

SPONSORSHIP LEVELS



Treetop Trail sponsors receive exclusive benefits that bring them closer to the Minnesota Zoo's mission. Contact Beth Comeaux at beth.comeaux@mnzoo.org or 651.283.5713 with questions. Capital opportunities also available.

Benefits	\$500,000 Inaugural Season (two years)	\$250,000 Inaugural Season (two years)	\$100,000 Inaugural Season (first year only)	\$50,000 Inaugural Season (first year only)
Category exclusivity				
Opportunity to underwrite/co-develop programming				
Content marketing and inclusion opportunities				
Inaugural season engagement				
Logo inclusion in consumer facing Treetop Trail Paid Media campaign	Inclusion in all	Inclusion in most	Inclusion in select	Inclusion in print only
Logo inclusion in multi-platform consumer digital marketing Treetop Trail campaigns: web, social media, email, newsletters	Inclusion in all	Inclusion in most	Inclusion in select	Inclusion in social media only
Named sponsor inclusion in promotional press releases: sponsorship announcement, groundbreaking, opening events				
Signage and podium recognition at preview and opening event(s)				
Logo inclusion on Treetop Trail homepage	Premium placement	Premium placement		
Customized on site activation at Zoo				
Tickets to exclusive preview event (varies per investment level)				
Inclusion in opening event series	Onsite and offsite	Onsite and offsite	Onsite	Onsite