

DENVER ZOO

FLOCK PARTY

September 7, 2024



FLOCK PARTY

A Brilliant Movable Feast Supporting our Animal Family

Saturday, September 7, 2024

Denver Zoo invites you to join us for Flock Party: a fun-filled evening dedicated to providing our 3,000 amazing animals with world-class care. This colorful, all-inclusive benefit features festive food + drink, live entertainment, exclusive animal experiences, on-the-spot fashion illustrations and so much more—with proceeds benefiting all the wonderful members of our animal family.



With 80+ acres to explore and something fascinating around every bend, Flock Party is one of Denver's most popular late-summer events. You and your organization can be an integral part of the soirée of the season...get ready to shake a tailfeather for a good cause!

Dress Code: Colorful, fanciful, tropical, fashionable + most importantly: FUN!



FLOCK PARTY

2024 Host Committee

Event Chairs: Vincent Abrue + Lauren Napheys

Jessica Alizadeh

Britt Hunsaker

Angelique Salazar

Brad Baumgartner

Amy Kramer

Tony Smith

Bethany Cook

Brett Leonhardt

Chelsea Taylor

Hayden Cullen

Radhika Mahanty

Matt Taylor

Desire Falk

Laura Mitzner Paletz

Kevan Thurman

Zack Falk

Dana Monfort

Jake Upwell

Nate Ford

Kenny Monfort

Celia Waterhouse

Erik Harr

Chris Ross

Makala Hubbell

Valerie Ryan



Down Under multi-species habitat



Australia and New Zealand's isolation have allowed the islands' animal and plant life to follow their own whimsical evolutionary path, allowing for unique and unusual traits to define the inhabitants of the continent's eight distinct ecosystems.

Naturally Enchanting. Sustainably Imagined.

The Down Under multi-species habitat is intended to take guests on an enchanting and educational first-person journey through this extraordinary part of the world, shining a spotlight on its most iconic species—while intentionally setting the stage for guest education about climate change around the world.



A Powerful Point of View

Guests will have the opportunity to engage with Australasian animals through the one-of-a-kind Wallaby Way, an immersive trail facilitated by Zoo staff, that encourages exploration and self-discovery. Guests will learn about Australasia as if its charismatic flora and fauna were speaking directly to them, and sharing their individual stories through their eyes.

Using engaging animal demonstrations, enrichment, training and behind-the-scenes encounters, Zoo staff will have the opportunity to invite guests to engage with our animals in new and exciting ways.



Responsible Reimagining







Built in 1973, the Bird World exhibit was advanced for its time, and delighted the Denver Zoo community for more than four decades. But by modern standards, it was a resource-heavy experience, requiring large amounts of water and energy to serve multiple species.

By contrast, the largely outdoor Down Under multi-species habitat will enable us to reintegrate the area currently occupied by these obsolete facilities into the natural landscape and ecology of City Park—with maximum energy efficiency and dramatically reduced water consumption.

In keeping with our mission, *Inspiring Communities to Save Wildlife for Future Generations*, we're constantly dreaming up new ways to enrich our animals' lives and enhance our guests' experience. Your generosity makes these dreams reality.



Capital Projects

-  Wallaby Way
-  Environmental Remediation
-  Tree Kangaroo Habitat
-  Cassowary Habitat
-  Conservation Education Station
-  Guest Plaza and Amenities

Inspiring Empathy. Igniting Action.

In both Australasia and Colorado, climate change is causing catastrophic drought in naturally harsh, dry environments—leading to larger, more frequent and more dangerous wildfires. The similarities between these climates creates an opportunity for Denver Zoo to weave powerful educational messaging around the perils of climate change into the guest experience.

By connecting the adaptations Australasian animals have had to make in order to survive in such an environment, we are hoping to give the animals a voice to share their story—while creating moments of awe for our visitors, inducing empathy and ultimately inspiring behavioral change.

To learn more about this project and other capital projects as part of the Into the Great Wild Open campaign. With your help, these engaging exhibits will help us to continue evolving the ways in which we live our mission:

Inspiring Communities to Save Wildlife for Future Generations.

Questions?

Please contact: support@denverzoo.org | 720-337-1466



**SUPPORT
DOWN UNDER
NOW**



Sea Lion Habitat

With a natural range that extends from southeast Alaska to the Pacific Coast of central Mexico, the California sea lion is an integral part of its coastal ecosystem. Soon, thanks to a dramatically improved habitat, our charismatic pod will continue to delight Denver Zoo guests—while telling an even more meaningful sustainability story.



Brilliant Heritage. Bright Future.

