PARTNERSHIP OPPORTUNITIES
John Ball Zoo (JBZ) is the tenth oldest zoo in the country and has been one of West Michigan’s most beloved cultural organizations for 129 years. Generations of families visit to enjoy time in nature and time with each other. As a leader in education, conservation, and community engagement, John Ball Zoo is proud to embark on another wild season!

In 2020, meerkats, South African Cape porcupines, and Von der Decken’s hornbills will settle into their new home along our Western Valley Pathway. BRICKLIVE SAFARI will join us for the season as an interactive toy brick experience introducing stunning life-like models of animals.

After months of construction, the Zoo will debut its new entry valley. The new entrance will feature an ADA compliant path with gentle curves. In addition to removing physical barriers, the renovations help us address storm water runoff and support improved infrastructure.

We are looking ahead to exciting events and community gatherings this year. The next few pages detail how we are living our core values; Conservation, Education, Community, Celebrate. We hope you will be inspired to join us!

Visitors from
83 counties
50 states
That’s every county in Michigan and every state!

An average of
700,000 visitors each year

50,000+ member households
12,000+ individual members

77,000+ Facebook followers

18,000+ Instagram followers

50,000+ attendees at community & special events

1 million+ website views annually

BE AMAZED AT JOHN BALL ZOO
Conservation

John Ball Zoo has been accredited by the Association of Zoos and Aquariums (AZA) since 1983. The AZA accreditation assures excellence in animal care and a dedication to conservation. AZA zoos and aquariums, like John Ball Zoo, are helping to preserve thousands of animals regionally and around the world through wildlife conservation programs. You can help us by supporting one of the critical programs below.

**EASTERN MASSASAUGA RATTLESNAKE**
Michigan’s only venomous snake, the Eastern Massasauga have been declining and are currently a species of special concern. John Ball Zoo breeds these snakes at the Zoo and works with them in the field. Our keepers have tagged hundreds of wild Massasauga to help preserve this species.

**GREAT LAKES PIPING PLOVER RECOVERY PROGRAM**
This endangered shorebird has been federally listed since the 1980s when they declined to about 13 pairs. Thanks to concerted efforts there are now 76 known pairs. John Ball Zoo sends two keepers each summer to help care for washed out, orphaned, or injured eggs or hatchlings. Sixteen chicks were released to the wild in 2017.

**GRAND RIVER LAKE STURGEON**
Now threatened in Michigan, Lake Sturgeon date back to the age of the dinosaurs. Through population monitoring and study, John Ball Zoo is one of several local organizations working together to conserve this species right here in Michigan.

**EASTERN BOX TURTLE**
In partnership with Pierce Cedar Creek Institute and Grand Valley State University, John Ball Zoo is raising and releasing hatchlings of this Michigan species of special concern to help ensure their long term survival. In addition, John Ball Zoo keepers track, monitor, and study these turtles which live native to the area around Zoo grounds.

**MONARCH BUTTERFLIES**
John Ball Zoo raises and releases more than 300 of these beautiful and increasingly threatened butterflies each year. We tag and track these monarchs to study their migration.

**RED PANDA CONSERVATION**
Red Panda Network is committed to the conservation of wild red pandas and their habitat through the education and empowerment of local communities. John Ball Zoo supports red panda conservation programs that protect red panda habitats and support community development.

**TIGER CONSERVATION CAMPAIGN - AMUR TIGER CONSERVATION PROGRAM**
With only 500 Amur tigers remaining, it is crucial to protect them and their habitat. Through collaboration with the AZA Tiger Species Survival Plan, John Ball Zoo supports Amur tiger conservation programs focused on enhancing wildlife law enforcement patrols and closing logging roads that poachers use to access tiger habitat in Russia’s far East.

**COPPER-BELLIED WATER SNAKE**
This subspecies of watersnake, with its brilliant orange belly, is threatened nationally and endangered in both Indiana and Ohio. It is thought to be extirpated from much of its former northern range. Our team is working with the U.S. Fish and Wildlife Service and other regional partners to conduct field surveys and place GPS transmitters in snakes to monitor the population and support their conservation.

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Education

John Ball Zoo makes learning come alive with its many fun, flexible, and hands-on education programs! Our programs are developed for students and visitors of all ages. School programs include STEM based lessons and are all aligned with current state standards. You can help us expand, improve, and strengthen our programs by supporting one of the opportunities below.

EDUCATIONAL EXHIBIT SIGNAGE
Each year, the Zoo updates many of its educational exhibit signs so they communicate current animal facts as well as conservation efforts and opportunities. Additionally, as some species move to new exhibits and new species join us, we create signage that corresponds the animal to the appropriate exhibit.

