

THE LIVING DESERT
MARKETING, PARTNERSHIP
AND SPONSORSHIP
OPPORTUNITIES



2017 / 2018

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459,784+ ANNUAL VISITORS

FIFTH STRAIGHT YEAR OF GROWTH. 27% INCREASE IN VISITORS SINCE 2014

NON-MEMBER VISITORS

300,000+

ANNUAL MEMBERS

13,000+

MEMBERSHIPS



- FAMILY** 50%
- DUAL** 37%
- INDIVIDUAL** ... 13%

AVERAGE MEMBER VISITS PER YEAR

7

AVERAGE MEMBERSHIP TENURE

10 YEARS

RENEWAL RATE (AS OF 2014)

67%

% OF MEMBERSHIP AGED 30-55 YEARS OLD

70%



#1 of 54 THINGS TO DO IN PALM DESERT

The Living Desert Zoo and Gardens welcomed over 559,000 guests through our gates in 2017-2018 and continues to grow an impressive audience of passionate supporters through our offerings, programs, and events. Our engaged membership of over 13,000 remains steadfast in their support of the zoo. Our signature and special events draw in locals, members, and visitors for engaging, family-friendly and fun experiences.



As the Coachella Valley's most beloved cultural landmark for almost 50 years, The Living Desert Zoo and Gardens continues a rich tradition of connecting our community to the natural world. Fun for the entire family, The Living Desert is an Association of Zoos and Aquariums (AZA) accredited zoo and botanical garden representing the desert environments of North America, Africa, and soon to come, Australia with more than 1,200 protected acres and over 450 majestic animals.

Founded in 1970, The Living Desert welcomes guests of all ages to learn about and connect with the world's desert plants and animals through immersive habitats, botanical gardens, hiking trails, interactive experiences, giraffe feedings, animal encounters and more. It's an oasis of family fun to explore nature and create meaningful experiences for guests that are remembered for a lifetime.

The Living Desert's mission of desert conservation through preservation, education and appreciation is felt through all reaches of our programming. Our conservation efforts span more than just our 1,200 acres via financial support and field conservation work locally and abroad. Our education impact reaches over 40,000 school children a year through field trips, classroom visits, and community events. And everyday, guests are welcomed into the zoo and are inspired to care for the natural world we all value – the amazing plants and animals that call the desert home.

**DESERT CONSERVATION THROUGH
PRESERVATION, EDUCATION
AND APPRECIATION.**

As a 501(c)3 non-profit organization, The Living Desert relies on guest visitation, memberships, private donations, private events, tours and corporate sponsorship to support the operations of the park, which currently costs upwards of \$32,000 a day. Your support of our animal care, conservation and education programs, as well as research is invaluable to us.

Recognized by Charity Navigator, America's largest independent charity evaluator, with 4 out of 4 stars and a total score of 97.58 out of 100 for the 3rd consecutive year, gives you the confidence in knowing your gift directly supports our mission and programming¹. Recently named as one of the top ten zoos in the country by Conde Nast Traveler and a 10Best Zoo by the readers of USA Today, The Living Desert is a smart choice for a brand partnership². As one of the most recognized brands in the Coachella Valley, you can be confident in aligning your brand with The Living Desert. Loved by generations or residents and visitors alike, The Living Desert will continue to thrive as a trusted brand and looks forward to building partnerships with like-minded organizations.

¹Rating as of November 20, 2017 on www.CharityNavigator.com

² <https://www.cntraveler.com/gallery/the-best-zoos-in-the-us/6>



CHEETAH

100 years ago: 100,000

Today: 7,100

The Living Desert manages the AZA Cheetah SAFE – Saving Animals From Extinction – Public Engagement Program worldwide.



THE LIVING DESERT CONSERVATION SERIES

Every day, The Living Desert works to save species from extinction and preserve the wild places that make the deserts of the world so special. There are a multitude of ways the zoo works to encourage guest and community participation in our efforts. One of these opportunities is through community engagement promotions aligned with national and global conservation efforts. The conservation series is a public relations and information campaign through our social media channels with the potential of an onsite event.

SPONSORSHIP OPPORTUNITIES:

Opportunities start at \$1,500 – of which, \$500 goes directly to a conservation organization associated with the animal (e.g. Cheetah Conservation Fund for International Cheetah Day and Giraffe Conservation Foundation for World Giraffe Day). Sponsorship of the entire series is also available. Promotional opportunities include in-park signage, email marketing promotion, and social media mentions.

