# Zoominescence

AT THE EDMONTON VALLEY ZOO

presented by **The King's University**

# 2026 SPONSORSHIP OPPORTUNITIES

## NOVEMBER 27, 2026 - JANUARY 3, 2027

Edmonton Valley Zoo - 13315 Buena Vista Road & 87 Ave NW, Edmonton, AB T5J 2R7

Email Daryl Zelinski: dzelinski@BuildingOurZoo.com

Phone: 587-988-6270

# WELCOME TO ZOOMINESCENCE

For 14 years, Zoominescence, hosted by the Valley Zoo Development Society, has provided thousands upon thousands of Edmontonians and winter travellers with the special opportunity to visit the zoo at night and see it in a whole new light!

Join us this Zoominescence where we will stage a spectacular exhibition of artistic light installations within the unique and picturesque setting of the Edmonton Valley Zoo!

## EXPECTED NUMBERS FOR 2026:

- 25 NIGHTS
- 6 FULL-FACILITY RENTALS
- 30,000+ VISITORS
- 10 LOCAL ARTISANS
- 150+ UNIQUE ART PIECES

## WHO IS THE VALLEY ZOO DEVELOPMENT SOCIETY?

The Valley Zoo Development Society (VZDS) is a registered charity and not-for-profit with a mission to raise funds and promote awareness to ensure the continued development of the Edmonton Valley Zoo. This is achieved through various events, education, and conservation programs.

With the support of generous sponsors and donors such as yourself, Zoominescence allows the Edmonton Valley Zoo to operate year-round as an all-season outdoor facility in the heart of the Edmonton River Valley.

VALLEY ZOO DEVELOPMENT SOCIETY™

**The following Sponsorship Package outlines all the amazing opportunities for you as an individual, group, or company to get involved and support the continued revitalization and celebration of our Edmonton Valley Zoo!**

# Presenting Sponsor

**$20,000**

Generously Sponsored by: THE KING'S UNIVERSITY

Sponsored!

Receive name recognition in all Zoominescence-related print as Presenting Sponsor.

- Logo recognition on general event signage.
- Recognition in press releases and mentions in news interviews about the event.
- Right of first refusal as Presenting Sponsor in 2027.

Digital Perks:

- Recognition on all social media, website, television, and advertising mentions.
- Recognition as presenting sponsor on event webpage.
- Recognition in all emails sent out to event attendees.
- Recognition in the Valley Zoo Development Society monthly newsletter.

Additional Perks:

- Opportunity for on-site engagement with product placement, sampling, contests, information tent, and/or have brand ambassadors on site.
- Opportunity to host a private corporate networking reception for up to 100 guests (value of $2,335). Dates limited - please contact us for more details.
- Includes 150 complimentary tickets to Zoominescence (value of $2,797.50).

# GEODOME VILLAGE SPONSOR

## $10,000

- Personalize our 3 beautiful Geodomes (2 medium fitting up to 8 people and 1 large fitting up to 21 people) with your own selfie-worthy decorations, fun furniture, and colourful lights for guests to enjoy and take photos with as they get cozy in these warm-up spaces during their zoo adventure!
- Includes 60 complimentary tickets to Zoominescence (value of $1,119).

Sponsored!

Generously Sponsored by:

# LIGHT CURTAIN SPONSOR

## $8,000

Generously Sponsored by:

CSU 52 civic service union

- On a prominent feature wall in our zoo, a continuous loop of light animations plays all night every night throughout the festival, which many guests engage with to take family photos in front of.
- Includes 50 complimentary tickets to Zoominescence (value of $932.50).

Sponsored!

