2022 Overview and Sponsorship Opportunities
Who is at the Zoo?

Detroit’s most active, powerful and desirable demographic – families with children

- Twelfth consecutive year exceeding more than one million guests
- Largest single paid family attraction in Michigan

- Donating over 100,000 hours of their time a year
## Member Demographics

### Gender
Men: 46.3%  
Women: 53.7%

### Age
- 18-24: 1.3%  
- 25-34: 17.7%  
- 35-44: 38.6%  
- 45-54: 19.8%  
- 55-64: 16.8%  
- 65+: 5.8%

### Marital Status
- Married: 80.4%  
- Single: 10.5%

### Education
- Completed High School: 19.5%  
- Completed College: 45.1%  
- Completed Grad School: 38.6%

### Household Income
- $25,000 to $49,999: 15.2%  
- $50,000 or more: 19.4%  
- $75,000 or more: 24.0%  
- $100,000 or more: 24.2%  
- $150,000 or more: 17.2%

### County of Residence*
- Wayne County: 21.0%  
- Oakland County: 48.0%  
- Macomb County: 21.0%

### Number of Children in Household
(age 17 or under)
- None: 39.1%  
- One: 18.3%  
- Two: 27.6%  
- Three: 10.9%  
- Four: 2.7%  
- Five: 0.8%  
- Six: 0.7%

### Presence of Children by Age
- Age<2: 23.6%  
- Age 2-5: 56.7%  
- Age 6-11: 48.5%  
- Age 12-17: 25.2%

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% of Members who responded  
Source: Member Survey 2010  
*January – October 2009
# Visitor Demographics

## Gender
<p>| | |</p>
<table>
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<tr>
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<tbody>
<tr>
<td>Men</td>
<td>47%</td>
</tr>
<tr>
<td>Women</td>
<td>53%</td>
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## Age
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<tr>
<td>18-34</td>
<td>35%</td>
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<tr>
<td>35-49</td>
<td>29%</td>
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<tr>
<td>50-54</td>
<td>9%</td>
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<tr>
<td>55+</td>
<td>27%</td>
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## Marital Status
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<tr>
<td>Married</td>
<td>51%</td>
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<tr>
<td>Single</td>
<td>35%</td>
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<tr>
<td>Other</td>
<td>14%</td>
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## Number of Children in Household (Age 17 or under)
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<tbody>
<tr>
<td>One</td>
<td>24%</td>
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<tr>
<td>Two</td>
<td>17%</td>
</tr>
<tr>
<td>Three</td>
<td>5%</td>
</tr>
<tr>
<td>Four or More</td>
<td>1%</td>
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## Household Income
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<tr>
<td>$50,000 to $74,999:</td>
<td>14%</td>
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<tr>
<td>$75,000 to $99,999:</td>
<td>17%</td>
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<tr>
<td>$100,000 to $149,999:</td>
<td>17%</td>
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<tr>
<td>$150,000+:</td>
<td>13%</td>
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## County of Residence
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<tbody>
<tr>
<td>Wayne County:</td>
<td>32%</td>
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<tr>
<td>Oakland County:</td>
<td>31%</td>
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<tr>
<td>Macomb County:</td>
<td>22%</td>
</tr>
<tr>
<td>Other Counties:*</td>
<td>15%</td>
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## Education
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<tr>
<td>High School:</td>
<td>31%</td>
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<tr>
<td>Some College:</td>
<td>33%</td>
</tr>
<tr>
<td>College Graduate:</td>
<td>18%</td>
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<tr>
<td>Post Graduate+:</td>
<td>12%</td>
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Sample: 12,328
*Other Counties Include: Lapeer, Livingston, Monroe, Sanilac, St. Clair, Washtenaw
Source: Scarborough November 2017 – October 2018
Partnership Benefits

• Over 50,000 Detroit Zoo members and 1.1 million visitors yearly
• Recognition in Zmail, the official DZS monthly e-newsletter (distribution to 70,000+ unique emails)
• Recognition in Habitat, the DZS quarterly digital member magazine (50,000 distribution)
• Recognition on the DZS events web page (63,000 unique visitors)
• Recognition on the Detroit Zoo Facebook page (350,000+ followers)
• On-site activation to promote sponsor marketing initiatives to Detroit Zoo visitors
• Ability for sponsor to promote partnership with a trusted community organization
• Opportunity to offer sponsor promotions on Detroit Zoo Member Perks page
• Complimentary general admission and event tickets
• Category exclusivity
Some of Our Partners
Detroit Zoo
Entitlement Assets
On-Site Activation
On-line Ticket Messaging

HoneyBaked Ham saw over $60K in incremental sales growth

Coupon or image ad on all digital admission tickets or parking passes
Partnership Examples

Scavenger Hunt for FREE meal redemption at participating locations

Coupon on all Zoo maps visitors receive upon entry into Zoo
Opportunity to sponsor a specific animal habitat and animal live feeds for one full year
Member Perks Page

- Advertised in our official monthly member e-newsletter, Zmail (70,000+ distribution)
- Offers can be static or change out monthly
Habitat is the Detroit Zoological Society's member print publication reaching approximately 50,000 households quarterly.

