



RIVERBANKS ZOO & GARDEN

Creating Connections. Inspiring Action. Impacting Conservation.

2024 SPONSORSHIP OPPORTUNITIES



**RIVERBANKS
ZOO & GARDEN**
columbia south carolina



South Carolina's largest gated attraction and the most visited zoo in the southeast, Riverbanks Zoo and Garden is home to more than 3,000 magnificent and fascinating animals and one of America's best public gardens.

The Zoo opened on April 25, 1974, and for 50 years has connected individuals, families and school children with the natural world. Riverbanks is an accredited member of the Association of Zoos and Aquariums and is recognized as a global leader in animal care and welfare, education, recreation, science, and wildlife conservation.

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Our Mission

We create connections and inspire actions that have a lasting impact on wildlife and wild places.

Our Vision

We envision a world where every generation works to ensure that animals and plants thrive locally and globally.

Proceeds support the care and conservation of animals and plants at Riverbanks and beyond.

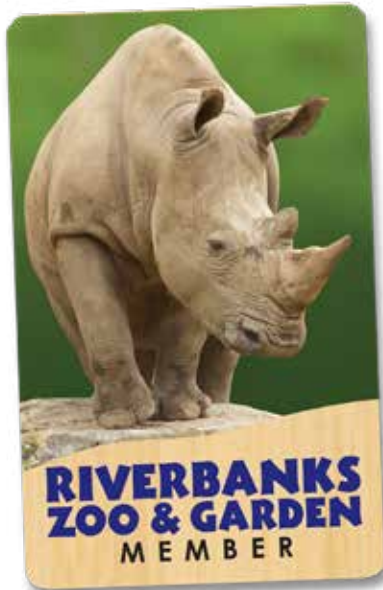


At-A-Glance

1 million visitors annually

TOTAL PAID VISITORS

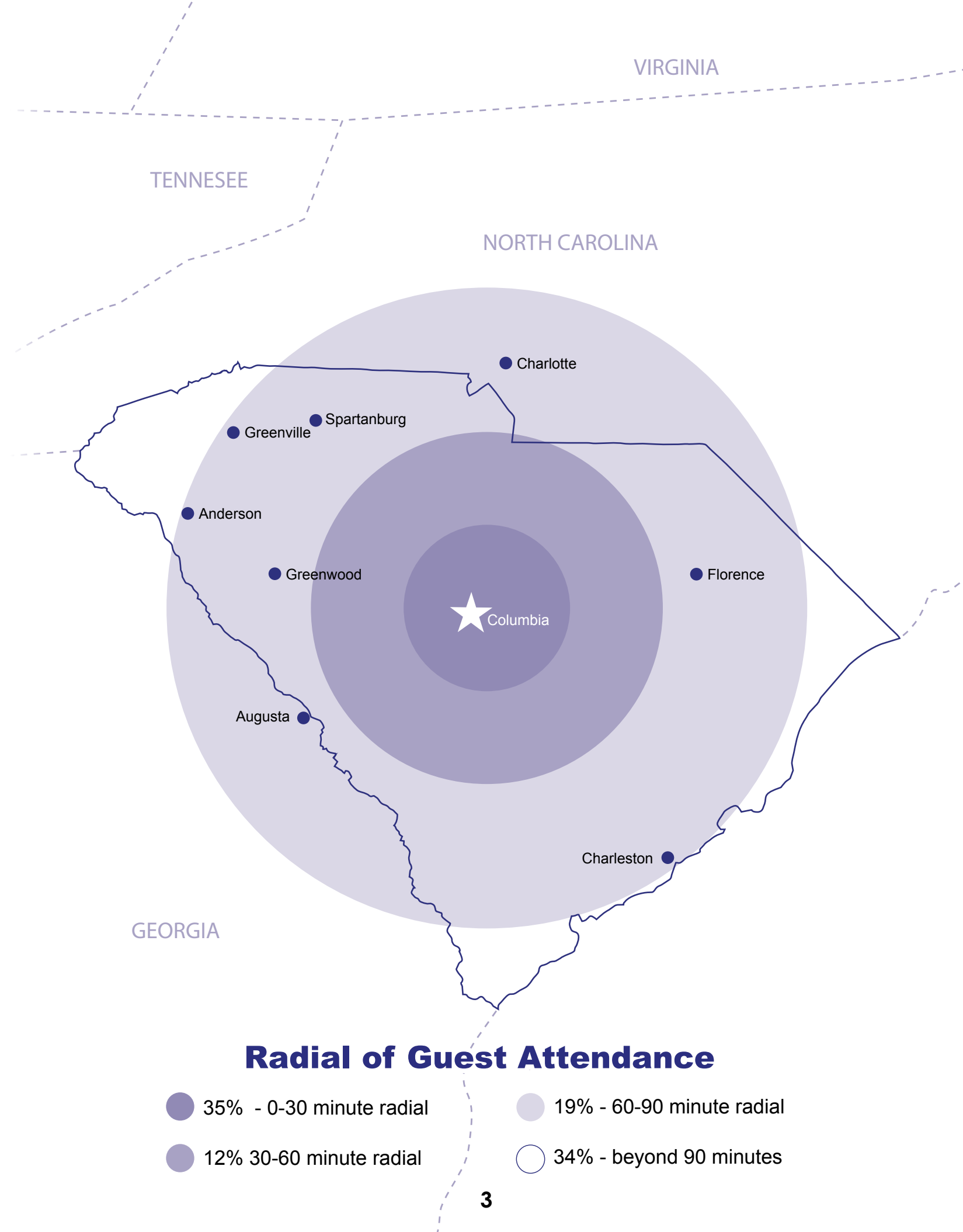
- >50% travel from outside 50 miles
- 16% Richland County
- 11% Lexington County
- 7% Charleston MSA
- 13% Charlotte MSA
- 8% Augusta MSA