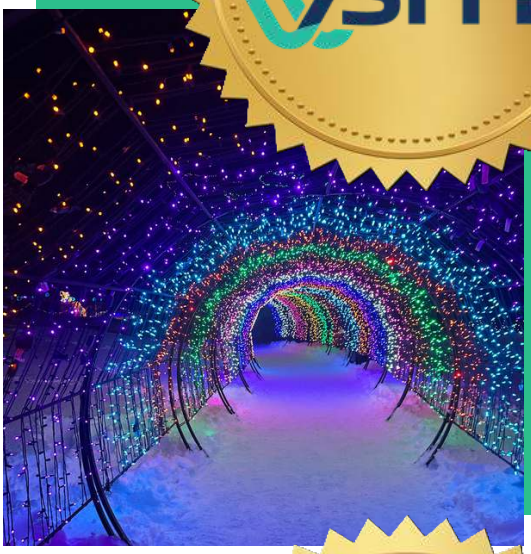
SIGNAGE WITH YOUR COMPANY LOGO WILL BE PLACED AROUND YOUR SELECTED INSTALLATION. ALL SPONSORS WILL RECIEVE RECOGNITION ON-SITE, DIGITALLY ON OUR WEBSITE, AND ON OUR DONOR BLOCKS WHICH WILL BE ONSITE FOR 2027.

# Light Installations

## $5,000

## RAINBOW TUNNEL SPONSOR

Generously Sponsored by: SITE



- Light up one of our annual fan-favourites: The Rainbow Tunnel!
- Animated with twinkling lights and music, guests walk, run, or dance through our colourful tunnel and take memorable photos and videos to always remember their holiday visit!
- Includes 40 complimentary tickets to Zoominescence (value of $746).

Sponsored!

## TWINKLY TRAIN SPONSOR

Generously Sponsored by: boardwalk

- Our fun and silly Twinkly Train makes great use of the zoo's train in the winter as we decorate it with colourful lights and a variety of inflatable animal friends guests can take photos with!
- Includes 40 complimentary tickets to Zoominescence (value of $746).

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# Animal Puppets

## $5,000

# CARIBOU & SEAL PUPPET SPONSOR

- In an exciting new partnership with local Edmonton artist, GABS, Zoominescence will welcome 4 new animal puppet friends:
  - A Mom & Baby Caribou
  - A Northern Fur Seal
  - A Harbour Seal
- A team of puppeteers will use the light-up animals to engage with guests every night and add a whimsical new element to our festival!
- You can choose to sponsor:
  - **All 4 puppets for $5,000**
    - Includes 40 complimentary tickets to Zoominescence (value of $746).
  - **Or, each pair of puppets for $2,500 each**
    - Includes 20 complimentary tickets to Zoominescence (value of $373).

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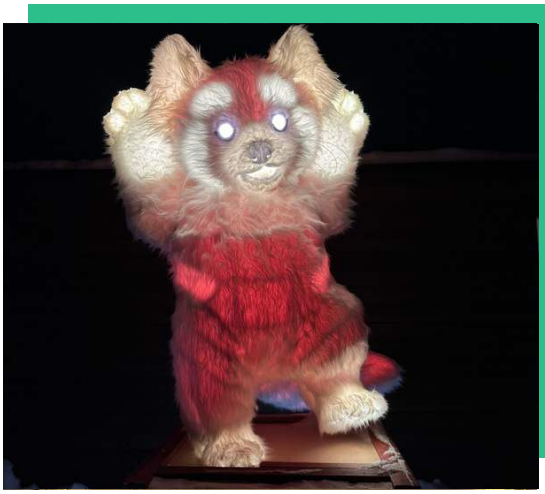
# Local Artist Sponsor
# $3,500

- Support talented local artists as they create unique and custom animal light art pieces to add to the beauty and success of Zoominescence!
- Every year, The Valley Zoo Development Society hosts an open Call to Artists for any individual, group, or organization to submit an idea for an art installation for the opportunity to be displayed throughout the full festival.
- Includes 30 complimentary tickets to Zoominescence (value of $559.50).

