



ELMWOOD PARK
ZOO

2026 PARTNERSHIP OPPORTUNITIES



ELMWOOD PARK ZOO

Beast of a Feast

SPONSORSHIP OPPORTUNITIES

ANTICIPATED ATTENDANCE
1,500+

THURSDAY
OCT 7

6-9
PM

PREMIER SPONSORSHIPS

PREMIER SPONSORS RECEIVE EARLY 5PM ADMISSION, ACCESS TO "SPONSOR-ONLY" AREA AND THE WELCOME CENTER BALCONY, AND EXCLUSIVE FOOD OFFERINGS

FEATURED

\$10,000

- 8, 5pm early-access tickets
 - 1 reserved table in sponsor area
 - Access to the Welcome Center's balcony
 - Logo featured on Welcome Sign
 - Logo on event webpage
 - 10 tickets to Wild Lights
 - Corporate Partner Pass
- A year-long company pass admitting any 2 adults and 4 children to the zoo for a day*

SUPPORTING

\$5,500

- 6, 5pm early-access tickets
- 1 reserved table in sponsor area
- Access to the Welcome Center's balcony
- Logo on Welcome Sign
- Logo on event webpage

CONTRIBUTING

\$3,000

- 4, 5pm early-access tickets with access to sponsor area
- Logo on sponsor-area Welcome Sign
- Access to the Welcome Center's balcony
- Logo on event webpage

ENTERTAINMENT

\$2,000

- Logo on entertainment sponsor signs displayed at the live music areas
- 4, 5pm early-access tickets

MARKETING TABLE

\$1,000

- Opportunity to engage with guests and distribute marketing materials to attendees. Must provide own table/tent.
- 2 vendor passes

ANIMAL ENCOUNTER

\$1,500

- Logo on Animal Encounter signs displayed at various live animal ambassador stations
- 2, 5pm early-access tickets

EVENT YARD SIGN

\$300

- Logo displayed on your own Beast of a Feast event sponsor yard sign



BOOO AT THE ZOO

SPONSORSHIP OPPORTUNITIES

ANTICIPATED ATTENDANCE 20,000+

WEEKENDS OCTOBER

CANDY \$5,000

- Named the Candy Sponsor of Boo at the Zoo
- Logo featured on "Treat Street" entrance sign
Treat Street is where guests visit to get their tricks and treats during the event
- Thanked as the Candy Sponsor on a Boo at the Zoo social media post
- Thanked as the Candy Sponsor in a mass email communication
- Logo featured as the Candy Sponsor of Boo at the Zoo on the event's webpage

- EPZ offers the opportunity to set up table(s) to engage with guests and share information. Bring candy, SWAG & marketing materials to give out!
Representatives are welcome to set up at all or any Boo at the Zoo dates
- 40 Elmwood Park Zoo Admission Passes
Passes can be given to members or to other non profits the council supports!

ENTERTAINMENT \$2,500

- Logo featured on the Bison Stage, where entertainment is held each weekend of he event
- Logo featured as an entertainment sponsor of Boo at the Zoo on the event's webpage
- EPZ offers the opportunity to set up table(s) to engage with guests and share information. Bring candy, SWAG & marketing materials to give out!
Representatives are welcome to set up at all or any Boo at the Zoo dates
- 20 Elmwood Park Zoo Admission Passes
Passes can be given to members or to other non profits the council supports!

SPOOKY SHOW \$2,500

- Logo featured on "Wild Encounters Animal Show" sign at the Zoo Bowl Theater entrance
Add a QR code to your signs & direct guests to the landing page of your choosing!
- EPZ offers the opportunity to set up table(s) to engage with guests and share information. Bring candy, SWAG & marketing materials to give out!
Representatives are welcome to set up at all or any Boo at the Zoo dates



