



Elevate Your Brand: Engage and Connect with Consumers at Zoo Atlanta

Partnering with Zoo Atlanta gives your brand a unique opportunity to engage with a diverse audience at one of the region's top family attractions. By setting up a booth or offering product samples, you can create lasting impressions and showcase your commitment to community, conservation, and education. Join us at Zoo Atlanta to boost brand awareness, trust, and sales in a meaningful way.

Brand Activations

Bring your brand to life at Zoo Atlanta through a brand activation to engage visitors through various activities, promotions, and/or interactive experiences.

Event Activations

A sponsorship event activation scheduled four (4) weeks in advance integrates your brand into the Zoo experience. With over 15 major public events each year, there are plenty of opportunities to reach the exact audience you are targeting. Please note that each event has varied sponsorship levels and benefits. Please reach out to discuss options.

Sampling Activations

Partner with Zoo Atlanta to distribute samples of your products to Zoo visitors. Please note that food/beverage sampling activations may be limited by the Zoo's current partner agreements, including with The Coca-Cola Company/Coca-Cola Bottling United and our on-site concessions provider.

Cost: \$2,500 - \$5,000/day minimum

(Please note that holidays, peak days, and some events have blackout dates or an increased minimum activation fee of \$5,000+.)



Activation Details

Zoo Atlanta seeks partners that are in **alignment with our mission**.

- Activations must receive prior approval and be scheduled at least four (4) weeks in advance. All activations should occur **during Zoo operating and/or public event after hours**.
- Activations include an **exhibitor space of up to 10'x10'** in a prominent location.
 - Larger footprint available upon request if space allows.
 - We do our best to accommodate activation location preferences. Location is selected and subject to change to accommodate activities or events on Zoo grounds.
- Zoo Atlanta can provide a 6' table, 10'x10' pop-up tent, two chairs, and/or linens at no charge upon request and subject to availability.
- Zoo-Guest Wi-Fi is available and does not require a password and uses client isolation so no devices on the Wi-Fi can talk to one another. Access to power is available upon request and limited to location and availability.
- Reserved parking for up to two vehicles available upon request, pending availability. Please note that there is a Cherokee Ave parking lot and the Grant Park Gateway parking structure owned by the City of Atlanta and managed by AAA Parking. Parking costs \$3/ hour or \$12/max per day. Free street parking is also available in the Grant Park neighborhood.
- The sponsor's name will be listed on the [Zoo Atlanta Corporate Supporters webpage](#) with a link to the company's website.
- **Sponsors may provide promotional items** and/or interactive experiences for guests.
 - Zoo Atlanta encourages giveaways and activities that enhance the guest experience.
 - **All giveaways and activities MUST be approved by Zoo Atlanta in advance. Allow a minimum of five (5) business days for giveaway and material approvals.**
 - Frisbees, recreational balls, balloons, straws, and other items that could be thrown into animal habitats or present a threat to the safety and welfare of Zoo animals and guests are not permitted on Zoo grounds.
 - Additionally, any items that are available for sale in the gift shops, such as apparel, plush toys, and tote bags, among others, may not be approved for giveaways to guests.
- A Zoo Atlanta teammate will be on-site to help you load in and load out. All partners must load in at least 30 minutes prior to the Zoo opening or the start of an event.
- Sampling of food and beverage items may be offered outside the Zoo's front gates in the entry plaza. Only sample sizes are allowed, and all products must be approved in advance and not be a direct competitor to our current food/beverage partners.
- Please note that most events are rain or shine, but we do encourage partners to share a rain date if we need to reschedule due to inclement weather.

For more information, please contact corporaterelations@zooatlanta.org.