



# Partnering with Zoos SA

**Connecting  
people  
with  
nature  
and saving  
species  
from  
extinction**





# About Zoos South Australia

Zoos SA is a conservation charity that exists to connect people with nature and save species from extinction.

Since 1878, Zoos SA has long been established as a treasured part of the community, representing a significant part of South Australia's heritage and is one of the state's oldest conservation organisations

Zoos SA operates Adelaide Zoo and Monarto Safari Park; each is a unique blend of conservation and zoological activities that encourage science-based conservation work, public recreation, education and tourism. Together they house a wide variety of spectacular wildlife in internationally renowned exhibits.

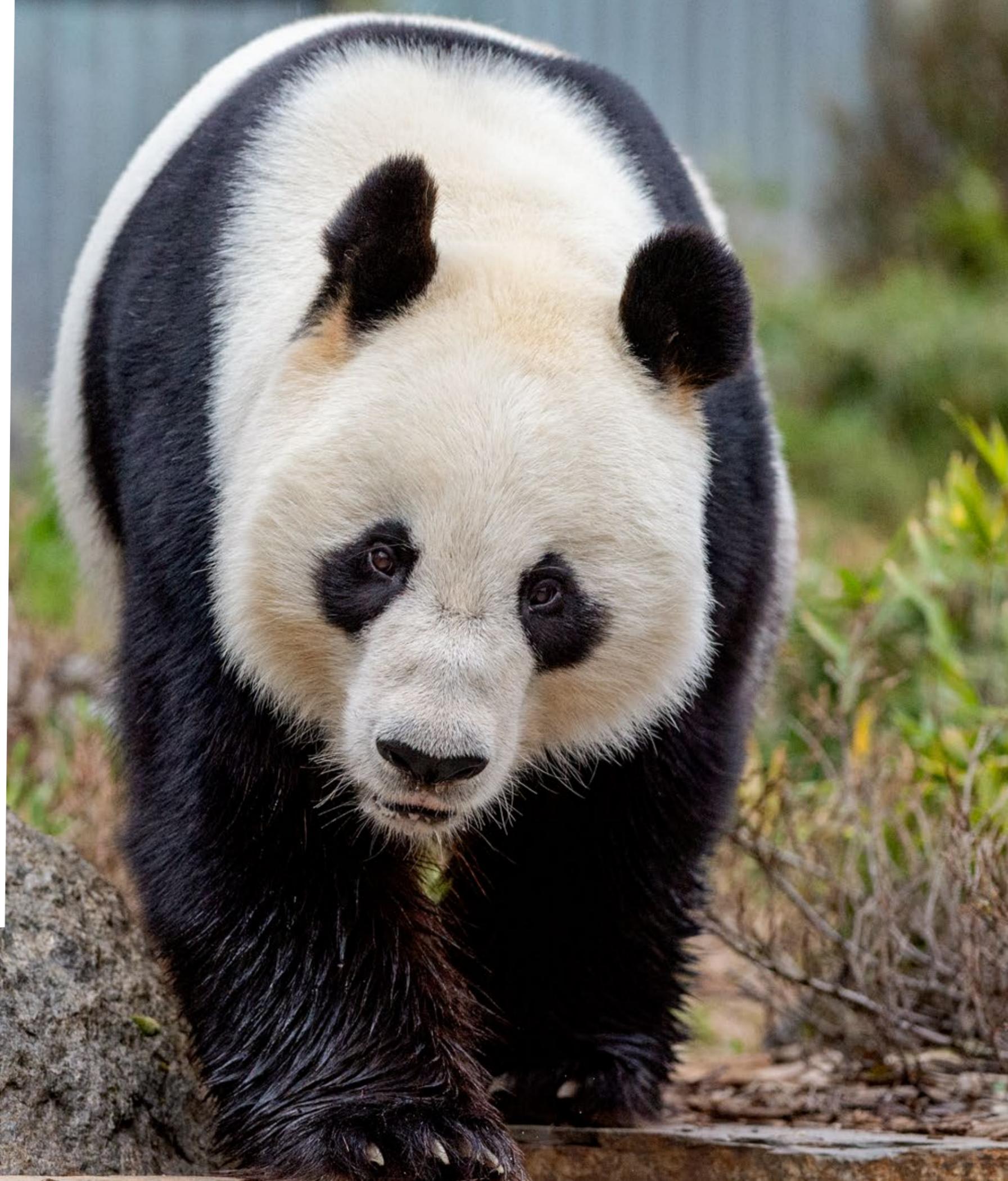
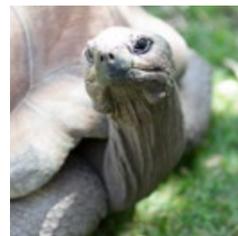
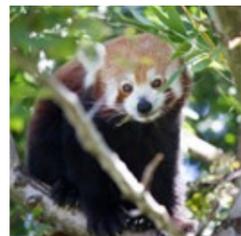
# Adelaide Zoo