WORLD WILDLIFE DAY

March 3

CINCO DE RHINO

May 5

NATIONAL PUBLIC GARDENS DAY

Third Friday in May

ENDANGERED SPECIES DAY

May 17

WORLD TURTLE DAY

May 23

INTERNATIONAL SAVE THE VAQUITA DAY

The Saturday after July 4

WORLD GIRAFFE DAY

June 21

WORLD LION DAY

August 10

WORLD RHINO DAY

September 22

INTERNATIONAL CHEETAH DAY

December 4

**CONSERVATION
IN ACTION
HELP US SAVE
THESE ANIMALS
FROM EXTINCTION**





THE LIVING DESERT EVENT SPONSORSHIP – PROMOTIONAL EVENTS

The Living Desert’s promotional events have become tradition for thousands of families and guests each year.

Promotional events are free for members or with paid park admission for non-members, and are geared towards local and visiting guests. Included are brief descriptions of each event. Please inquire for more detailed information on the individual event sponsorship opportunities that most interest you.

FOR MORE INFORMATION, PLEASE CONTACT:

Roshan Patel
Senior Manager, Sales and Strategic Partnerships
(760) 346-5694 ext. 2123
RPatel@LivingDesert.org

LA GRAN FIESTA

October 13, 2018
Opportunities from \$2,000 - \$1,000
Estimated attendance 1,500

Hispanic Heritage Month culminates with a celebration of Hispanic culture, as well as North and Central America’s animals, food, and music!

HOWL-O-WEEN

October 27 and 31, 2018
Opportunities from \$5,000 - \$1,000
Estimated attendance 4,500

As the premier, family-friendly Halloween event in the Coachella Valley, Howl-O-Ween features over 15 trick-or-treat stations, animal encounters, arts and crafts stations, games, food & drink specials, and more! Cash and in-kind opportunities available.

FAIRYTALES AND FROG DAY

February 16, 2019
Opportunities from \$5,000 - \$1,000
Estimated attendance 3,000

The only royal event welcoming princes, princesses and superheroes to The Living Desert. Guests of all ages are encouraged to dress up as their favorite fairytale or fantasy characters, and enjoy a Toad-ally Royal Tea Party, animal encounters, arts and crafts stations, games, food & drink specials, and more!

EASTER EGGSTRAVAGANZA

April 20, 2019
Opportunities from \$5,000 - \$1,000
Estimated attendance 4,000

A spring tradition filled with family fun, Eggstravaganza offers a zoo-nique egg hunt, animal encounters, arts and crafts stations, games, food & drink specials, and more!

EARTH DAY

April 22, 2019
Opportunities from \$2,000 - \$1,000
Estimated attendance 1,500

Party for the Planet – celebrate the natural world we all value. Animal encounters, games, arts & crafts stations, and conservation activities engage guests of all ages as we celebrate our beautiful planet Earth.

TRAIN DAY

May 4, 2018
Opportunities from \$2,000 - \$1,000
Estimated attendance 1,500

Train enthusiasts of all ages enjoy this engaging and fun day centered around The Living Desert’s G-Scale model train exhibit featuring a scavenger hunt, trackless train rides and more!





THE LIVING DESERT EVENT SPONSORSHIP – SIGNATURE EVENTS

The Living Desert’s signature events have become tradition for thousands of guests each year.

Signature events occur outside regular park hours and require a separate ticket to attend. Included are brief descriptions of each event. Please inquire for more detailed information on the individual event sponsorship opportunities that most interest you.

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SAFARI NIGHTS SERIES

Event series held Friday nights in September
Opportunities from \$10,000 - \$1,000
Estimated attendance 3,500+

The Safari Nights series features weekly events geared towards guests of all ages. Every Friday night in September, visitors will enjoy live entertainment, nocturnal walking tours, food & drink specials, keeper chats, animal encounters, and special activities including astronomy stations, scorpion walks, and a bat detection station.

WILDLIGHTS

November 23-24, November 30-December 1, December 7-8, 14-15, 19-24
Opportunities from \$100,000 - \$1,500
Estimated attendance 35,000+

Over a million twinkling lights and light displays dazzle as guests enjoy the holiday festivities including food, drink, arts and crafts, animal encounters, live entertainment, Santa and more. Our signature holiday event, beginning Thanksgiving weekend and running select nights through Christmas Eve, is a must-attend for locals and visitors to the Coachella Valley.