WILD LIGHTS

PRESENTED BY **DANELLA**



ELMWOOD PARK
SPONSORSHIP
OPPORTUNITIES

ANTICIPATED
ATTENDANCE
220,000+

25+ NIGHTS
DECEMBER

EVENT FEATURE

\$5,000

- Logo added to the feature's sign
Sign will have a prompt to "tag" EPZ in photos. EPZ can setup a photo contest in which guests tag your social handle and you pick a winner to receive a Zoo Membership
- Tagged and thanked as a Wild Lights Sponsor in at least one social media post
- Logo featured on the Wild Lights webpage
- 20 Wild Lights admission passes
- Opportunity to set up a Marketing Booth during each of Wild Lights' 25+ days

LIGHT TUNNEL



FOR AN ADDITIONAL \$1,000 THE ZOO WILL WRAP YOUR TUNNEL IN LIGHTS MATCHING YOUR LOGO!
*COMMITMENT NEEDED BY 11/05

LIGHT SAFARI



FOR AN ADDITIONAL \$1,000 EPZ WILL ADD YOUR LOGO TO EACH BARREL ON THE VERY POPULAR BARREL TRAIN RIDE, AVAILABLE EACH NIGHT OF WILD LIGHTS

MENORAH



HOLIDAY TREE



SOCIAL MEDIA 115K 37K 20K FOLLOWERS



WILD LIGHTS

PRESENTED BY
DANELLA

SPONSORSHIP
OPPORTUNITIES

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ATTENDANCE
220,000+

25+ NIGHTS
DECEMBER

S'MORES & CAMPFIRE



SANTA'S WORKSHOP



ENTERTAINMENT



EDUCATION



EITC
Approved PROGRAM

2025 MARKETING HIGHLIGHTS

ATTENDANCE
25 NIGHTS | **26,875** EVENT ATTENDEES
20,567 GENERAL | 6,285 MEMBER

SOCIAL MEDIA | WEBSITE
8 POSTS | **739,747** VIEWS | **WL** PAGE | **123,000** VIEWS



Winterfest Weekend

AT ELMWOOD PARK ZOO

SPONSORSHIP OPPORTUNITIES

ANTICIPATED ATTENDANCE
3,500+

SAT & SUN
FEB WEEKEND

ICE SLIDE

\$10,000

- Logo carved into ice slide
- Tagged and thanked as a Wild Lights Sponsor in at least three (3) social media posts
- Logo featured on the Winterfest webpage as the Ice Slide sponsor
- Included in all Winterfest Weekend eblasts (at least 3)
- Opportunity to set up a Marketing Booth during both days of Winterfest Weekend

LIVE CARVING

\$2,500

- Logo on sign at ice-carving stage
- Tagged and thanked as the Winterfest Live Ice Carving Sponsor in a social media post
- Logo featured on the Winterfest webpage as the Live Ice Carving sponsor
- Included in all Winterfest Weekend eblasts (at least 3)
- Opportunity to set up a Marketing Booth during both days of Winterfest Weekend

ICE THRONE

\$1,500

- Logo carved into ice throne
- Tagged and thanked as the Winterfest Live Ice Throne Sponsor in a social media post
- Logo featured on the Winterfest webpage as the Ice Throne sponsor
- Included in all Winterfest Weekend eblasts (at least 3)
- Opportunity to set up a Marketing Booth during both days of Winterfest Weekend

ENTERTAINMENT

\$1,000

- Logo carved into a Winterfest ice carving
- Logo on signage at Entertainment stage
- Tagged and thanked as the Entertainment Sponsor in a social media post
- Logo featured on the Winterfest webpage as the Entertainment sponsor
- Included in all Winterfest Weekend eblasts (at least 3)
- Opportunity to set up a Marketing Booth during both days of Winterfest Weekend

ADDITIONAL SUPPORTING SPONSORSHIPS

ICE CARVING

\$500

- Logo featured on ice-carving photo opportunity

- Opportunity to set up a Marketing Table one day of the Winterfest Weekend
- Logo featured on the Winterfest webpage as a sponsor

MARKETING TABLE

\$300

- Opportunity to set up a Marketing Table one day of the Winterfest Weekend

SOCIAL MEDIA 115K 37K 20K FOLLOWERS