

ABOUT THE NAVAJO ZOO

As the only tribal zoo in the country, the Navajo Nation Zoo has become a landmark in Window Rock, Arizona. In the last ten years, the Navajo Zoo has hosted over 250,000 visitors. Generations of families have visited the bears, mountain lions, eagles and more that reside in the seven acre park. The Zoo recently became a program of the Navajo Department of Fish and Wildlife.



The Navajo Zoo takes great pride in our many unique offerings; the most unique being our free-admission status. Sponsorships and donations help us forego an admission fee, which makes us popular with all of our visitors, but especially schools and families!

Visitors are invited to tour traditional Navajo dwellings, including a forked Hogan, female Hogan, and shadehouse. We only exhibit animals native to Navajo lands; from fish to frogs and cranes to coyotes. We also feature native plants and interpretive displays that educate visitors on their uses as traditional medicines, dye plants, and more; all of our animal and plant signs feature both English and Navajo.

The Zoo recently hosted its most successful event in our 32 year history! “ZooFest 2008” was attended by 3,000 eager and excited visitors on the first Saturday in May. Children especially enjoyed the inflatable castle and slide, free face painting, and animal-themed games. Adults took advantage of the door and raffle prizes and attended presentations by both the President and Vice President of the Navajo Nation (a rare honor). The media also picked up the event, and we were featured on KTNN radio, in the Navajo Times, and on the front page of the Gallup Independent.

The Zoo is seeking to expand our events in 2009, with a two-day Halloween event called “ZooBoo” joining our successful “ZooFest event!”



ABOUT ZOOFEST

The first annual “ZooFest” took place on May 2, 2008. The purpose of the event was to re-energize interest in the Zoo by drawing visitors in to see the recent improvements and new animals. The free family-oriented event was a great success. The 3,000 attendees broke all past visitation records, and we expect 2009 to shatter that record thanks to the extensive renovations currently underway at the Zoo, and the increased advertising leveraged from a partnership with our event sponsors.



Face painting was a huge hit!



Playing a game; sponsor recognition awards



KTNN helped attract thousands of visitors



President Shirley spoke and visited “Bernie”

ABOUT ZOOBOO

In 2009, the Navajo Zoo plans to initiate a new annual event. ZooBoo will be a free-admission, two-day event taking place over the Halloween weekend (Friday and Saturday). ZooBoo will be a safe and fun alternative to trick-or-treating, with magic shows, festive decorations, not-too-spooky displays, pumpkin paths, themed games, arts and crafts, and lots of free treats and giveaways.

DEMOGRAPHICS

Our typical visitor IS your target market! Zoos have always drawn families with children to see the wonders of the natural world. Consumers who visit zoos are more active in their children's development and care about quality of life issues such as the environment and education.

CAUSE RELATED MARKETING

Nothing draws customers like a good cause. The 2002 Cone Corporate Citizenship Study reports that 92% of people have a more positive image of products or companies that support causes they care about. Your support of the Navajo Zoo will mark your business as a leader in providing the community with a quality recreational and educational experience.

SPONSORING AN EVENT AT THE NAVAJO ZOO

The Navajo Zoo is pleased to offer your institution the opportunity to become a Zoo partner through sponsorship of our annual "ZooFest" and "ZooBoo" events. The partnership is a comprehensive, multi-tiered package that will provide you with the freedom to select a sponsorship level and associated benefits. A donation at any level will show your support of the Navajo Zoo to the thousands of expected attendees.

Sponsorship levels are available in the following amounts:

- I. Eagle (\$2,000)
- II. Cougar (\$1,000)
- III. Fawn (\$500)

In the following descriptions, **bold text** will indicate the added incentives when increasing your sponsorship from the previous level.

EAGLE \$2,000

MARKETING AND PROMOTION

Title Sponsorship

- Your business name and logo will have priority over other sponsors in all radio advertisements, banners, flyers, newsletters, newspaper features, website promotions, and announcements during the event!

Media and Advertising

- Your name and/or logo will be included in all print advertising created by the Navajo Zoo to support the event including flyers and newspaper ads.
- You will be recognized on the Zoo/Fish and Wildlife Department websites.
- You will be recognized during the KTNN on-site broadcast.
- Your business will be featured in all KTNN radio advertisements. This will include 50 radio spots between 15 and 60 seconds in length for one week leading up to the event.

In-Park Branding

- You will be featured in the event brochure, given to each attendee.
- You will be featured on the welcome banner at the Zoo entrance.

Consumer Promotions

- You will be provided with **\$200 of Zoo merchandise** to promote the event at your business.
- During the event, your business will be invited to host **up to 3 separate tables**.
- **Your top executives will be invited to speak at the event, where multiple media members are expected to be present.**
- You will be offered one free “mail-through” campaign utilizing the Zoo supporter’s database. Just provide us with your postage-paid advertisements and the Zoo will label and mail them to our nearly 1,500 known supporters (~\$150 value)! Targeted marketing will help you connect to zoo supporters – your target demographic!