50,000 member households
representing over
200,000 individuals

TOTAL MEMBERSHIP BASE

- 66% live inside 50 miles
- 22% Richland County
- 26% Lexington County
- 16% live outside South Carolina





Wine TASTING

at Riverbanks Botanical Garden

APRIL 19, 2024 • 7:00 - 9:30PM

1,000 guests join us every April to sip wine from local and national vintners while enjoying one of the nation's most beautiful and inspiring botanical gardens.

This sell-out fundraiser hosted by Riverbanks Society offers local restaurants and caterers the opportunity to serve samples of their signature dishes; previous participants include 1801 Grille, Bonefish Grill, Hudson's Classic Catering, Liberty Taproom & Grill, Melting Pot, Miyo's, Pearlz Oyster Bar, Ruth's Chris and Riverbanks Catering. Designed for ages 21 and up only.

SPONSOR OPPORTUNITIES

Presenting Sponsor - \$10,000

(1 available)

- Title recognition as presenting sponsor in advertising and event promotions
- Onsite branding and promotion during event
- Half-page ad in *Riverbanks* magazine (circ. 48,000+ member households)
- Logo presence on commemorative glass, in Wine Tasting guide and event webpage
- Ticket availability tailored to sponsor needs

Signature Sponsor - \$2,500

- Onsite branding and promotion during event
- Logo presence in Wine Tasting guide and event webpage
- Ticket availability tailored to sponsor needs

Event Sponsor - \$1,000

- Logo presence in Wine Tasting guide and event webpage

Premier Sponsor - \$5,000 (1 available)

- Onsite branding and promotion during event
- Quarter-page ad in *Riverbanks* magazine (circ. 48,000+ member households)
- Logo presence in Wine Tasting guide and event webpage
- Ticket availability tailored to sponsor needs



RIVERBANKS RUN



MAY 11, 2024 • 7:00 - 9:00AM

600 runners and walkers participate in this annual certified 5k run to support wildlife.

This wild course begins at the Zoo's main entrance, makes its way over the scenic Saluda River, and winds through the back roads of Riverbanks. Water and snack stations are available throughout the event, and all runners take home a commemorative T-shirt.

SPONSOR OPPORTUNITIES

Premier Sponsor - \$5,000 (1 available)

- Onsite branding and promotion during event
- Quarter-page ad in *Riverbanks* magazine (circ. 48,000+ member households)
- Logo presence in Riverbanks Run guide, event webpage and commemorative T-shirt
- Ticket availability tailored to sponsor needs

Event Sponsor - \$1,000

- Logo presence in Riverbanks Run guide and event webpage




MEMBERS' NIGHT OUT

MAY 31, JUNE 14 and JUNE 28, 2024 • 6:00 - 9:00PM
2,000 Zoo fans join us for this free, after-hours event for members only.

