

FRESNO CHAFFEE ZOO EXHIBITS AND ATTRACTIONS

2009 SEASONAL EXHIBIT STINGRAY BAY: A TOUCHING EXPERIENCE

TITLE SPONSOR - \$35,000 / year
PRESENTING SPONSOR - \$25,000 / year
1 year minimum commitment

Fresno Chaffee Zoo is one of the top visitor attractions in the region and a seasonal sponsorship ensures your company's presence at the Zoo throughout the peak summer months. Sponsors of Stingray Bay which opens March 8 for the 2009 season will receive visibility in the Zoo's targeted advertising and publicity campaign that includes television, radio and print.

Sponsor Benefits include:

- ◆ Logo recognition on exhibit signs
- ◆ Logo recognition on exhibit directional signs
- ◆ Logo recognition in all paid advertising (in excess of \$100,000 annually)
- ◆ Logo recognition on the Visitor Guide insert given to all Zoo visitors
- ◆ Logo recognition on the Zoo's website
- ◆ Logo recognition in three (3) issues of the Zoo's membership magazine which mails to more than 10,000 households
- ◆ Recognition in news releases promoting the exhibit
- ◆ 20% discount on Zoo facility rentals
- ◆ Complimentary Zoo tickets
- ◆ Invitation to annual donor luncheon



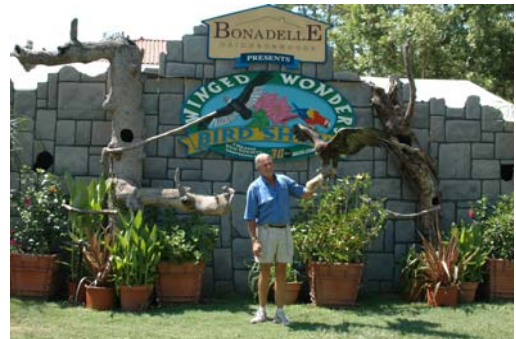
ROSS LAIRD'S WINGED WONDERS

PRESENTING SPONSOR - \$25,000 / year
3 year minimum commitment

Your brand awareness will soar when you sponsor Ross Laird's Winged Wonders Bird Show at Fresno Chaffee Zoo. This incredible free flight show is designed to promote awareness of the natural behavior of birds, while at the same time instilling an understanding of environmental issues that face our feathered friends.

Sponsor Benefits include:

- ◆ Logo recognition on stage sign
- ◆ Recognition at the beginning of each show
- ◆ Logo recognition on the Visitor Guide given to all Zoo visitors
- ◆ Logo recognition on the Zoo's website
- ◆ Logo recognition in three (3) issues of the Zoo's membership magazine which is mailed to more than 10,000 households
- ◆ Recognition in news releases promoting the show
- ◆ 20% discount on Zoo facility rentals
- ◆ Complimentary Zoo tickets
- ◆ Invitation to the annual donor luncheon



GIRAFFE FEEDING STATION

TITLE SPONSOR - \$15,000 / year
PRESENTING SPONSOR - \$10,000 / year
3 year minimum commitment

The Giraffe Feeding Station brings Fresno Chaffee Zoo visitors a one-of-a-kind experience. Close contact with animals help visitors connect with them, and fosters positive, caring attitudes towards animals and the environment. Zoo visitors purchase food to hand feed the giraffes, leaving Zoo visitors excited and inspired to care for these gentle giants. You can feel the adventure!

Sponsor Benefits include:

- ◆ Logo recognition on exhibit sign
- ◆ Logo recognition on the Visitor Guide given to all Zoo visitors
- ◆ Logo recognition on the Zoo's website
- ◆ Logo recognition in the Zoo's membership magazine which is mailed to more than 10,000 households
- ◆ Recognition in dedicated news release
- ◆ 20% discount on Zoo facility rentals
- ◆ Complimentary Zoo tickets
- ◆ Invitation to annual donor luncheon



SMALL WONDERS CHILDREN'S ZOO

TITLE SPONSOR - \$15,000 / year
PRESENTING SPONSOR - \$10,000 / year
3 year minimum commitment

Animal lovers of all ages love Small Wonders where they have an opportunity to touch and make friends with our domestic animals such as sheep and goats. By connecting our visitors with animals the Zoo makes the world better for both. Don't wait to connect your brand with Fresno Chaffee Zoo.

Sponsor Benefits include:

- ◆ Logo recognition on exhibit sign
- ◆ Logo recognition on the Visitor Guide given to all Zoo visitors
- ◆ Logo recognition on the Zoo's website
- ◆ Logo recognition in the Zoo's membership magazine which is mailed to more than 10,000 households
- ◆ Recognition in dedicated news release
- ◆ 20% discount on Zoo facility rentals
- ◆ Complimentary Zoo tickets
- ◆ Invitation to annual donor luncheon