PARTNERSHIP

Employee Volunteers

- Your employees will welcome this unique opportunity to become a Zoo insider!

Adopt an Animal

- You will receive **TWO free adoptions (\$200 value)** to support the popular adopt-an-animal program; that’s a full year of in-zoo advertising for your business!

Sneak Peek Luncheon

- Up to 10 of your employees (and one guest each) will be invited to a sneak peek of the new “Discovery Center” before it is opened to the public. This includes a provided lunch, behind-the-scenes look at the staff areas, a close up look at our animals, and meeting with the zookeepers and staff who designed and built the new exhibits.

COUGAR \$1,000

MARKETING AND PROMOTION

Media and Advertising

- Your institution's logo will be included in any and all print advertising created by the Navajo Zoo to support the event. This will include flyers and advertisements in the Gallup Independent and Navajo Times at a minimum.
- You will be recognized on the Zoo and Fish and Wildlife Department websites.
- Your business will be featured during the KTNN on-site broadcast during the event.
- **You will be recognized in all KTNN radio advertisements. This will include 50 radio spots between 15 and 60 seconds in length, broadcast for one week leading up to the event.**

In-Park Branding

- Your logo and contact information will be featured in the event brochure.
- **Your logo will be featured on the welcome banner at the Zoo entrance.**

Consumer Promotions

- You will be provided with **\$100 of Zoo merchandise** including t-shirts, posters, pens, magnets, mugs, and more to promote the event.
- **During the event, you will be invited to host a table in a high-traffic area. This is a great way to generate excitement about your business and programs.**

PARTNERSHIP

Employee Volunteers

- Your employees will welcome this unique opportunity to become a Zoo insider! The Zoo will work with your employees to tailor specific projects to your interests.

Adopt an Animal

- **You will receive one free adoption (\$100 value) to support the popular Zoo adopt-an-animal program. Your business will be the sole sponsor of the animal for one year, and your name will be featured on the animal's adoption plaque. Just don't ask to take the animal home for a visit!**

FAWN \$500

MARKETING AND PROMOTION

Media and Advertising

- Your institution's logo will be included in any and all print advertising created by the Navajo Zoo to support the event. This will include flyers and advertisements in the Gallup Independent and Navajo Times at a minimum.
- You will be recognized on the Zoo and Fish and Wildlife Department websites.
- Your business will be announced as a sponsor of the event multiple times during the KTNN on-site broadcast.

In-Park Branding

- Your logo and contact information will be featured in the event brochure, given to each of the many thousands of estimated attendees.

Consumer Promotions

- You will be provided with \$50 of Zoo merchandise including t-shirts, posters, pens, magnets, mugs, and more to promote the event at your business. Pass these items along to your employees or distribute them to your patrons!

PARTNERSHIP

Employee Volunteers

- Your employees will welcome this unique opportunity to become a Zoo insider! The Zoo will work with you and your employees to tailor specific projects to the skills and interests of your staff. Help build an exhibit, design a brochure, paint a building, or more. Don't forget to wear your work shirts so our visitors can see you in action, hands-on, making a difference!

BECOMING A SPONSOR

The Navajo Zoo is committed to the success of this partnership. We will work with you continuously in support of your sponsorship of an event.

By partnering with the Navajo Zoo, your institution will share in the trust and loyalty we are building with our visitors, leading to greater brand equity, increased media exposure, and higher traffic to your business.

Our partnership program is new, but developing. You will not find over-branding and media clutter at the Zoo. We reserve in-park exposure for our top-level partners and are working to create platforms that incorporate branding into the overall visitor experience.

We would be open to discussions about accepting in-kind services as a cash alternative.

We are excited at the prospect of initiating a relationship between the Navajo Zoo and your institution. **The Navajo Zoo is pleased to extend ZooFest and ZooBoo sponsorship options and accompanying benefits to your institution.** Just complete and return the attached form and we will be in touch!



CONTACT

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NAVAJO ZOO SPONSORSHIP RETURN FORM

Yes, I would be happy to make a tax-deductible donation to sponsor an event!

RSVP Deadline: March 15th 2009 (ZooFest); September 15th 2009 (ZooBoo)

Institution: _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Phone Number: _____

Fax Number: _____

E-mail: _____

Please send me your biannual "Tribal Tails" newsletter! hard-copy electronically

The event I would like to sponsor is: _____ ZooFest 2009 (May 2nd)
_____ ZooBoo 2009 (Oct 30th-31st)

The sponsorship level I would like to select is: _____ Eagle (\$2,000)
_____ Cougar (\$1,000)
_____ Fawn (\$500)

Thank you! Please send this form with your check or money order payable to the Navajo Zoo: PO Box 1329, Window Rock AZ, 86515

- ____ I am not able to sponsor an event, but a donation of \$_____ is enclosed
____ I have questions and would like to be contacted in regards to event sponsorship
____ I am not able to sponsor an event this year but would like to be contacted next year
____ I would prefer not to be contacted about sponsorships in the future