As with many Denver Zoo exhibits, our Northern Shores sea lion habitat is a heritage structure (built in 1987) with a finite footprint. Updating historic facilities to align with best practices in animal care and sustainability goals—while also considering the nuances of guest experience—is always an exercise in innovation. Your generosity will ensure that Maverick, Gunnison, Ady, Nick and Luci will continue to be anchors of awe in their new roles as ambassadors for the Latin America thematic zone.

Here are just a few of the improvements your donation can help Denver Zoo realize:

HABITAT IMPROVEMENT

WHY IT MATTERS

New saltwater filtration system

Provide a more appropriate environment for animal health

New docks to replace rock islands

Larger lounging area with better space for pod to “haul out” on

New off-exhibit area + infrastructure

Spacious living areas and advanced animal care facilities

Beach + flooring substrate updates

Smoother, safer on-land spaces for sea lions + keepers

Underwater viewing improvements

Clearer, more continuous views of swimming sea lions

Water conservation messaging

Tell a stronger story via signage and keeper talks





A Clear Vision of What's Coming.

Aquatic and semi-aquatic habitats are among the most expensive and difficult facilities for zoos and aquariums to maintain. Currently, our sea lions split their time between two traditional dump-and-fill pools: their freshwater public pools and a smaller saltwater pool that's behind the scenes.

With your help, Denver Zoo will be able to elevate this historic and beloved habitat with filtered saltwater throughout the habitat—an evolution that makes the habitat healthier and more authentic for the species and will reduce water usage but almost 2M gallons a year while keeping the water clean and clear for amazing underwater views of our class clowns' unforgettable antics.

Help Us Inspire Sea Change.

New beaches for frolicking, new docks for floating, a clearer window to wonder and a stronger conservation story to tell—there's so much that can change within the existing Northern Shores footprint! With your help, our sea lion habitat will continue ***Inspiring Communities to Save Wildlife for Future Generations.***

Questions?

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**SUPPORT
SEA LIONS
NOW**



FLOCK PARTY

2024 Brand Recognition Touchpoints

For Wise Owl, Proud Peacock and Rare Bird Sponsors Only

- **Potential Audience Size (based on 2023 numbers)**
 - Website traffic
 - 30,000+ event page views
 - Flock Party Early Bird Registration Email (delivered on May 6)
 - ~5,000 contacts
 - Printed Invitation (Presenting sponsor only, mailed on June 6)
 - ~1,000 households
 - Evite (delivered on June 11)
 - ~300,000 contacts
 - Last Chance Registration Email
 - ~300,000 contacts
 - Know Before You Go Email (delivered on September 5)
 - ~2,000 contacts
 - Zoo News Story (Presenting Sponsor Only)
 - ~ 187,000
 - Sponsor Packet
 - Distributed to corporate and individual prospects



FLOCK PARTY

EVENT SPONSORSHIP BENEFITS

	RARE BIRD \$100,000	PROUD PEACOCK \$50,000	WISE OWL \$25,000	EAGLE EYE \$10,000	SWAN SONG \$5,000
EVENT RECOGNITION					
Title Sponsor of Flock Party	■				
Sponsor Flamingo Walk	■				
Sponsor VIP Lounge Area / Demo	■	■			
Brand Recognition in Event Collateral <i>Only presenting sponsor listed in invitation and Zoo news</i>	Logo Recognition	Logo Recognition	Logo Recognition		
Event Signage Recognition	Logo Recognition	Logo Recognition	Logo Recognition	■	
Listing on Event Website + Sponsor Packet	Logo Recognition	Logo Recognition	Logo Recognition	■	■
TICKET BENEFITS *Choose between Daytime or Zoo Lights admission					
Admission Tickets	100 Daytime or 50 Zoo Lights	75 Daytime or 40 Zoo Lights	50 Daytime or 25 Zoo Lights	30 Daytime or 15 Zoo Lights	
SPECIAL EVENTS					
Intimate After Hours Dinner for up to 10 guests	■	■			
Private Behind the Scenes Tour (up to 8 guests)	■	■	■	■	■
Flock Star (VIP) Tickets	x20	x20	x10	x10	x10
Birds of a Feather (GA) Tickets	x50	x20	x20	x10	



FLOCK PARTY

Company / Individual Name as it should appear in any print materials:

First MI Last Preferred Name

Contact Information

Home Address Unit City, State Zip

Phone Email

Employer Title

Select Sponsor Level:

RARE BIRD \$100,000	PROUD PEACOCK \$50,000	WISE OWL \$25,000	EAGLE EYE \$10,000	SWAN SONG \$5,000

Donation Amount: _____

Check (please make checks payable to: Denver Zoological Foundation, 2300 Steele Street, Denver, CO 80205)

Visa Mastercard Discover Amex

Card Number Exp. Date CVC

Name on Card Signature



For questions or concerns, please contact our Corporate Engagement Team at corporatepartnerships@denverzoo.org