***The following are previous art pieces that are returning to our 2026 festival:***

**Northern Spirits**
Created by Ace Wood Co.



**TADA! The Red Panda**
Created by GABS

**Neighbours of the North**
Created by Ace Wood Co.

**Please email Events@BuildingOurZoo.com for <u>more new available artist pieces</u>.**

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# Light Installations

## $3,000

# ANIMAL SILHOUETTE SPONSOR

- Adopt an Animal Silhouette family!
- Make your generosity glow with your choice of any of our newly wrapped Animal Silhouette family sets, which includes:
  - 1 Elephant
  - 1 Whale
  - 2 Seals
  - 2 Moose
  - 3 Tigers - **Sponsored!**
  - 3 Wolves
  - 3 Bats
  - 3 Sloths
  - 3 Snakes
  - 3 Monkeys
  - 3 Butterflies
  - 4 Reindeer
  - 4 Red Pandas
  - 5 Frogs Leaping
  - 5 Fish on an Arch
  - 7 Geese in a V Formation
  - 8 Meerkats - **Sponsored!**
  - Mom & Baby Zebra
  - Mom & Baby Camel
  - Mom & 2 Baby Polar Bears
  - Mom & Baby Snow Leopard - **Sponsored!**

- Includes 25 complimentary tickets to Zoominescence (value of $466.25).

**Elephant**

**Meerkats**

**Tigers**

**Polar Bears**

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# Light Installations

## $2,500

## DANCING LIGHTS SPONSOR

- Be mesmerized by the dynamic beauty of our Dancing Lights, which are a series of 30 6-foot long glowing LED light tubes synchronized to dance and change colour akin to the Northern Lights glowing and dancing in the sky.
- Includes 20 complimentary tickets to Zoominescence (value of $373).

## HEARTBEAT SPONSOR

Generously Sponsored by: ATB

- Synchronize the beat of your heart with our 8-foot LED heart that is perfect for guests to enjoy as they take photos and videos to commemorate their happy winter memory at the zoo.
- Includes 20 complimentary tickets to Zoominescence (value of $373).

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# Light Installations

## $2,500

# ENCHANTED TREE SPONSOR

- Claim 1 or more of our 8 Enchanted Trees, which are large trees on zoo grounds that are beautifully wrapped in different colours and patterns!
- Enchanted Tree options:
  - **Fairy Tree (Multicoloured)**
    - Between Lynx and Small Farm Animal Pen
  - **Heirloom Tree (Champagne & Red)**
    - Between the Urban Farm Entrance and Red Pandas
  - **Wintergreen Tree (Green & Winter White)**
    - Towards Lemurs in Makira Outpost
  - **Kaleidoscope Tree (Pastel Patchwork)**
    - Between the Urban Farm and Carnivore Alley
  - **Enchanted Tree (Winter White)** - Sponsored!
    - In Birds of Prey
  - **Pink Diamond Tree (Pink & Purple)**
    - By Arctic Wolves
  - **Andromeda Tree (Winter White & Blue)**
    - Beside the Zebra Barn
  - **Dancing Trees (Teal, Purple, & White)**
    - Beside the Conservation Carousel near Reindeer
- Includes 20 complimentary tickets to Zoominescence (value of $373).

Pink Diamond Tree

Kaleidoscope Tree

Enchanted Tree

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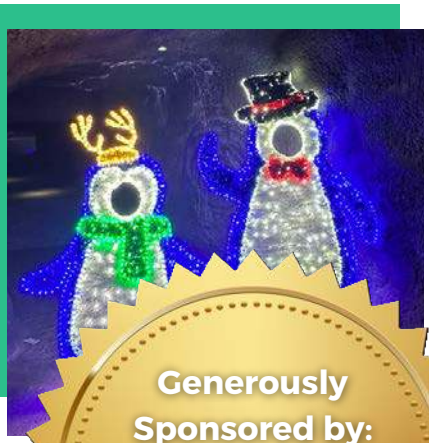
# Additional Installations

**$1,500**

## ANIMAL PHOTO FRAME SPONSOR

- Animal family photo time!
- Sponsor 1 of our 2 Animal Photo Frame families:
  - Reindeer Parent & Child
  - Penguin Parent & Child - **Sponsored!**
- Includes 14 tickets to Zoominescence (value of $261.10).



