

IEG

ZOOS & AQUARIUMS

SPONSORSHIP SNAPSHOT



2024

MOST ACTIVE CATEGORIES

Most Active Brand Categories Sponsoring Zoos/Aquariums



IEG reviewed the sponsorship rosters of **47** different Zoos & Aquariums operating in the United States. In 2024, the 47 Zoos/Aquariums analyzed by IEG had over **1,000** total sponsors. Zoos & Aquariums have an average of 21 sponsors each. The **Monterey Bay Aquarium** has the most sponsors, with **75** in total.

Nearly **50** unique brand categories hold at least one active sponsorship deal with a Zoo or Aquarium. The 7 brand categories listed above account for more than **38%** of all active Zoo & Aquarium sponsorships.

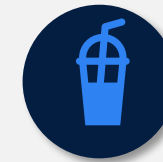
Banks are the most active brand category sponsoring Zoos & Aquariums, accounting for nearly **9%** of all active sector deals. Nearly **81%** of Zoos & Aquariums have at least 1 Bank sponsor. More than **57%** of Zoos & Aquariums have 2 or more Bank sponsors. **Zoo Miami** has the most Bank sponsors, with 7 in total.

The next most active category, **Medical**, accounts for nearly **6%** of all active sector sponsorship deals. Nearly **64%** of Zoos & Aquariums have at least 1 Medical sponsor. Medical category sponsors include Hospitals, Dental Practices, Rehabilitation Centers, Veterinarians, and Specialty Physicians.

Other Top Categories



44
Food



41
Non-Alcoholic Beverages



35
Technology



29
Restaurants



29
Entertainment & Leisure



28
Manufacturing



28
Legal



26
Automotive Vehicles



22
Retail

TOP CATEGORIES IN THE SPACE

MEDICAL



- More than **55** unique medical brands hold at least **1** active Zoo or Aquarium sponsorship.
- **Shriners Hospitals for Children** is the only brand to hold deals with multiple Zoos/Aquariums; it sponsors **Adventure Aquarium** and **Newport Aquarium**.
- The brand leveraged its partnership with **Adventure Aquarium** to host a fundraiser together called “Fin Raise for Love”.
- Medical partnerships are always **hyper-local**; there are no entities that sponsor Zoos/Aquariums in areas where they do not have a facility.



UTILITIES



- Nearly **66%** of Zoos & Aquariums currently have a Utilities partner.
- **12** Zoos & Aquariums have more than 1 partner in the category; **Texas State Aquarium** has **5** Utilities partners.
- **National Grid** and **ComEd** are the only Utilities brands that sponsor multiple Zoos/Aquariums; each holds two deals in the same market/region.
- Utilities companies commonly sponsor **holiday light displays**; **ComEd** is a presenting sponsor of light displays at both Zoos in Chicago (**Brookfield** and **Lincoln Park**).

MOST ACTIVE BRANDS

BANK OF AMERICA 



usbank

 **PNC BANK**

JPMORGAN CHASE & Co.



Kroger  **HONDA**

Coca-Cola

 **pepsi**

- **Coca-Cola** (18) and **Pepsi** (12) are the only brands that hold more than **10** Zoo/Aquarium sponsorship deals.
- **US Bank**, **Kroger**, and **Bank of America** sponsor **6-9** Zoos & Aquariums.

- **Wells Fargo**, **PNC Bank**, **Honda**, and **Chase** each sponsor 5 Zoos/Aquariums.
- **Toyota** Motor Corp. also sponsors **5** Zoos/Aquariums, but its deals are split between the Toyota and **Lexus** brands.

MORE TOP BRANDS

- The 18 brands listed to the right each hold **3-4** sponsorship deals with Zoos & Aquariums.
- These brands represent **6%** of all active Zoo & Aquarium sponsorships.
- **Truist, Hilton, Amazon, Alaska Airlines, and E&Y** hold **4** deals, while all other brands listed hold 3 each.
- An additional **55** brands sponsor **2** Zoos & Aquariums in the United States.



BRANDS LEVERAGING PARTNERSHIPS

RESTAURANTS



- **Chick-fil-A** is the entitlement sponsor of "**Giraffe Feeding**" at the **Cincinnati Zoo & Botanical Garden**. Giraffe Feeding is a natural alignment for the brand due to its connection to food. Chick-fil-A is recognized as a sponsor of the attraction online and in on-site promotions.
- **Whataburger** has partnered with the **Dallas Zoo** to host **Dollar Days** at the Zoo. The burger restaurant is prominently displayed on discount days, and guests can enjoy free Whataburger swag handed out throughout the zoo, along with discounted food and beverage prices.

ALCOHOLIC BEVERAGES



- **Budweiser** leveraged its partnership with **Nashville Zoo at Grassmere** to bring its world-famous **Clydesdales** to the Zoo for guests to enjoy. The beer company worked closely with the non-profit **Folds of Honor** to embark on a cross-country tour that brings the horses to various locations to raise awareness for fallen and disabled veterans.
- **White Claw** is the entitlement of the **Houston Zoo's "Flock"** program, which is the zoo's young professionals' group. The hard seltzer brand receives branding on all collateral materials and on-site signage displayed at the group's events.