Adelaide Zoo, one of Adelaide's most iconic attractions, is home to more than 2,500 animals and 250 species of exotic and native mammals, birds, reptiles and fish exhibited over eight hectares of magnificent botanic surroundings.

Adelaide Zoo is the second oldest zoo in the nation and represents a significant part of South Australia's heritage and social history. Since Adelaide Zoo first opened to the public in 1883, generations of South Australians have shared in the wonder of a visit to the zoo.

It's a relaxing green city oasis and vibrant sanctuary that gives you the feeling of stepping into another world. It's full of diversity, colour and unique things to see and do. It offers an intimate zoo experience speckled with elements of curiosity, fantasy, fun and surprise.

Adelaide Zoo is the only major metropolitan zoo in Australia to be owned and operated by a conservation charity, Zoos SA.



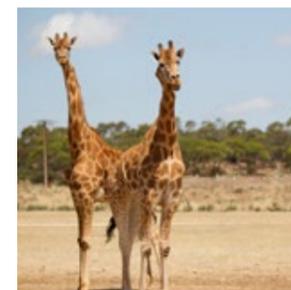
# Monarto Safari Park

Monarto Safari Park is the biggest open-range zoo in Australia, and indeed one of the largest in the world, spanning more than 1,500 hectares and home to more than 50 species of exotic and native mammals, birds and reptiles. You can actually fit every major zoo in Australia in Monarto Safari Park and still have land left over! Monarto Safari Park is home to many of Africa's most impressive animals and also one of Australia's largest lion prides and giraffe herds.

The zoo is located 60 minutes (70 kilometres) from South Australia's capital city Adelaide and is the gateway to the picturesque Murraylands region.

Monarto Safari Park opened in 1983 as a breeding and pasture area. Since officially opening to the public in October 1993, Monarto Safari Park is now home to more than 500 animals roaming in vistas as far as the eye can see. It's an escape from the city that immerses visitors in a natural safari-style setting.

Over the years Monarto has celebrated outstanding breeding success and our captivating, quirky and unique animals have captured the hearts of our visitors.



# Why partner with us

Zoos SA depends on partnerships to help fund the critical conservation work that the zoo undertakes. These partnerships are mutually beneficial.

Zoos SA is a strong family brand that represents Adelaide Zoo and Monarto Safari Park with over 137 years of historical and cultural significance in Adelaide.

The relative strengths of Zoos SA's two sites provide not only distinct and rewarding experiences with nature but unique opportunities to contribute to local, regional and international species conservation.

Zoos SA aligns itself with organisations that are respected within their industries, have a strong community focus and are committed to a sustainable future for our natural world.

We can offer bespoke Corporate Partnership packages to suit your marketing and sales objectives, utilising opportunities to put your brand in front of more than 500,000 people who visit our two iconic zoos each year.

Corporate benefit packages offer creative ways to engage staff, clients and customers depending on the objectives of your business – imagine getting up close to our Giant Pandas or hand feeding our majestic giraffes!