MILDLY WILD NEW YEAR’S EVE PARTY

December 31, 2018
Opportunities from \$5,000 - \$1,000
Estimated attendance 150

Don’t miss the Mildest, yet Wildest party of the year – Ring in 2019 with a 50’s sock-hop theme. Celebrate on East coast time with entertainment, a gourmet dinner, libations, champagne toast and dancing!

BREW AT THE ZOO

February 9, 2019
Opportunities from \$10,000 - \$1,500
Estimated attendance: 2,000+

The wildest beer, wine and food event in the Coachella Valley -the 10th annual Brew at the Zoo will feature unlimited samples of beer, wine, and spirits. In honor of our 10th anniversary, a variety of food trucks will be available for guests that wish to purchase food. As well as multiple live entertainment stages, an exclusive VIP area, animal encounters and more!

26TH ANNUAL ZOOBILEE GALA: PARTY IN THE OUTBACK

March 2, 2019
Opportunities from \$100,000 - \$1,000
Estimated attendance 500

The Living Desert’s signature fundraising event brings the community together for an elegant evening of animal encounters, lively performances, silent and live auctions, a well as highlights of The Living Desert’s conservation initiatives. Celebrating our upcoming Australian habitats, The Party in the Outback is not to be missed!

MOTHER’S DAY BRUNCH

May 12, 2019
Opportunities from \$2,000 - \$1,000
Estimated attendance 150

Treat mom to a one-of-a-kind family morning at The Living Desert. Begin with a delicious brunch, animal encounters, and then enjoy the park at your leisure.



THE LIVING DESERT EVENT SPONSORSHIP – MEMBERS ONLY EVENTS

The Living Desert’s Members Only events have become a tradition for our 13,000+ member base. As an exclusive benefit, members of The Living Desert enjoy access to one-of-a-kind events throughout the year.

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WINEMAKER’S DINNER SERIES

Series includes four events:
January 17, 2019
February 14, 2019
March 2, 2019
April 18, 2019
Opportunities from \$5,000 - \$1,000
Estimated attendance 50 per event

Exquisite wine-themed evenings await guests at the intimate members’ only events. Winemakers and sommeliers will lead the wine-tasting perfectly paired with the evening’s themed, chef-prepared dinners. These events will sell out.

BRUNCH AT THE ZOO SERIES

Series includes five brunches –
November 17, 2018
December 15, 2018
January 12, 2019
March 16 and March 30, 2019
Opportunities from \$5,000 - \$1,000
Estimated attendance 50-100 per event

Brunch at the Zoo is only at The Living Desert. These wild mornings are exclusively for members and will feature a delightful brunch, animal encounters, special experiences, ample photo opportunities and more!





THE LIVING DESERT EVENT SPONSORSHIP – DONOR EVENTS

Many of the Valley’s leading philanthropists support The Living Desert’s mission as generous donors and underwriters. These high-end donor events provide a special opportunity to reach and meet our most prominent supporters – consumers of the Valley’s services and products. Sponsorships opportunities are customized for these events. Contact us to create your one-of-a-kind sponsor opportunity.

FOR MORE INFORMATION, PLEASE CONTACT:
Greg Murphy
Special Events Gift Officer
(760) 346-5694 ext. 2162 | (760) 346-9584 Direct
GMurphy@LivingDesert.org

WILDLIGHTS DONOR NIGHT

December 7, 2018

A special evening during the WildLights series, we create a special appreciation event for our major donors and premier-level members. Our special guests enjoy a sumptuous winter dinner, live entertainment, and a chance to experience the beauty of the event at a whole new level.

26TH ANNUAL ZOOBILEE GALA: PARTY IN THE OUTBACK

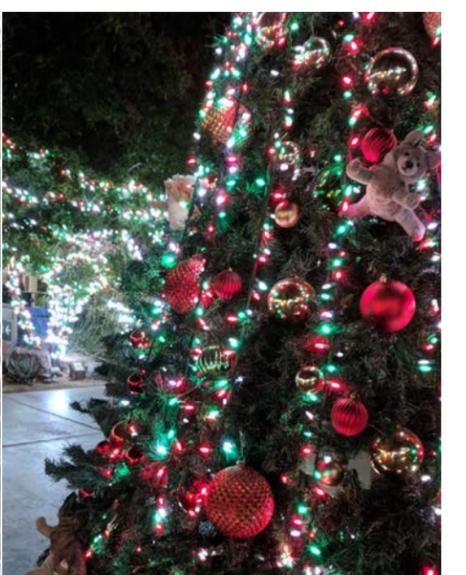
March 2, 2019

The Living Desert’s signature fundraising event brings the wider community together for an elegant dinner event complete with animal encounters, lively entertainment, silent and live auctions, as well as highlights of The Living Desert’s conservation initiatives. This is a must-attend, high-visibility event!

