



“We can talk...



**...to your
customers.”**

**Become an AZA
corporate sponsor.**

Become an AZA corporate sponsor



Corporate partnerships with the Association of Zoos and Aquariums (AZA) provide a unique national platform to reach an attractive audience through programs that directly support wildlife conservation and education.

Whether it is experiential marketing, licensing, promotions, strategic partnerships or media programs, Zoos and Aquariums offer the promise of exciting animal imagery, strong family values and an environment with few competing messages.

AZA accredited Zoos and Aquariums meet rigorous standards for animal care, education, wildlife conservation and science, ensuring a safe, fun and educational visitor experience.

AZA Highlights:

- Over 200 AZA accredited Zoos and Aquariums nationwide
- 45 AZA accredited Zoos and Aquariums in the top 25 media markets
- Over 143 million visitors annually
- More visitors than the NFL, NBA, NHL and MLB combined
- More adults visit Zoos one or more times a year than attend any major professional or college sporting event
- Two out of three adults visit a Zoo with a child
- 50% of adults visit Aquariums with a child
- Average visit is four hours



The Association of Zoos and Aquariums is the **ONLY** organization that can provide a national sponsorship platform representing over 200 accredited zoos and aquariums with more than 143 million annual visitors across North America.



For more information contact:

Jay Vestal, Vice President, Sales and Marketing
801-424-2039 • 801-274-7562 fax • jvestal@aza.org

**ASSOCIATION
OF ZOOS &
AQUARIUMS**

AZA Marketing Services

The AZA team works with corporations that share the values of zoos and aquariums and their 150-million annual visitors. We have experience assisting brand managers, advertising and promotions agencies, and lifestyle marketers to impact sales and consumer perceptions about a brand. We know what is required to make a promotion truly “turn-key” on a national, regional, or spot market basis.



Contact us to discuss how to:

- Use zoos and aquariums to develop high-value consumer offers;
- Leverage the controlled environment of zoos and aquariums for an uncluttered communication with your customers;
- Build a national sweepstakes with attractive local incentives;
- Implement a grassroots retail campaign by engaging zoos and aquariums in local markets;
- Orchestrate zoo and aquarium event venues for lifestyle marketing programs;
- Overlay your company or brand image with a highly-respected cause: the world's largest wildlife conservation movement;
- Provide your employees and their families with high-value incentives and rewards and a great experience at their nearest zoo and aquarium.

These are just a few of the marketing concepts we have co-developed with agencies for the companies and brands they represent.

For more information contact:

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PROUD PARTNER OF AMERICA'S ZOOS AND AQUARIUMS

The Association of Zoos and Aquariums offers five industry-exclusive sponsorships representing over 200 accredited Zoos and Aquariums.



The Proud Partners of America's Zoos & Aquariums features:

- **Five Category-Exclusive National Sponsors**
 - Customized programs created to reach corporate objectives
 - Proud (Industry) Partner of America's Zoos and Aquariums designation

Multi-faceted Sponsorship Structure

- **Promotional and Advertising Rights**
- **Party for the Planet Annual Earth Day Special Event**
 - Sampling, Signage, Sponsored Activities
 - Consumer Issue: AZA Magazine "Connect"
 - Party for the Planet Web Site "Party Finder" Recognition & Links
- **National and Local Public Relations Support**
 - Media
 - Public Service Announcements
- **AZA Web Site**
 - "Zoo and Aquarium Finder"
 - Web Feature Sponsorships
- **AZA Annual Conference**
 - Zoo and Aquarium Decision Makers
 - Event Sponsorships
- **Government Relations Opportunities**
 - Local Events
 - Congressional Reception
- **VIP tours/hospitality**

To find out more about The Association's Proud Partner of America's Zoos and Aquariums Sponsorship Opportunities contact:

Jill Nicoll, SVP Marketing
301-562-0777 ext. 242 • jnicoll@aza.org

**ASSOCIATION
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PARTY FOR THE PLANET – AZA’s Annual Earth Day Event

JOIN THE BIGGEST PARTY ON THE PLANET AND REACH THOUSANDS OF FAMILIES ACROSS THE COUNTRY.

The Association of Zoos and Aquariums is proud to host America’s Party for the Planet at accredited Zoos and Aquariums across the country. The Party for the Planet provides our corporate partners exclusive promotional and advertising opportunities that will uniquely reach your target audience with family-friendly conservation messages.



PARTY FOR THE PLANET OFFERS YOUR COMPANY:

- National and Local Media Coverage
- Sampling Opportunities
- Signage and Corporate Recognition
- Party for the Planet Website Presence and Links
- Exclusive Sponsorship of Party Activities
- Advertising and Promotional Rights to “Party for the Planet” and AZA Name and Logo
- Priority Pricing on AZA Premiums
- AZA Marketing and Public Relations Staff Support

For more information or to be a partner contact:

Jill Nicoll, SVP Marketing
301-562-0777 ext. 242 · jnicoll@aza.org.

**ASSOCIATION
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THE ASSOCIATION OF ZOOS AND AQUARIUMS

The Association of Zoos and Aquariums (AZA) is a nonprofit organization dedicated to building North America's largest wildlife conservation movement. AZA is America's leading accrediting organization for zoos and aquariums, and admits only those institutions meeting rigorous standards for animal care, education, wildlife conservation and science. AZA's focus on connecting people with animals provides a critical link to helping animals in their native habitats. 143 million annual visitors to more than 200 accredited zoos and aquariums look for the AZA logo as assurance that they are supporting excellent care for animals and a better future for all living things.

Top 10 Wildlife Conservation Success Stories in 2006



AZA members developed a successful veterinary process to reduce overpopulation in Africa.



Breeding efforts for the rare black-footed ferret have helped to bring the population globally to about 1,000 individuals.



An AZA-managed breeding program is helping to return the rare bongo to its natural habitat after years of population decline.



Many AZA institutions are helping manatees and sea turtles by rescuing injured animals and rehabilitating them.



Trumpeter swans bred and released by an AZA institution successfully hatched their young in the wild – the first hatching since 1847.



The AZA Conservation Endowment Fund is helping to re-establish the presence of the white-winged guan in Peru.



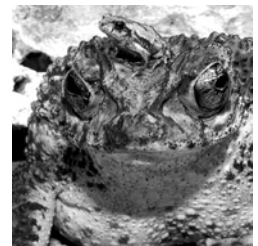
AZA's Butterfly Conservation Initiative (BFCI) is monitoring and tracking many different North American butterfly species.



Many AZA members have developed programs to help people make good decisions about buying seafood and helping conserve marine ecosystems.



AZA members have been instrumental in bringing back the endangered American burying beetle.



AZA members are working together to save the world's amphibian species from extinction.

For more information or to be a partner contact:

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Photos: African elephants: Michael Pogany, Columbus Zoo and Aquarium; Black footed-ferret: John Gibbons, Smithsonian National Zoo; Bongo: Brendyn Richards, Great Plains Zoo & Delbridge Museum; Manatee: Sea World Orlando; Trumpeter swans: Sandee Katzer, Chicago Zoological Society; White-winged guan: Heinz Plenge, Cleveland Metroparks Zoo; Pacific bluefin tuna: Randy Wilder, Monterey Bay Aquarium; American burying beetle: Victoria Archocho of Rocka *Roe Publishing, Roger Williams Park Zoo; Puerto Rican crested toad: Matthew Vaughn, The Fort Worth Zoo.

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