CAMP SCHOLARSHIPS
Summer zoo camp has been enjoyed by campers for over 25 years! Camper’s ages 3-14 years old have fun exploring different animal themes and activities. By sponsoring the Zoo’s summer zoo camp, you will help us provide camp scholarships to children who may otherwise not afford the zoo camp experience.

2019 CHAMPION FOR QUALITY AWARD
Our Community’s Children & Extended Learning Opportunities Network
Rhiannon Mulligan, Education Programs Manager

TRAVEL ZOO
Travel Zoo brings the Zoo to you by hosting an up-close animal encounter at an offsite school or facility. The Zoo facilities over 400 Travel Zoo programs each year, including monthly visits to Helen DeVos Children’s Hospital, Spectrum Health Intensive Feeding Program, and Mary Free Bed Rehabilitation.

TEEN VOLUNTEER PROGRAM
The Teen Volunteer Program at John Ball Zoo is a fun and educational opportunity for teens to gain leadership skills while assisting with Zoo operations, summer zoo camp, and conservation projects.
In 2016 and with the passing of the Zoo and Museum millage, Zoo field trips are free to any student attending with a school in Kent County.

In partnership with the Grand Rapids Public Library, library cardholders are eligible to check out a day pass to the Zoo.

The Zoo provides thousands of admissions passes annually to nonprofit organizations across the state for fundraising efforts.

**JUMP PROGRAM**

Ruth Jones, a former John Ball Zoo board member and principal for Grand Rapids Public Schools, imagined a program that would make the Zoo accessible to families regardless of income. All while encouraging an enriching, educational, and cultural experience. In 1998, the JUMP program was piloted and has since removed barriers for hundreds of thousands of families to enjoy the Zoo together. In 2019, more than 20,000 children and their families benefited from the JUMP program.

**Why is access to nature so important?**

- Nature can improve health and well being
- Nature can improve academic outcomes
- Nature play can encourage care for the earth

Making a gift to the JUMP program means you’re helping us provide unique educational and cultural opportunities, as well as cultivating important family connections that will foster healthy learning and living. Please consider supporting this important program today!

John Ball Zoo has been a gathering place for the community since 1891. Access to the Zoo, however, can be challenging or unattainable for some. We want to change that. Below are a few ways we’re working to make John Ball Zoo a Zoo for all and more on how you can help.
Celebrate

Celebrate and support wildlife with an event sponsorship! We host a variety of events with diverse themes and audiences. Each sponsorship includes varying benefits and can be customized to your specific needs.

RENDEZVOU
Join us for a wildlife celebration! As John Ball Zoo’s largest and longest running fundraiser, we are excited to introduce some exciting changes. RendezZoo will feature area restaurants and food partners for a unique strolling dinner. We’ll infuse the air with fun and music, get you up close with animal favorites, and feature our popular mobile silent auction. Save the date for June 12, 2020!

ZOO GOES BOO
Join us for one of the kookiest events of the year! Zoo Goes Boo attracts more than 25,000 children and families for fun Halloween activities among wildlife encounters. With the support of special sponsors, John Ball Zoo is able to provide an exciting and safe space for trick or treating and family togetherness. Save the dates for October 16, 17, 18 and October 23, 24, 25!

ROCK, ROAR + POUR
Rock, Roar + Pour has quickly grown as a favorite after hours night in town. Let loose like a kid but without the kids! It is an adult-only night at the Zoo which features local bands, specialty concessions, adult beverages, and unique animal encounters. Three summer evenings planned for 2020! Save the dates for June 25, July 23, and August 27!

WIZARDING WEEKENDS
Calling all wizards and muggles! The Zoo is magically transformed for this family-friendly event featuring wizarding activities, games, special entertainment, and, of course, butter brew! Visitors are encouraged to dress up and bring their wands. Held over two enchanting weekends in September. Save the dates for September 12, 13 and September 19, 20!

PARTY FOR THE PLANET
This annual spring event celebrates Earth’s biodiversity and offers families unique learning opportunities to take action and make a difference. The Zoo partners with local and regional organizations with conservation and environmental missions and messages. Save the date for April 18!

SPECIAL DAYS
Support one of our popular themed days including Princess Day and Superhero Day.

2019 GRAND RAPIDS
200 MOST INFLUENTIAL
BUSINESS LEADERS
IN WEST MICHIGAN
Grand Rapids Business Journal
Peter D’Arienzo, CEO

CONTACT US TODAY!
To support one of the opportunities listed in this packet, to customize a sponsorship, or to learn more, please contact:
Katie Kawaii
Fundraising & Events Coordinator
616.336.3309
kkawai@jbzoo.org