Sponsorship Opportunities
John Ball Zoo is one of the most engaging and accessible gathering places in our community. Welcoming over 500,000 guests annually, John Ball Zoo is Michigan’s second most-attended cultural institution west of Detroit. Our 12,000 member households represent a cross section of engaged, upwardly mobile, and financially-capable homes. Online, John Ball Zoo has a follower base of 111,000 and growing with total reach of more than a million.

More than 2,000 animals and 210 species call John Ball Zoo home, with the number of residents growing each year. A few of the new faces joining us in 2019 are the Toco toucan, South American giant anteater, Cape porcupine, giant Pacific octopus, Von der Decken’s hornbill, lake sturgeon, and an observational honey bee hive. Later in the season we’ll also be welcoming meerkats!

Our strong educational programming brings awareness to our conservation work and shows how we can all protect wildlife and our planet. With hundreds of coordinated programs offered each year, more than 60,000 students and 16,000 educators benefit from our educational opportunities.

As a modern, science-based zoo, we are on the cutting edge of habitat design and species research. In coordination with other zoos around the country, we participate in 44 species survival plans that help conserve and preserve the diversity of our planet’s wildlife.

John Ball Zoo is a cultural institution that weaves together science, learning, recreation, and leisure. This season, we look forward to bringing families and friends together to spend time in nature, to have fun, and to be amazed.

**BE AMAZED AT JOHN BALL ZOO**

John Ball Zoo is the tenth oldest zoo in the country and has been one of West Michigan’s most beloved institutions for 128 years. Generations of families come here to experience wildlife, enjoy time together, and make memories. As a leader in education, conservation, and community engagement, John Ball Zoo is proud to embark on another season of growth where new generations will experience a multitude of new exhibits, animal encounters, and wild fun.
John Ball Zoo is one of Michigan’s cultural treasures, a major destination, and an economic driver for our city, region, and state.

More people visit zoos annually than the combined attendance of the NFL, NBA, NHL, and MLB.

**128 YEARS...**

**FOR OUR CITY, OUR REGION, & OUR STATE**

FUN FACT

Some Otters are capable of climbing trees. The Zoo’s very own Chumani discovered how to climb the tree in her exhibit in the spring of 2018.

VISITORS FROM ALL 83 COUNTIES IN MICHIGAN + EVERY STATE IN THE U.S.

OVER 71,000 FACEBOOK FOLLOWERS + OVER 12,000 INSTAGRAM FOLLOWERS & GROWING!

1 MILLION + WEBSITE VIEWS IN THE PAST YEAR ALONE

OVER 12,000 MEMBER HOUSEHOLDS + 50,000 INDIVIDUAL MEMBERS
EVENT SPONSORSHIP

Show community support and raise awareness of your brand with an event sponsorship. We host a variety of events with varying themes and audiences. Please contact us for detailed benefits or to customize a sponsorship.

LEGENDS OF THE ZOO
$2,500-$15,000
A dinner gala with a twist, Legends of the Zoo honors legendary supporters and advocates of John Ball Zoo. It is our honor to recognize their support and friendship with a special evening of fine dining and stories. This is a biennial event, occurring in odd number years. Estimated attendance is 160-180, by invitation only.

RENDEZOO
$1,800-$15,000
One of the Zoo’s largest fundraising events of the year, Rendezoo is one of the region’s premier summer parties, featuring a strolling dinner, live entertainment, silent auction, and unique animal interactions. In 2019, Rendezoo celebrates 30 years! Held annually in early June. Estimated attendance is 500-600.

ZOO GOES BOO
$500-$5,000
A West Michigan family favorite, Zoo Goes Boo features trick or treating and Halloween activities among wildlife encounters. This event consists of one members-only evening event and six public events on the weekends. Sponsors have the opportunity to volunteer by passing out candy at their sponsored treat station. Held every October. Estimated attendance for all seven event days is 20,000.

PARTY FOR THE PLANET
$5,000
This annual spring event celebrates Earth Day with educational activities that connect guests to nature and the importance of wildlife conservation. A perfect opportunity for the environmentally connected company or organization. Estimated attendance is 1,500-5,000.

