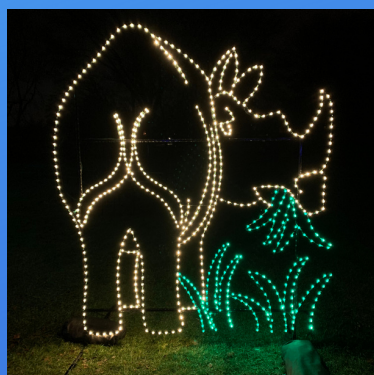
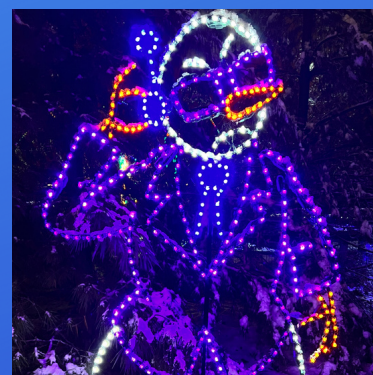


# 2023 Zoo Lights Sponsorship Packages



An opportunity to  
sponsor one of Madison's  
most unique family  
friendly holiday events!



**OPEN FRIDAYS, SATURDAYS, & SUNDAYS  
NOV 24TH - DEC 17TH  
OPEN DAILY DEC 18TH - DEC 30TH  
(CLOSED CHRISTMAS EVE & CHRISTMAS DAY)**



# Our Values

Henry Vilas Zoo is proud to be one of the few free AZA accredited zoos in the country. We are committed to ensuring all families can visit the zoo and learn about the natural world, regardless of economic means. Our annual Zoo Lights event is our biggest fundraiser of the year and draws over 30,000 visitors. Our sponsorship packages are a unique opportunity for your business to partner with one of Madison's leading conservation organizations and a great way to increase your brand recognition.

1,000+

HOURS SPENT  
HANGING LIGHTS

30,000+

VISITORS IN 2022

100%

LED lights to reduce our energy  
costs and carbon footprint

2

MARRIAGE  
PROPOSALS

1,000,000

NUMBER OF LIGHTS USED

1,750

GALLONS OF HOT CHOCOLATE  
SOLD

## SPONSOR LEVELS

**SILVER**  
**\$1,000**

- Business Logo on Website
- 25 Tickets for Preview Night (November 22nd)
- 1 Sign On-Grounds
- 1 Group Post on Social Media

**GOLD**  
**\$2,500**

- Linked Logo Recognition on Website
- 50 Tickets for Preview Night (November 22nd)
- 1 Sign On-Grounds
- 3 Group Post on Social Media

**DIAMOND**  
**\$5,000**

- Linked Logo Recognition on Website
- 100 Tickets for Preview Night (November 22nd)
- 1 Custom Light-up Sign On-Grounds
- Lead Sponsor Individual Post on Social Media

**PLATINUM**  
**\$10,000**

- Linked Logo Recognition on Website
- 150 Tickets for Preview Night (November 22nd)
- 1 Custom Light-up Sign On-Grounds
- 5 Presenting Sponsor Individual Posts on Social Media
- Presenting Sponsor Recognition in Promotional Materials
- Behind the Scenes Zoo Tour for up to 8 people



For more information contact:  
Kristin Moala  
608-283-1651  
[moala.kristin@henryvilaszoo.gov](mailto:moala.kristin@henryvilaszoo.gov)

ACCREDITED BY THE  
**ASSOCIATION  
OF ZOOS &  
AQUARIUMS**



**HENRY VILAS ZOO®**

*A Part of You*

# 2023 Zoo Lights Exclusives

Sponsor some of the most photographed lights displays in the Zoo! Each sponsorship includes a custom made light-up display with your logo plus all the additional benefits of a GOLD sponsorship.

## FLAMINGO

Show your love for Madison's official city bird with a custom sign near our flamingo exhibit.

**\$2,500**



NEW

## TREE

Brand new for 2023! Our biggest tree is located in the center of the Zoo. This idyllic spot is always a crowd pleaser.

**\$5,000**



NEW

## POLAR WALL

Over 10,000 multicolored lights made this the most photographed spot at Zoo Lights in 2022.

**\$5,000**