KEY TAKEAWAYS:

- Entitlement opportunities allow brands to stand-out on-site
- Offer opportunities besides events for year-round engagement
- Sponsors can help better the on-site experience for guests



CATEGORIES WITH OPPORTUNITY



The categories listed above hold nearly **70** total deals with Zoos & Aquariums. Each category has grown its Zoo/Aquarium sponsorship portfolio in the past year, which could make them good targets for future deals.

There is proven interest in these categories, but they are not oversaturated. Each falls in the middle of IEG's dataset in terms of total deals held. For example, **Investment Services** holds **17** deals, **Consulting** holds **13**, **Telecommunications** holds **12** deals, and **Education** holds **10** deals. The following slides contain information on how these categories are bringing existing Zoo & Aquariums sponsorship to life.

CATEGORIES WITH OPPORTUNITY



CONSULTING

- Collegebound Saver sponsors the Zoo Guardian Membership program at Rogers Williams Park Zoo. Program members receive VIP invitations to various events, free zoo passes, and unique behind-the-scenes experiences.
- Moser Consulting sponsors the Indianapolis Zoo's "Zoobilation" event, which raises money for the zoo's conservation efforts. The event is a natural fit for Moser since conservation is one of its key business pillars.



EDUCATION

- Primrose Schools sponsors three zoos in IEG's dataset. The early childhood center is the presenting sponsor of all "Zoo Babies" at the Indianapolis Zoo and is featured in all digital and social content showcasing the zoo's newest arrivals.
- Ottawa University-Arizona is the entitlement sponsor of the Phoenix Zoo's Mexican gray wolf habitat, aiming to raise awareness for the endangered species.



HOUSEHOLD SERVICES

- Roto-Rooter is the official sustainability partner of the Cincinnati Zoo & Botanical Garden. They have helped the zoo move closer to its goal of being Net Zero by 2025 by installing stormwater retention tanks under its Elephant Trek Habitat.
- Orkin is the title sponsor of the Children's Zoo at Zoo Atlanta. The company leverages its partnership with the zoo to provide free K-6 lesson plans on pests and pest management for teachers.

CATEGORIES WITH OPPORTUNITY

PET FOOD & SUPPLIES



- Guests of the St. Louis Aquarium at Union Station are invited to unleash their creativity at the “Fish Draw” interactive station located in the Conservation and Education Center. This activity is sponsored by Tetra.
- Purina sponsors the H2O Friends program at the St. Louis Aquarium, which provides free field trips and transportation to under-resourced schools in the area.

WASTE MANAGEMENT



- Ridwell has partnered with the Denver Zoo to promote sustainability through recycling. The startup service recycled over 600 lbs. of plastic film located throughout the zoo last year. Guests were encouraged to bring recyclable items to the zoo to be entered to win a free Ridwell trial.
- Technology Recyclers is the presenting sponsor of Power Recycling Days at the Indianapolis Zoo, where consumers can dispose of electronics safely and sustainably. The brand is also the official recycling partner of the zoo’s Holiday Lights event.

TELECOMMUNICATIONS



- Cox Communications partnered with OdySea Aquarium to develop a specialized curriculum, complete with activities for teachers to implement in the classroom with their students. The curriculum meets STEM standards and can be downloaded from the aquarium's website.
- Cricket Wireless is the presenting sponsor of Zoo Atlanta's Panda Cam. The wireless provider helps consumers view the pandas even if they can't make it to the zoo in person.

INVESTMENT SERVICES



- Gulf Coast Growth Ventures has partnered with the Texas State Aquarium to host volunteer events aimed at encouraging and educating attendees on responsible environmental practices, aligning with the company's mission.
- Bright Road Wealth Management sponsors the Alaska SeaLife Center’s Annual Wildlife Rescue Run and Walk. The event helps raise money for the Center’s Wildlife Response Program and assists distressed animals in the area.

DATA SOURCES & CONSIDERATIONS

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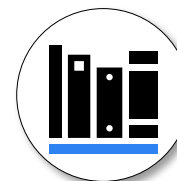
To learn more about sponsorship activity and spending, contact us at: info@sponsorship.com

The data and insights contained in this report come from IEG's Sponsorship Intelligence Database which contains estimated fees for tens of thousands of sponsorships of all types and sizes. The estimated fee for each deal is determined by IEG's research team taking the following into account:



DIRECT KNOWLEDGE OF ACTUAL FEES PAID

In some cases, the sponsorship fee has been made publicly available, as is the case with many venue naming rights and league sponsorships. IEG's primary research and newsgathering operations also solicit actual fees or ranges from properties and sponsors. Whenever actual fees are available, they are entered into the database.



ESTIMATES PUBLISHED BY REPUTABLE SOURCES

IEG monitors and uses published fee estimates from respected news and other sources.



COMPARABLE DATA/DEALS

In the absence of the above, IEG examines comparable sponsorships in the database for which we do have data or reliable estimates, taking into consideration factors such as the property type, sponsor category, level of sponsorship, designation, and assumptions on the typical marketing benefits associated with a deal.