On select Friday evenings, members have the opportunity to stroll for three extraordinary hours while the Zoo is closed to the general public. Members enjoy a variety of special offerings such as keeper talks, animal encounters and discounted menu items.

SPONSOR OPPORTUNITIES

Presenting Sponsor - \$3,000

- Recognition as presenting sponsor in member advertising and event promotions
- Opportunity for onsite branding and promotion during event
- Name recognition in Riverbanks eUpdate, distributed to more than 40,000 member emails
- Logo presence in Members' Night Out guide and event webpage

Event Sponsor - \$1,000 (single night)

- Logo presence in Members' Night Out guide and event webpage



AUGUST 2, 2024 • 7:00 - 9:30PM

2,000 beer connoisseurs sell-out this event every year.

This best attended fundraiser invites a broad demographic to enjoy the sights and sounds of Riverbanks Zoo while exploring more than 150 specialty beers, hard seltzers and more. Guests are also treated to live entertainment and animal encounters. Named a Southeast Tourism Society Top 20 Event. Designed for ages 21 and up

SPONSOR OPPORTUNITIES

Presenting Sponsor - \$10,000 (1 available)

- Title recognition as presenting sponsor in advertising and on event promotions
- Opportunity for onsite branding and promotion during event
- Half-page ad in *Riverbanks* magazine (circ. 48,000+ member households)
- Logo presence in Brew at the Zoo guide and event webpage
- Ticket availability tailored to sponsor needs

Premier Sponsor - \$5,000 (1 available)

- Opportunity for onsite branding and promotion during event
- Quarter-page ad in *Riverbanks* magazine (circ. 48,000+ member households)
- Logo presence in Brew at the Zoo guide and event webpage
- Ticket availability tailored to sponsor needs

Signature Sponsor - \$2,500

- Opportunity for onsite branding and promotion during event
- Logo presence in Brew at the Zoo guide and event webpage
- Ticket availability tailored to sponsor needs

Event Sponsor - \$1,000

- Logo presence in Brew at the Zoo guide and event webpage



RIVERBANKS ZOOfari

cocktails • cuisine • conservation

SEPTEMBER 27, 2024 • 7:00 - 10:30PM

Nearly 1,000 guests join us for this premier fundraiser.

This extraordinary evening features cool cocktails, delicious cuisine, live entertainment, up-close animal encounters and “backstage” access. Guests have the opportunity to join in a silent auction for unique local gifts and experiences. The evening culminates in a zoo-rific live auction with opportunities to bid on one-of-a-kind items that can only be found at Riverbanks (think cocktail party with the penguins, private dinner with friends at Sea Lion Landing or an entire evening Zoo rental).

SPONSOR OPPORTUNITIES

Presenting Sponsor - \$10,000 (1 available)

- Title recognition as presenting sponsor in advertising and on event promotions
- Half-page ad in *Riverbanks* magazine (circ. 48,000+ member households)
- Opportunity for onsite branding and promotion during event
- Logo presence in ZOOfari guide and event webpage
- Ticket availability tailored to sponsor needs

Signature Sponsor - \$2,500 (2 available)

- Opportunity for onsite branding and promotion during event
- Logo presence in ZOOfari guide and event webpage
- Ticket availability tailored to sponsor needs

Event Sponsor - \$1,000

- Logo presence in ZOOfari guide and event webpage

Premier Sponsor - \$5,000 (1 available)

- Opportunity for onsite branding and promotion during event
- Quarter-page ad in *Riverbanks* magazine (circ. 48,000+ member households)
- Logo presence in ZOOfari guide and event webpage
- Ticket availability tailored to sponsor needs



BOO AT THE ZOO

OCTOBER 18 - 30, 2024 • 6:00 - 9:00PM

30,000 kids of all ages join us for this wild Trick-or-Treat festival.

Guests hike the Trick-or-Treat Trail and enjoy favorites such as Mummy's Eeky Freaky DJ Dance Party, Moonlight Magic Show and spooky photo ops. Boo at the Zoo also includes educational opportunities for guests to learn about some of our creepiest residents.