CELEBRATION OF DONORS SPRING RECEPTION

April 27, 2019

Spring is in the air and this popular and highly-anticipated event is the finale of the season for many! Always held in a special, private event of the zoo, the spring donor event is a special cocktail-style evening with heavy hors d’oeuvres, a fully hosted bar and special animal ambassador visitors. This is an opportune time to reach these valued donors at the end of the Valley’s season.





THE LIVING DESERT SPECIALIZED PARTNERSHIP AND MARKETING OPPORTUNITIES

Partnering with The Living Desert means that you will be associated with one of our most beloved brands in the Coachella Valley and an impactful conservation organization. We offer opportunities for corporations that include sponsorship, cause-marketing, and other promotional opportunities.

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PRODUCT SAMPLING & DEMONSTRATION

\$1,000 per day (discount for consecutive days and black out days may apply)

With thousands of guests visiting The Living Desert every day, product sampling or demonstrations give sponsors instant feedback and exposure for new products. (All products must be approved by The Living Desert.)

PARKING LOT BANNERS

Opportunities start at \$10,000 per year (2+ year commitment upon availability)

Welcome guests to The Living Desert by sponsoring out parking lot banners. With the new park entrance opening Fall 2018, this is a great opportunity to show your support for The Living Desert's growth and importance in the community.

MAIN SHUTTLE STOP

\$10,000 per year (2 year commitment)

As one of the first stops for many guests, your support of The Living Desert will be highly visible.

SHUTTLE FLEET

\$20,000 per year (3 year commitment)

Over 35,000 guests ride the fleet of nine shuttles on a yearly basis, and your support will be visible to riders and walkers, alike.

FOXPAWS

Opportunities start at \$3,000 (1 year commitment)

The Living Desert's annual member magazine sent to over 13,000 households is the perfect place to show your support of the zoo. Opportunities include underwriting the feature stories, eco-friendly printing, and special features.

GUEST INTERACTIONS AND KEEPER CHATS

Opportunities start at \$35,000

The daily Wildlife Wonders show and reptile show attract hundreds to thousands of guests each day. Your support will be included in the show's scripting and onsite signage. Also available is the underwriting of the daily keeper chats and animal encounters.

IN-KIND SPONSORSHIP

The Living Desert would consider an in-kind donation for any level of sponsorship. A sponsorship fee may be waived by providing goods and services that are budget-relieving to the Zoo. These sponsorship opportunities are reviewed on a case-by-case basis.



THE LIVING DESERT HABITAT, GARDEN, AND VENUE SPONSORSHIPS

The Living Desert Zoo and Gardens is excited to offer corporations the unique opportunity to sponsor an animal habitat, garden, or venue. Habitat sponsorships directly support the care of the animal or garden, and all sponsorship recognition will be thoughtfully displayed to fit the theme and focus of each habitat.

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HABITATS

- Eagle Canyon (home to a variety of animals including mountain lion, bobcats, bald eagle and Mexican wolf): \$35,000 per year.
- Savannah's Landing (mixed species habitat including giraffe, ostrich, greater kudu and helmeted guinea fowl): \$20,000 per year
- Bighorn Mountain (bighorn sheep): \$15,000 per year
- Jaguar: \$15,000 per year
- Cheetah: \$15,000 per year
- Grevy's Zebra: \$15,000 per year
- Mountain Lion: \$10,000 per year
- Mexican Wolf: \$10,000 per year
- Coyote: \$10,000 per year
- African Wild Dogs: \$10,000 per year
- Coatimundi: \$10,000 per year
- Warthog: \$10,000 per year
- Cuvier's Gazelle: \$7,500 per year
- Dromedary Camel: \$7,500 per year
- Peninsular Pronghorn: \$7,500 per year
- Striped Hyena: \$7,500 per year
- Badger: \$5,000 per year
- Bobcat: \$5,000 per year
- Peccary: \$5,000 per year
- Swift Fox: \$5,000 per year
- Kit Fox: \$5,000 per year