Recognition in press releases

PRESS ROOM
Wild Lights at the Detroit Zoo is Back and Brighter Than Ever
October 8, 2021

ROYAL OAK, Mich., Wild Lights, the Detroit Zoo's annual holiday light display presented by Strategic Staffing Solutions, receives glowing reviews each year by visitors who have made it a holiday tradition. Starting November 20, more than 5 million twinkling LED lights will brighten the evening sky and illuminate buildings, 445 trees and 280 sculptures.

Now in its ninth year, Wild Lights will be held November 20-21 and 26-28, December 1-5, 8-12, 15-23 and 26-31, and January 2-3 and 5-9. Tickets are $17-$34 based on the hour and day. Children younger than 2 are admitted free; parking is $8.

Wild Lights guests will enjoy masterfully designed light displays, festive vignettes and seasonal treats. The Wildlife Photographer of the Year exhibition, showcasing award-winning photography, will make its North American premiere at the Zoo this season and is included with Wild Lights admission.

Back by popular demand, the Polar Patio package, sponsored by KeyBank, offers a private dining experience. The package, which ranges from $16-$38, includes admission to Wild Lights and the Wildlife Photographer of the Year exhibit, all-you-can-eat food and nonalcoholic beverages in a souvenier cup and access to a cash bar.

To ensure a safe and enjoyable experience for all, capacity is limited. All tickets must be purchased in advance online or at the Detroit Zoo during
Social Media

**Detroit Zoo**

*December 21, 2023*

Wild Lights is off to a beautiful start!

We would like to thank our presenting sponsor Strategic Staffing Solutions and all of our other sponsors for helping to make the holidays merry and bright! Hanger, Ford Motor Company Fund, T-Mobile, BB&T Local 18, Domino's, KeyBank, DTE Energy, Detroit Environmental Solutions, Eireann Co. Ltd., Qlik, Consumers Credit Union, Pat Pharma (guypharm.com), Bluestone, Krey/Cole Ford.

Click here to purchase tickets and join in on the festive fun tonight! See More.

**Detroit Zoo**

*March 10th & 11th, 2024*

Learn more about the animals you love and navigate the Zoo with ease using our new Zoo Trek Interactive Map.

Click here to launch the trek. www.mongamuseum/detroitzoo/zootreks
Presented by T-Mobile... See More.

**Ford Motor Company Fund**

During these unprecedented times, the Detroit Zoological Society is incredibly grateful to have the continued support of organizations like Ford. We want to thank Ford Motor Company Fund for sponsoring our live educational sessions this week. Their commitment helps us continue to provide engaging and informative content for our community! FinishEveryZooForkford

**Detroit Zoo**

*May 20, 2023 at 9:30 AM*

Binging the Zoo to you like... as we know how D2Z staff are saving Piping Plovers, a small bird that lives on the Great Lakes shoreline, with Dave, Curator of Education with the Detroit Zoological Society. This week's educational lessons are presented by the Ford Motor Company Fund. The D2Z is incredibly appreciative of Ford's unwavering support of our mission. Their commitment helps us continue to provide engaging and informative content for our community. FinishEveryZooForkford

**Detroit Zoo**

*February 24, 2024*

Navigating the Detroit Zoo from the palm of your hand today! Up-to-date information on open habitats and amenities. Presented by T-Mobile.
Website Exposure

Logo with link to sponsor site on event webpage

Polar Beers

December 5 | 6 to 10 p.m. | $45 / $85 VIP / $30 Designated Driver (DD) / $60 VIP DD

Polar Beers features more than 60 unique beers from select Michigan craft breweries, live music and exclusive access to the Zoo’s spectacular holiday lights display.

General Admission Polar Beers tickets include a commemorative beverage holder and admission to the Zoo, where both indoor and outdoor locations are filled with the most popular labels, ales, stouts and more. For $45, guests can sip, stroll and enjoy sights of more than five million twinkling LED lights while sampling 12 beers unique to their tasting.

Additional tickets and food will be available for purchase. Advance ticket purchase is encouraged as space is limited and the event may sell out.

A limited number of Polar Beers VIP Tickets are available. For $85, guests will receive all of the features of the general admission ticket plus private admission through the RockHorse Fountain Entrance and access to the VIP Lounge. Once inside the VIP lounge, guests can take advantage of exclusive food options, four additional beer tastings and a commemorative gift.
Digital Screens

- Ability to put a side banner ad on multiple screens throughout the Zoo
  - Table 28 (2)
  - Zoofari Market
  - Main Train Station (2)
  - Africa Train Station (2)
Contacts

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