# Our Audience

## Average member profile

Our average member is 35-39 years old, female and has a 4-5 year old child.

She pays for household memberships of 2.4 people and visits our zoos 3.5 times per year.

A visit to the zoo is treasured family time, a time when memories are created and kids are treated to a great day out!

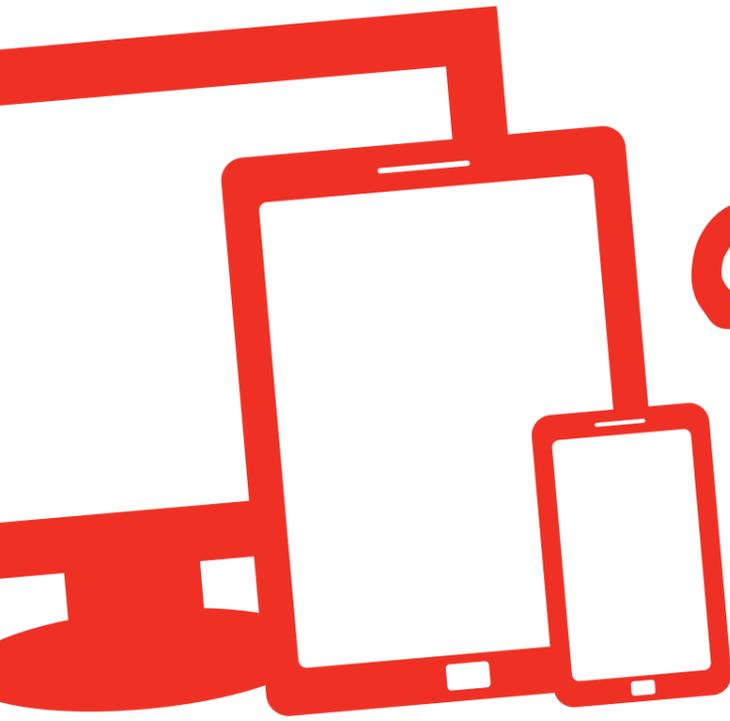
**561,176** annual visitors (2019)

**44,929** = **41,224** annual members  
total members **3,705** life members



Current as at July 2020

# Our digital audience

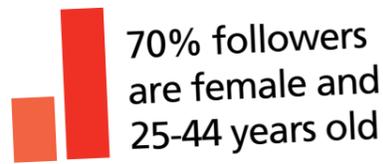


Two main audiences



Young families with children

Mature couples



942,000 visitors to our websites in 2019

60,051 eNews newsletter subscribers

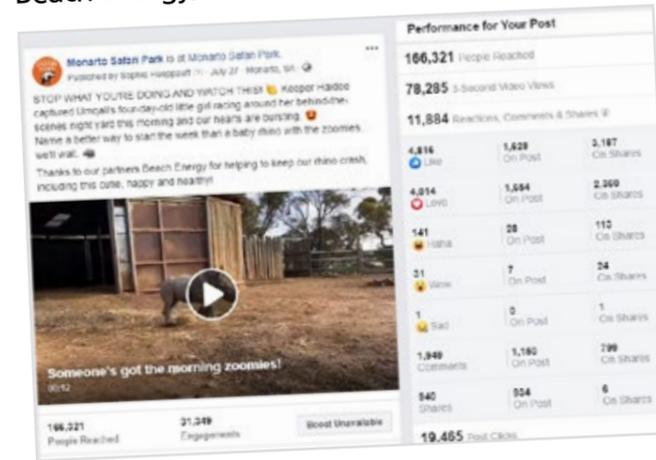
107,000 likes on Adelaide Zoo's Facebook