- North American Porcupine: \$5,000 per year
- Ringtail: \$5,000 per year
- Fennec Fox: \$5,000 per year
- Meerkat: \$5,000 per year
- Addax: \$5,000 per year
- African Tortoise Habitat: \$5,000 per year
- Ankole Longhorn Cattle: \$5,000 per year

AVIARIES

- Palm Oasis Walk-through Aviary: \$7,500 per year
- Eagle Canyon Aviary: \$7,500 per year
- African Weaver Aviary: \$5,000 per year
- Waldrapp Ibis Aviary: \$5,000 per year
- Eurasian Black Vulture Aviary: \$5,000 per year

GARDENS

- Madagascar Gardens: \$5,000 per year
- East African Gardens: \$5,000 per year
- Cahuilla Ethnobotanical Garden: \$2,500 per year
- Mojave Garden: \$1,000 per year
- Upper Colorado Garden: \$1,000 per year
- Sonoran Garden: \$1,000 per year
- Chihuahuan Garden: \$1,000 per year

VENUES AND EXHIBITS

- G-scale Model Train Exhibit: \$45,000 per year
- Marilyn & Bill Tenny's Village WaTuTu: \$40,000 per year
- Miriam J. Hoover's Discovery Center: \$35,000 per year
- Marilyn & Bill Tenny's Wildlife Hospital and Conservation Center: \$35,000 per year
- Wildlife Hospital Window 1: \$5,000 per year
- Wildlife Hospital Window 2: \$5,000 per year
- Wildlife Hospital Window 3: \$5,000 per year
- Wildlife Hospital Window 4: \$5,000 per year
- Wildlife Hospital Window 5: \$5,000 per year
- District Commissioner's House: \$25,000 per year
- Spencer Boyd's Gecko Gulch: \$20,000 per year
- Marilyn's Merry-Go-Round: \$15,000 per year
- Palm Garden: \$15,000 per year
- Petting Kraal: \$10,000 per year



THE LIVING DESERT BUSINESS MEMBERSHIPS

Let your employees and clients know that you have invested in a partnership with the Coachella Valley's most beloved landmark, The Living Desert. Your business membership shows your compassionate support for desert wildlife. In return for your commitment, you will gain valuable recognition to over 13,000+ members and more than 559,000+ annual visitors through our website, publication, and social media. Expand your brand awareness by communicating your message to our local guests and visitors to the Coachella Valley. A business membership will also provide unique access to the park for your clients, employees and guests with additional access to members' only events, as well as discounts on group tours, facility rentals and more.

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BUSINESS PARTNER ANNUAL MEMBERSHIP LEVELS & BENEFITS

| | \$500 Bobcat | \$1,500 Serval | \$2,500 Mountain Lion | \$5,000 Jaguar | \$7,500 Leopard | \$15,000+ Cheetah |
|---|-----------------|-------------------|--------------------------|-------------------|--------------------|----------------------|
| MEMBERSHIP FOR 12 MONTHS INCLUDES: | | | | | | |
| Membership Cards - Four (4) people can enter per card - adult and child - every day | 2 | 2 | 3 | 4 | 6 | 8 |
| Members Only 7:00 am admission & invitations to Members Only events | | | | | | |
| 10% off at The Suzan and Bill Appel Gift Shop, Coyote Café, Thorn Tree Grill, and Safari Soft Serve | | | | | | |
| Tickets to Brew at the Zoo* | Member Pricing | 2 GA | 4 GA | 4 VIP | 6 VIP | 6 VIP |
| Receive Member discounts for WildLights and Brew at the Zoo* for your guests | | | | | | |
| Website logo recognition on LivingDesert.org | | | | | | |
| In-park recognition wall | | | | | | |
| Tickets to the WildLights Major Donor Party | | 2 | 4 | 6 | 8 | 10 |
| 20% off facility rentals for private and company events, Sundays - Thursday Only** | | | | | | |
| 20% off V.I.P. Safari Tour Bookings | | | | | | |
| Habitat sponsorship recognition at The Living Desert | | | | \$1,000 Level | \$1,500 Level | \$5,000 Level |
| Tax-deductible portion (as allowed by law) | \$270 | \$555 | \$1,206 | \$2,206 | \$2,706 | \$6,206 |

*21 and older event | **Excludes shuttle, driver and event rentals | Extra Card / Replacement: \$150.00



THE LIVING DESERT ZOO AND GARDENS

47900 PORTOLA AVE.

PALM DESERT / INDIAN WELLS

760.346.5694 | LIVINGDESERT.ORG
