	8am-10am	Special Morning Event Where Guests Eat Breakfast and Interact with an Animal
Nature Explorers	Apr 9, 30   May 14, 21 Jun 4, 25   Jul 9, 16 Aug 6, 20   Sep 10, 24 Oct 1, 22   Nov 5	12:15-12:45pm	Family-based Educational Event
Norristown Earth Day in the Park	Apr 25	10am-4pm	Free Admission for Norristown Residents
NSYNC Day	Apr 30		Celebration of 90s Boy Band with Music Played Throughout Zoo
Party for the Planet	May 2	10am-4pm	Free Admission for Norristown Residents
Teacher Appreciation Day	May 6	5:30pm-7:30pm	
Tiny Tots & Tall Tales	May 6   Jun 3   Jul 1 Aug 5   Sep 2   Oct 7 Nov 4   Dec 12	9:30am - 10am	Story Time for Young Guests Paired with Animal Engagements
Eco Family Program	May 9   Aug 29   Sep 19   Oct 23/24 Dec 12	10:30am - 12pm	Family-based Educational Event
Mother's Day Brunch	May 9, 10	10AM-2pm	
Mother's Day	May 10		Free Zoo Admission for Mothers
Climate Watch	May 12	6:00-7:30 pm	Free Climate Watch training for guests
AAPI Heritage Month Celebration	May 23	10am-12pm	Celebration of Asian American Heritage with Activities, Specialty Drink & Asian Animal Keeper Chat
Memorial Day	May 25	10am-5pm	Free Admission
Wild Encounters	Jun 4 - Sep 6 Thurs-Sun	11am or 1pm	Free-to-attend Educational Programs Performed in the ZooBowl Theater
Juneteenth	Jun 19		Free Admission for Norristown Residents
American Eagle Day	Jun 20	11am, 2pm	Celebration of the Zoo's Bald Eagles with Special Activities and Engagements

EVENT	DATE	EVENT TIME	DESCRIPTION
Father's Day	Jun 21		Celebration of Father's Day with a Pine-wood Derby
Pride Event	Jun 27	10am-3pm	Celebration of Pride Month with Activities and a Water Slide
4th of July	Jul 4	10am-8pm	Free Admission
World Snake Day	Jul 16		Possible partnership with Philadelphia Union, Sanke-specific Wild Encounter
Christmas in July	Jul 25, 26		Special Summertime Christmas Event Featuring Wild Lights Launch Sale, Santa Photo Op, & Specialty Drinks
Zoo Brew Celebration	Aug 2	11am-4pm	Celebration at the Zoo's ZooBrew Bar
Teddy Bear Clinic	Aug 29		Children bring stuffed animals for check-ups by doctors and medical professionals
Meet the Authors	Sep 6	10:30am-1:30pm	Meet Local Authors - National Read a Book Day
Labor Day	Sep 7		Free Admission
Art in the Park	Sep 12	10-4pm	Celebration of Norristown Arts and Culture Organizations, Free Admission for Norristown Residents
Hispanic Heritage Month Celebration	Sep 26	10am-12pm	Celebration of Hispanic & Latin Heritage with Activities, and Central/South American Animal Keeper Chat
Harvest Fest	Oct 3, 4, 10, 11, 17, 18, 24, 25		
Boo at the Zoo	Oct 3, 4, 10, 11, 17, 18, 24, 25, 31		
FireSmart - Safety Day	Oct 10	10am-3pm	Norristown Fire Department on Site with Vehicles and Demos.
Dia de los Mouertos	Oct 31   Nov 1		
Veteran's Day	Nov 11		
Wild Lights	Nov 21, 22, 27, 28, 29   Dec 4, 5, 6, 11, 12, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 26, 27, 28, 29, 30	5pm-9pm	
Wild Lights Just for You	Dec 14	5pm-9pm	Early Admission Wild Lights Event for Guests with Sensory Sensitivities
Santa Brunch	Dec 5, 6, 12, 13, 19, 20	10am-3pm	