SPONSOR OPPORTUNITIES

Presenting Sponsor - \$20,000 (1 available)

- Title recognition in full-scale, multi-channel ad campaign
- Half-page ad in *Riverbanks* magazine (circ. 48,000+ member households)
- Onsite branding and promotion during event
- Logo presence in Boo at the Zoo guide and event webpage
- Ticket availability tailored to sponsor needs

Premier DJ Dance Sponsor - \$5,000

- Opportunity for onsite branding and promotion during event
- Quarter-page ad in *Riverbanks* magazine (circ. 48,000+ member households)
- Logo presence in Boo at the Zoo guide and event webpage
- Ticket availability tailored to sponsor needs

Premier Moonlight Magic Sponsor - \$5,000

- Onsite branding and promotion during event
- Quarter-page ad in *Riverbanks* magazine (circ. 48,000+ member households)
- Logo presence in Boo at the Zoo guide and event webpage
- Ticket availability tailored to sponsor needs

Signature Trick-or-Treat Sponsor - \$2,500

- Onsite branding and promotion during event
- Logo presence in Boo at the Zoo guide and event webpage

Trick-or-Treat Sponsor - \$1,000

- Logo presence in Boo at the Zoo guide




WILD LIGHTS

AT RIVERBANKS ZOO

Select Nights November - January • 5:00 - 9:00pm

Up to 100,000 guests marvel at this spectacular illuminated wildlife safari.

Wild Lights features nearly 60 larger-than-life, handcrafted lantern displays that shine a light on the beauty of nature. Enjoy nightly snowfall, visits with Santa, fun photo opportunities and the cozy jingle bell bonfire – a popular spot for toasting s'mores and sipping hot cocoa.

SPONSOR OPPORTUNITIES

Presenting Sponsor - \$30,000

- Title recognition in full-scale, multi-channel ad campaign
- Onsite branding and promotion during event
- Half-page ad in *Riverbanks* magazine (circ. 48,000+)
- Logo presence in Wild Lights guide and event webpage
- Sponsor recognition at dedicated display

Radiant Sponsor - \$20,000

Entry Experience

- Opportunity for onsite branding and promotion during event
- Quarter-page ad in *Riverbanks* magazine (circ. 48,000+)
- Logo presence in Wild Lights guide and event webpage
- Sponsor recognition at dedicated display

Premier Sponsors - \$12,500

Santa's Landing | Wild Safari | Pollinator Garden | Under the Sea

- Opportunity for onsite branding during event
- Quarter-page ad in *Riverbanks* magazine (circ. 48,000+)
- Logo presence in Wild Lights guide and event webpage
- Sponsor recognition at dedicated display

Signature Sponsor - \$5,000

- Logo presence in Wild Lights guide and event webpage
- Sponsor recognition at dedicated display

Lantern Sponsor - \$1,500 and Above

- Recognition at dedicated display



CORPORATE CONSERVATION CHAMPIONS

Partnering with Riverbanks is naturally rewarding!

Annual corporate partnerships support ongoing conservation and education efforts at Riverbanks and beyond, ensuring a sustainable future for the animals, our children and the community. Please choose from one of the following – or let us know if we can tailor a package for your needs.

Conservationist - \$10,000

- Private Reception with Up-close Encounter for 20 **OR** Private Tour and Dinner for 12
- Event Sponsor for Three Signature Events*
- Renewed Community Partner status**

Defender - \$7,500

- Two Private Tours for 12
- Event Sponsor for Three Signature Events*
- Renewed Community Partner status

Protector - \$5,000

- Private Tour for 12
- Event Sponsor for Two Signature Events*
- Renewed Community Partner status

Steward - \$5,000

- Private Lunch and Tour for 12
- Event Sponsor for One Signature Event*
- Renewed Community Partner status

Advocate - \$2,500

- Private Lunch and Chat with Animal Care Expert for up to 20
- Renewed Community Partner status

Community Partner Renewal** - \$1,500

- Renewed Community Partner status

* Choose from Wine Tasting, Brew at the Zoo and/or Riverbanks ZOOfare. Each includes logo presence on related printed materials and webpages plus 4 complimentary event tickets.

** Community Partner Renewal is intended for companies that have previously participated in the Community Partner program. All Conservation Champion packages include general admission tickets, 20% off rental facilities, acknowledgment in Riverbanks magazine and on Riverbanks' website, and invitation to annual VIP reception.





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Riverbanks Society is the private 501c3 nonprofit organization supporting the needs of Riverbanks Zoo and Garden.