Generously Sponsored by: Payworks

## FIREPIT SPONSOR

Generously Sponsored by: BARR LLP

- Our fire pit is a winter staple for crowds to gather and warm up.
- Includes 14 tickets to Zoominescence (value of $261.10).

**Sponsored!**

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# Additional Installations

**$1,500**

## SELFIE SIGN SPONSOR

- Smile & sponsor one of our 3 popular Selfie Signs!
  - LIGHT IT UP
  - SHINE BRIGHT
  - LET IT SNOW
- Includes 14 tickets to Zoominescence (value of $261.10).

## ANIMAL HEXAGON SPONSOR

- Make your support shine with one of our 3 pairs of large Animal Hexagons:
  - Tiger Silhouette Hexagons by the Tiger Training Wall
  - Owl Silhouette Hexagons by Birds of Prey
  - Elephant/Snow Leopard Silhouettes Hexagons by the 3 Geodomes
- Includes 14 tickets to Zoominescence (value of $261.10).

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# Community Giving Sponsorship

Zoominescence at the Edmonton Valley Zoo is a winter festival for all to enjoy and everyone should have the opportunity to attend this magical nighttime event.

Our **Community Giving Sponsorship** is an opportunity for companies or individuals to **purchase discounted Zoominescence tickets**, **which will be donated** by the Valley Zoo Development Society to organizations that support families and other marginalized groups who could not afford to attend the event otherwise.

The following ticket packages are available for sponsorship in **multiples of 50** at the **Children's Ticket cost of $10.50+GST** instead of the General Admission cost of $18.65.
50 tickets for $551.25 ($932.50 value)
100 tickets for $1,102.50 ($1,865 value)
200 tickets for $2,205 ($3,730 value)
400 tickets for $4,410 ($7,460 value)
*A limited number of community sponsor tickets are available.

**How it works:**

**1.** Purchase a minimum of 50 tickets.

**2.** Choose to receive digital recognition **OR** a tax receipt for your ticket donation.

**3.** The Valley Zoo Development Society will distribute the tickets on your behalf to our network of **registered charity and non-profit organizations.**
Please let us know
- If you have a preferred recipient, or
- If you want to distribute the tickets yourself

**4.** Appreciate and thank yourself for your wonderful generosity helping our local communities!

Please contact **Daryl Zelinski** at **dzelinski@BuildingOurZoo.com** or **587-988-6270** to become a Community Giving Sponsor or for more information.

**IF RECOGNITION IS CHOSEN, YOUR COMPANY NAME AND LOGO WILL BE FEATURED ON-SITE, DIGITALLY ON OUR WEBSITE, AND THE LETTER SENT TO THE RECIPIENT ORGANIZATION ON YOUR BEHALF.**

# BULK TICKETS

A limited number of bulk tickets are available for groups or organizations wishing to **purchase 50 tickets or more** for use any night that the zoo is open to the public for Zoominescence.

Please contact **Events@BuildingOurZoo.com** for more information.

# IN-KIND & AUCTION DONATIONS

We appreciate all in-kind sponsors!
Our team will happily accept auction donation items, including gift cards valued over $100 and items or services valued over $100, plus other event needs such as firewood, rentals, festival or lighting equipment, or your time!
Receive your choice of recognition or a tax receipt for the value.

# CORPORATE/STAFF APPRECIATION

Companies wishing to hold a private event at the Edmonton Valley Zoo during Zoominescence can do so on our corporate exclusive evenings (Wednesdays and Thursdays).

Contact **SpecialMoments@Edmonton.ca** to book a private corporate event. Availability is limited.

# READY TO BE A ZOOMINESCENCE SPONSOR?

Email Daryl Zelinski at **dzelinski@BuildingOurZoo.com** or call at **587-988-6270** to select your sponsorship level or for more information.

Thank you for your wonderful generosity and support of The Valley Zoo Development Society and our Edmonton Valley Zoo!