51,000 likes on Monarto Safari Park's Facebook

8,000 followers on Twitter

20,000 followers on Instagram

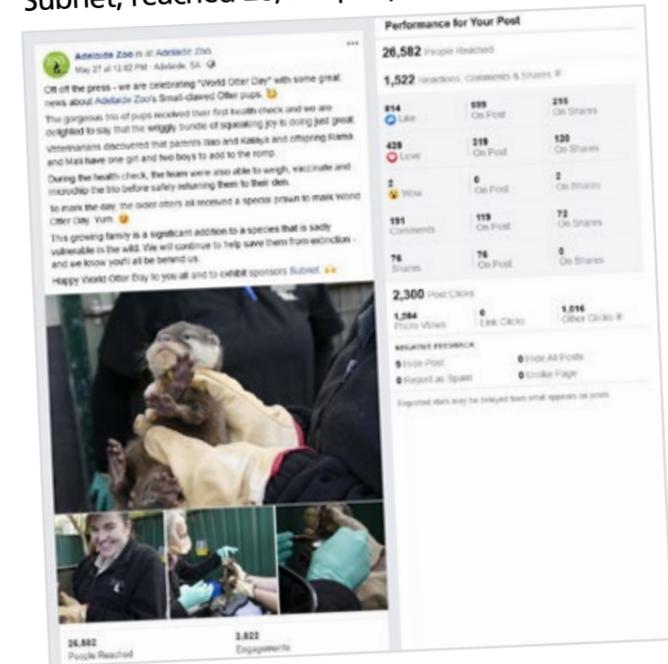
Monarto Safari Park's Facebook post featured Beach Energy, reached 166,000 people.



Adelaide Zoo's tagged post featuring AGL, Repromed and SA Water reached 52,000 people on Facebook.



Adelaide Zoo's Facebook post featured Otter exhibit sponsors Subnet, reached 26,000 people.





## How often can corporate partners be promoted on social media?

This depends on the level of your corporate partnership agreement with Zoos SA and will be negotiated with our Partnerships team at the commencement of the partnership.

**As one of our valued corporate partners you'll have the opportunity to consider a range of promotional opportunities available in line with your sponsorship agreement.**

To ensure we continue to keep our audience highly engaged and to ensure that our content promoting corporate partners has a lifespan which brings our partners value, we need to stagger our posts promoting corporate partners.

Partnership type	Proposed benefits	Cap
Principal Partner	Minimum of 10 social media mentions annually	
Major Partner	Minimum of five mentions annually	
Corporate Partner	Over \$50k, 3 posts. Under \$50k, 2 posts	
Corporate Sponsor	1 tagged post	
Exhibit sponsors <i>(When appropriate)</i>	1 tagged post specific to exhibit	
Event sponsors <i>(When applicable)</i>	Tagged in post specific to event	
Program Sponsor	Tagged in posts specific to program	
Preferred Supplier	Mention in comments where relevant as determined by Zoos SA PR team	

The Zoos SA public relations team will actively consider additional opportunities to promote our valued corporate partners on social media.

# Print Options

## Zoo Times

Our Zoo Times magazine is distributed to over 44,000 members twice yearly and is a great way to build brand recognition amongst our loyal membership.



Options include per edition:

- 1/3 page advert 180mm wide x 60mm high (worth \$1000 based on industry rates) reserved for partnerships above \$100k
- 1/4 page advert 83mm wide x 110mm high (worth \$800 based on industry rates)
- advertorial, includes 75 words plus logo 30mm – must relate to content (worth \$600 based on industry rates)
- testimonial, includes 75 words plus logo 30mm (worth \$600 based on industry rates)



## Sponsor board

With over 450,000 visitors to Adelaide Zoo and over 130,000 visitors to Monarto Safari Park annually, the approx. 2.5m high sponsors board at the main entrance at Adelaide Zoo provides additional exposure and recognition for our corporate partners.



# Collaboration opportunities

To promote our corporate partnerships, we have a range of highly valuable communications opportunities available:

## Zoos SA website

Our website is a powerful opportunity to position your brand and reach our large and loyal audience.