MEMBERS NIGHT
$5,000
Members of John Ball Zoo will enjoy an exclusive members only evening featuring special entertainment, discounts, keeper chats, and exclusive sneak peeks. Held in late Spring. Estimated attendance is 1,000-3,000.

WIZARDING WEEKENDS
$15,000
Calling all wizards and muggles! The Zoo is magically transformed for this family-friendly event featuring interactive exhibits, activities and games, entertainment, and specialty foods. Visitors are encouraged to dress up and bring their wands. Held on four days, over two enchanting weekends in September. Estimated attendance per day is 1,500-5,000.

SPECIAL DAYS
$5,000
Raise brand awareness at one of our popular themed days including Princess Day, Superhero Day, and Star Wars Day. Estimated attendance per event is 1,500-5,000.

ROCK, ROAR, AND POUR
$2,000-$10,000
Rock, Roar, and Pour is the perfect date night, girls or guys night, or any night you’re looking to let loose like a kid…but without the kids! It is an adult-only evening at the Zoo, which features live music, specialty concessions, adult beverages, and unique animal encounters. Rock, Roar, and Pour began in 2017 and has been going strong ever since! Four summer dates scheduled. Estimated attendance is 1,000-2,000 for all four events.

FUN FACT
Elsie, the Snow Leopard, has lived at the Zoo since 2017. Snow Leopards are an endangered species. John Ball Zoo participates in 44 species survival plans that help save endangered species from extinction.
EXHIBIT SPONSORSHIP

Looking to promote your name for the entire season? Have it displayed on one of our many exhibits. Alongside perennial favorites are multiple new animals arriving in 2019, which are sure to be a big hit with our visitors. Exhibits like the budgie aviary, camel ride, and petting corral, attract hundreds of thousands of children and families each year. Interested in an exhibit or animal not listed? Please give us a call to discuss other opportunities.

CHILDREN’S ZOO
$5,000–$15,000
Opportunities include:
• Budgie Aviary
• Red’s Hobby Farm and Petting Corral
• Red Footed Tortoise

SOUTH AMERICAN BOARDWALK
$5,000–$15,000
Opportunities include:
• Giant South American Anteater, Capybara and Tapir
• Toco Toucan
• Butterfly Exhibit
• Chilean Flamingo

AFRICA
$5,000–$15,000
Opportunities include:
• Eastern Mountain Bongo and Southern Ground Hornbill
• Warthog

MORE EXHIBITS
$5,000–$15,000
Opportunities include:
• Observational Honey Bee Hive
• Wallaby Walk-thru
• Camel Ride and Corral
• Barn Owl Amphitheater

FUN FACT
John Ball Zoo has five Spider Monkeys: Indy, Hershey, Becca, along with Casey and Pink, who were born at the Zoo.
FUN STUFF
$5,000-$10,000
Opportunities include:
• John Ball Zoo directional maps
• Admission tickets
• Wheel chairs and amigo rentals
• Children’s wagon rentals

FUN SPACES
$5,000-$15,000
Opportunities include:
• Zip Line
• Ropes Course

EDUCATIONAL PROGRAMS
$1,000-$10,000
Would you like to have your name associated with one of our cutting-edge educational programs? Contact us to learn more and discuss the ideal fit.

JUMP PROGRAM
$ YOU DECIDE!
The JUMP program was established in 1998, to help make the Zoo accessible to all families regardless of economic status. Today, thousands of children and their families visit John Ball Zoo with a sponsored admission pass and experience the same wonders and excitement as the rest of our community. You can help send a family to the Zoo by making a gift to this important program today!

OTHER OPPORTUNITIES & PROGRAM SPONSORSHIP
There are many unique opportunities to display your name or logo at the Zoo. These are just a few other ideas. If you have an idea of your own, we want to hear from you!

Please contact the Development office at 616.336.3309 or kkwall@jbzoo.org to discuss any of the opportunities listed or customized options.

FUN FACT
All Grizzly Bears are brown bears, but not all brown bears are grizzly bears. The Zoo’s grizzly bear, Yogi, is not a morning bear and likes to sleep late!