



# WILD LIGHTS

PRESENTED BY  
**DANELLA**

## SPONSORSHIP OPPORTUNITIES

ANTICIPATED ATTENDANCE  
**220,000+**

25+ NIGHTS  
**DECEMBER**

### ENTERTAINMENT

\$5,000

- Logo added to the entertainment presented by sign, displayed on the Bison Stage
- Logo will be featured at the S'mores and Campfire Station
- Tagged and thanked as a Wild Lights Sponsor in at least one social media post
- Logo featured on the Wild Lights webpage
- Featured as an Entertainment Sponsor on the Wild Lights webpage, under the entertainment lineup
- 50 Wild Lights admission passes
- Opportunity to set up a Marketing Booth during each of Wild Lights' 25+ days

### LIGHT TUNNEL

\$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

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

### HOLIDAY TREE

\$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

### MENORAH

\$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



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## LIGHT SAFARI \$3,000

- Logo added to the feature's sign
- Tagged and thanked as a Wild Lights Sponsor in at least one social media post
- Logo featured on the Wild Lights webpage
- 10 Wild Lights admission passes
- Opportunity to set up a Marketing Booth during each of Wild Lights' 25+ days

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 FOR GUESTS TO ENJOY!

## EDUCATION \$3,000

- Logo added to the feature's sign
- Opportunity to provide branded coloring sheets to use at craft stations
- Tagged and thanked as a Wild Lights Sponsor in at least one social media post
- Logo featured on the Wild Lights webpage
- 10 Wild Lights admission passes
- Opportunity to set up a Marketing Booth during each of Wild Lights' 25+ days



## 2025 MARKETING HIGHLIGHTS

### ATTENDANCE

**25** NIGHTS | **26,875** EVENT ATTENDEES

20,567 GENERAL | 6,285 MEMBER

### SOCIAL MEDIA

**8** POSTS | **739,747** VIEWS

### WEBSITE

**WL** PAGE | **123,000** VIEWS