### Options include:

- Feature article about partnership (worth \$1000 based on industry rates) written by Zoos SA's public relations team.
- Exhibit sponsors can have their logo published on our animal pages which are among the most visited pages on our websites.
- Logo on sponsored animal page link to corporate partner page (worth \$600 based on industry rates)

## Enews

A feature in our fortnightly eDM will ensure your brand is catapulted into 60,000 inboxes.

### Options include:

- Giveaway competitions (subject to approval by PR team) (worth \$500)
- Corporate partner feature in our enews including logo and 50 words of copy (worth \$500)

## Facebook

Sponsored giveaways are a great way to engage with our audience and build your brand's following.

### Options include:

- Facebook post mentioning your brand (worth \$800)
- A video mentioning your brand or product (worth \$1000)
- Giveaways competitions (subject to approval by PR team) (worth \$800)

## Instagram

Competition posts are a fun way to build excitement about your brand and grow your audience on Instagram. The giveaway needs to be attractive to Zoos SA's target market and is subject to approval by Zoos SA's PR team.

### Options include:

- Giveaway competition posted on Zoos SA's Instagram about your brand (subject to approval by PR team) (worth \$300) including a tag or like competition. approval by PR team) (worth \$800)

## LinkedIn

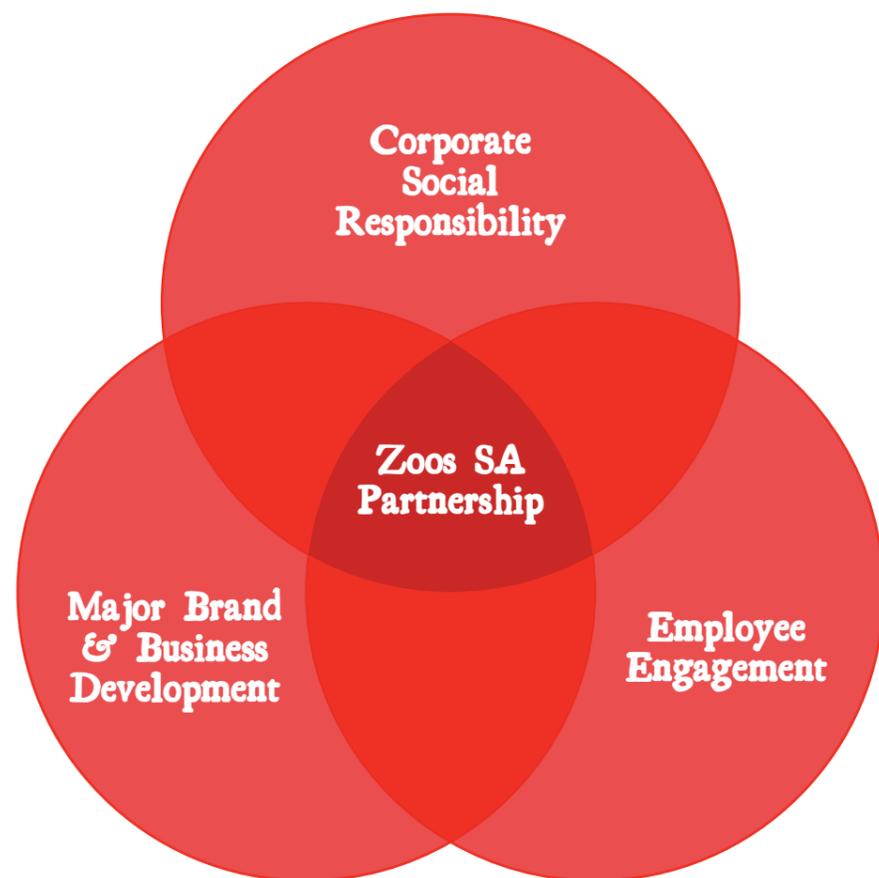
A post on Zoos SA's LinkedIn is a great way to reach a professional audience of people interested in conservation.

