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## ***Why It Matters***

The Pittsburgh Zoo & PPG Aquarium is one of only six zoo and aquarium facilities in the United States. Ranked as a **Best Zoo for Kids** by *Parents Magazine* for the second time, the Pittsburgh Zoo is the ultimate family destination.

The Zoo's 77 acres house more than 9,000 animals that represent 900 species and include 24 threatened or endangered animals. Each area of the Zoo is carefully created to ensure the animals' environments are similar to their native habitats – from the mountains of Asia, to the jungles of Africa.

Becoming a **partner** with the Pittsburgh Zoo is an excellent way for your organization to reach our **one million annual guests**, while also making a vital contribution to species survival and the quality of life in our region.

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## **Opportunities**

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### **PROGRAM SPONSORSHIPS**

With family-friendly programs such as our Daily Zoo Happenings, our new podcast, and even our education-based programs and camps, your sponsorship will enable you to have title sponsorship rights of your selected program(s).

### **APPRECIATION DAYS**

From Military Day to Father's Day, as the presenting sponsor of an appreciation day, you will receive title recognition for the annually-recognized day.

### **CUSTOM PARTNERSHIPS**

We can create an event just for you to help you target key demographics and promote your organization to residents throughout the Western Pennsylvania region.

## **Benefits**

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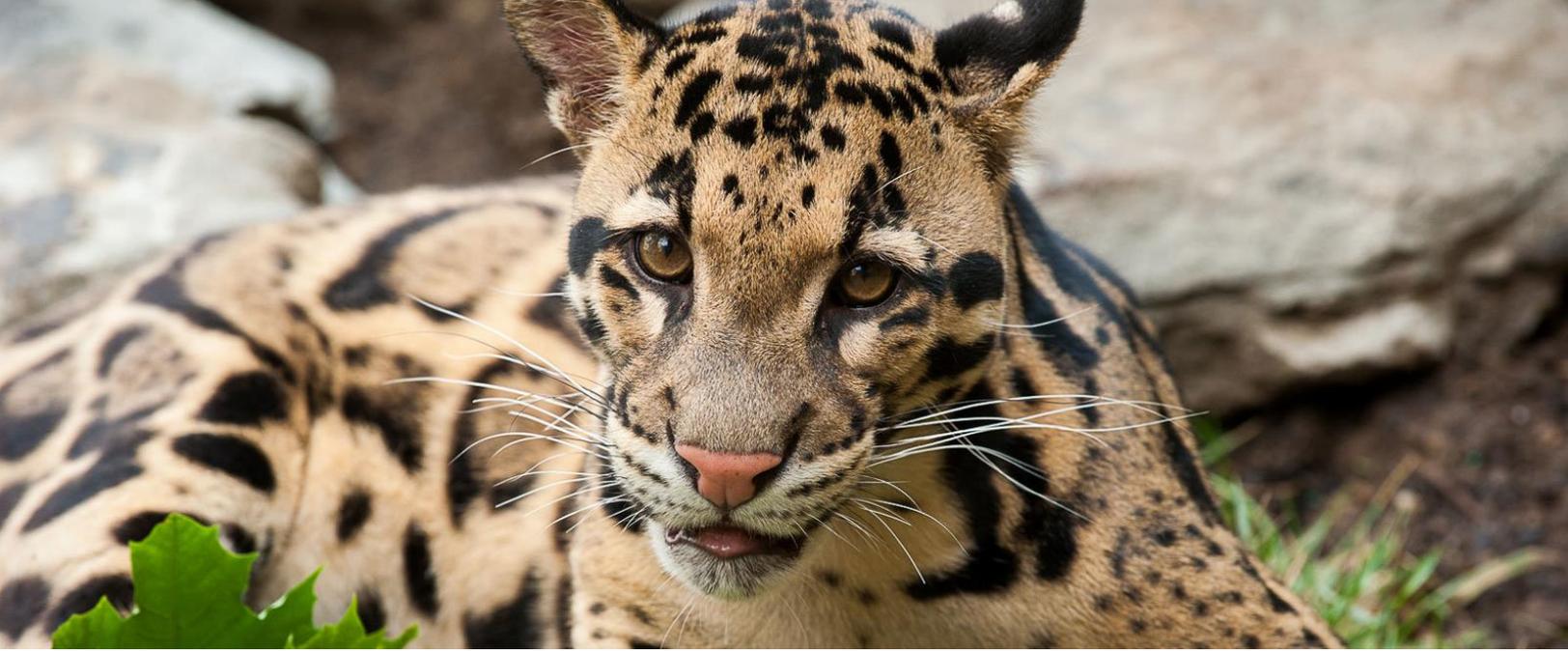
Depending on your level of support, your partnership could include:

- Opportunity to bring your organization on Zoo grounds during the selected program/event
- Ability to distribute promotional items/coupons/banner onsite during the selected program/event
- Recognition on all promotional radio spots
- Logo recognition on the Zoo's event webpages (30K+ monthly page views)
- Tag/mention in Facebook event page + social media advertising posts (187K+ followers)
- Recognition in e-newsletter, Z-mail (110K+ online subscribers)
- Mention in quarterly magazine, *ZooInsider* (26K+ distributed)
- Recognition on the Zoo's Special Events Board for applicable months of the selected program/event
- Recognition on the annual Zoo calendar
- Zoo general admission tickets

## **Pricing**

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Packages start at \$10,000 annually and can be customized as desired.



## ***Next Steps***

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With an estimated **one million guests** visiting the Zoo each year, we can work with you to create a truly one-of-a-kind offering to enable your organization to significantly increase its reach as well as build brand awareness within the community.

We'd love to bring you in for a tour of the Zoo and talk about a partnership!

**Brittany Balandis**

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To learn more, visit [www.pittsburghzoo.org](http://www.pittsburghzoo.org)  
Or call us at: 412-665-3640

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