Asian Lantern Festival
AT THE PITTSBURGH ZOO & AQUARIUM
PRESENTED BY UPMC Health Plan

2023 EXHIBIT SPONSORSHIP OPPORTUNITIES
world of wonders

Snow Leopards
The Pittsburgh Zoo and Aquarium is thrilled to present the Asian Lantern Festival, a spectacular celebration of culture and conservation that will take place from **August 11, 2023 through October 29, 2023**. This event will feature larger-than-life illuminated displays of animals, traditional Asian symbols, and stunning landscapes that will transport visitors to a world of wonder and enchantment. The festival will also offer a variety of cultural performances, food vendors, and interactive activities for guests of all ages. As a valued partner in our mission to inspire visitors to care about animals and the environment, we invite you to join us as a sponsor of this unique and unforgettable event.

**EXCLUSIVE PRESENTING SPONSOR** | $50,000  
| Tax Deductible Amount is $46,300

- Naming rights to the Asian Lantern Festival
- Promotional recognition on all event advertising efforts, including TV spots, radio, web, social, and print
- Print recognition on event map (50k distribution)
- Highlight recognition on event webpage (450k+ views)
- Individual organization recognition in cross-social media Thank You post (350k+ followers)
- Recognition in four Zmail e-newsletters (195k+ subscribers)
- Recognition in one Zoo Insider (24k+ Member households)
- 50 Asian Lantern Festival tickets
- 100 daytime general admission Zoo tickets
- 2 behind-the-scenes animal encounters for up to 5 guests each

**ENTERTAINMENT SPONSOR** | $25,000  
| Tax Deductible Amount is $22,900

- Entertainment Stage Sponsor; recognition at entertainment stops (2.5 month display, 120k+ event guests)
- Print recognition on event map (50k distribution)
- Highlight recognition on event webpage (450k+ views)
- Recognition in cross-social media post (350k+ followers)
- Recognition in Zmail e-newsletter (195k+ subscribers)
- Recognition in one Zoo Insider (24k+ Member households)
- 35 Asian Lantern Festival tickets
- 35 daytime general admission Zoo tickets
- 2 behind-the-scenes animal encounters for up to 5 guests each
FESTIVAL AREA SPONSOR | $15,000  Tax Deductible Amount is $13,930

- Asia  Mountains  Savanna  Ocean  Jungle
- On-site lantern signage (2.5 month display, 120k+ event guests)
- Recognition on event webpage (450k+ views)
- Recognition in cross-social media post (350k+ followers)
- Recognition in Zmail e-newsletter (195k+ subscribers)
- Recognition in one Zoo Insider (24K+ Member households)
- 18 Asian Lantern Festival tickets
- 18 daytime general admission Zoo tickets
- 1 Behind-the-scenes animal encounter for up to 5 guests

INTERACTIVE SPONSOR A | $10,000  Tax Deductible Amount is $9,170

- Pumpkin wagon  Love Swing & Tree Hearts
- On-site lantern signage (2.5 month display, 120k+ event guests)
- Recognition on event webpage (450k+ views)
- Recognition in one Zoo Insider (24K+ Member households)
- 12 Asian Lantern Festival tickets
- 12 daytime general admission Zoo tickets
- 1 Behind-the-scenes animal encounter for up to 5 guests

INTERACTIVE SPONSOR B | $7,500  Tax Deductible Amount is $6,870

- Elephant  Color Fountain  Jumping Color Changing Poles
- On-site lantern signage (2.5 month display, 120k+ event guests)
- Recognition on event webpage (450k+ views)
- Recognition in one Zoo Insider (24K+ Member households)
- 10 Asian Lantern Festival tickets
- 2 daytime general admission Zoo tickets
- 1 Behind-the-scenes animal encounter for up to 5 guests
INTERACTIVE SPONSOR C | $5,000  Tax Deductible Amount is $4,600
☐ Raining Cloud  ☐ Smoke Cannon  ☐ Swings
  - On-site lantern signage (2.5 month display, 120k+ event guests)
  - Recognition on event webpage (450k+ views)
  - Recognition in one Zoo Insider (24K+ Member households)
  - 10 Asian Lantern Festival tickets
  - 10 daytime general admission Zoo tickets

INTERACTIVE SPONSOR D | $2,500  Tax Deductible Amount is $2,280
☐ Shark Tunnel  ☐ Coral Reef Bubbles  ☐ Panda Game
  - On-site lantern signage (2.5 month display, 120k+ event guests)
  - Recognition on event webpage (450k+ views)
  - Recognition in one Zoo Insider (24K+ Member households)
  - 10 Asian Lantern Festival tickets

☐ DECOR SPONSOR | $1,500  Tax Deductible Amount is $1,380
  - On-site lantern signage (2.5 month display, 120k+ event guests)
  - Recognition on event webpage (450k+ views)
  - Recognition in one Zoo Insider (24K+ Member households)
  - 6 Asian Lantern Festival tickets
Asian Lantern Festival
August 11-October 29

Yes, we will support the Pittsburgh Zoo & Aquarium through a sponsorship at the level indicated below:

- $50,000  Exclusive Presenting
- $25,000  Entertainment
- $15,000  Festival Area
- $10,000  Interactive A
- $7,500  Interactive B
- $5,000  Interactive C
- $2,500  Interactive D
- $1,500  Decor
- $15,000  Entertainment

We understand that this commitment entitles us to the benefits related to our sponsorship package.

Sponsor Name: ________________________________
Contact Name: ________________________________
Address: ______________________________________
Phone: __________________ Fax: __________________
Email: ________________________________________

How the sponsor’s name should appear in all applicable materials: ________________________________

Are there limitations on the use of the sponsor’s name? (please circle one) YES or NO

☐ I wish the sponsor’s name to remain anonymous
☐ Enclosed is our check
☐ I request an invoice to be sent to: ________________________________
☐ This is our commitment to participate. The check will be forwarded to the Pittsburgh Zoo & Aquarium.

Please make your tax deductible sponsorship check payable to
Pittsburgh Zoo & Aquarium and return with this form to:

Pittsburgh Zoo & Aquarium
Attn: Corporate Relations Department
One Wild Place • Pittsburgh, PA 15206

Phone: 412-365-2619 • Email: sponsorships@pittsburghzoo.org

Contributions to the Pittsburgh Zoo & Aquarium, a registered 501(c)3 charitable entity, are tax deductible to the fullest extent of the law. The official registration and financial information of the Zoological Society of Pittsburgh, DBA Pittsburgh Zoo & Aquarium, may be obtained from the Pennsylvania Department of State calling toll-free within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.
DÉCOR SPONSOR LEVEL

White Orchids

Jungle Pathway

Toucan Pathway

Crocus

Peonies

Tunnel Pattern Butterflies

Butterfly Path

Tree Lighting

Building Lanterns