### Options include:

- LinkedIn post mentioning your brand (worth \$300)

# Flexible Partnership Benefits

A partnership with Zoos SA is a great way to build your brand but also reward your staff, engage with your corporate clients and make a significant difference to conservation.



## Corporate Social Responsibility

- Promote their contributions to Zoos SA, a non-government owned conservation charity which undertakes multiple conservation programs
- Make tax deductible donations to Zoos SA to show your stakeholders you care

13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



- Zoos SA aligns with several of the UN's Sustainable Development Goals: Goal 13 Climate Action, Goal 14 Life Below Water, Goal 15 Life on Land

## Major Brand and Business Development

- Seek on-site brand exposure through exhibit and precinct sponsorships, placing your organisation in front of over 450,000+ visitors to Adelaide Zoo and over 130,000+ visitors to Monarto Safari Park per annum
- Use tickets and up-close animal experiences to incentivise and thank your customers and clients
- Utilise venue hire for product launches, trade events and work functions (Christmas parties, staff awards functions), etc
- Create activation opportunities with the ability to have onsite product displays at both zoo properties

## Employee Engagement

- Use admission tickets to reward staff, thank key customer or clients and support other charities
- Offer Annual Membership so your staff and their families can become part of the zoo family and enjoy the range of membership benefits
- Use up-close animal experiences to reward a valuable client or host an intimate number of key clients.

# Flexible partnership benefits

(continued)

## Benefits can be selected from the following options:

### Activation

- Promotions and competitions for Zoo Members, social media audience and visitors
- Onsite product displays
- Distribution of samples onsite
- Opportunity to activate the partnership via key events:
  - Zoos SA's flagship event — Boo at the Zoo held annually at Adelaide Zoo with over 3,500 attendees

### Customer and Staff Direct Benefits

- Corporate Membership – 20% discount opportunities so your staff and their families can become part of the zoo family and enjoy the range of membership benefits
- Corporate Partner prices to special events, giving you access to unique events
- Admission passes to Adelaide Zoo, Monarto Safari Park or a combination of both zoo properties (family passes and/or single admission passes). These are a great way to reward staff or thank key customers or clients for their valuable support to your business
- Exciting up-close behind the scenes animal experiences or brief animal encounters, including meeting Australia's only Giant Pandas. A unique way to thank a valuable client or host an intimate number of key clients
- Corporate Volunteering opportunities at Monarto Safari Park allowing your staff the opportunity to undertake volunteering in a very unique location while making a difference to animal conservation



# Flexible partnership benefits *(continued)*

## Hospitality

- Unique venue hire locations at Adelaide Zoo; including the Sir Thomas Elder Rotunda, Bamboo Forest (dine alongside Wang Wang and Fu Ni — Australia's only Giant Pandas), Immersion — a unique South-east Asian Rainforest experience, Central Lawn plus many other options available
- Unique venue hire locations at Monarto Safari Park; including the Waterhole Function Centre and Lions 360 plus many other options available
- Bespoke Corporate Twilight Night Zoo events (exclusive branded event)
- Unique onsite accommodation experiences

## Branding

- Naming Rights of key precincts or developments
- Exhibit partnership opportunities

## Marketing and Communications

- B2B communication opportunities
- Tailored offers to Zoos SA's 44,000 plus zoo members
- Unique editorial/brand inclusion opportunities via zoo channels.



Bamboo Forest at Adelaide Zoo



Immersion Longhouse at Adelaide Zoo



**Together  
we can  
make a  
difference**

**A partnership with  
Zoos SA will make  
a lasting difference.**

Chat to the Corporate  
Partnership Team today to  
see how a zoo partnership  
could help you achieve your  
organisation goals.

Adelaide Zoo  
Frome Road  
Adelaide SA 5000

**Phone:** 08 8230 1238

**Email:** [corporatepartnerships@zoossa.com.au](mailto:corporatepartnerships@zoossa.com.au)

**Web:** [www.zoossa.com.au](http://www.zoossa.com.au)

