



The Herd

**DZCA's Young
Professionals Group**



What is The Herd?

Attention young professionals! Denver Zoo Conservation Alliance is working to cultivate the next generation of wildlife warriors with a group of energetic, diverse and dedicated individuals. The

Herd is a collaborative cohort of like-minded young people who want to engage the next generation in support of wildlife conservation, animal care and welfare. How? By embracing our mission of Inspiring Communities to Save Wildlife for Future Generations.



What does a Herd membership include?

- Admission to all Herd member events
- 1 complimentary adult ticket for Individual Herd members; 2 comp adult tickets for all other Herd members (Couples, Family, and Parliament)
- Access to unique volunteer opportunities at DZCA
- Membership to DZCA for daytime and public event visits
- Individual DZCA Membership for Individual Herd members; Individual & Guest DZCA membership for Couple Herd members; Family Plus DZCA membership for Family Herd members + Parliament Herd members
- 50% discount on Flock Party tickets
- Special discounts to other DZCA after-hours events

Membership Tiers + Parliament (Board) Member Info

Individual \$150

Each one-year term includes:

- Complimentary admission to quarterly Herd events for one adult
- One Individual DZCA membership for daytime entry

Couples \$250

Each one-year term includes:

- Complimentary admission to quarterly Herd events for two adults
- One Individual+ Guest DZCA membership for daytime entry

Family \$350

Each one-year term includes:

- Complimentary admission to quarterly Herd events for two adults
- One Family Plus DZCA membership for daytime entry

Parliament (Board) Member: \$500*

Each one-year term includes:

- Complimentary admission to quarterly Herd events for two adults
- One Individual + Guest DZCA membership for daytime entry
- One spot on The Herd Parliament

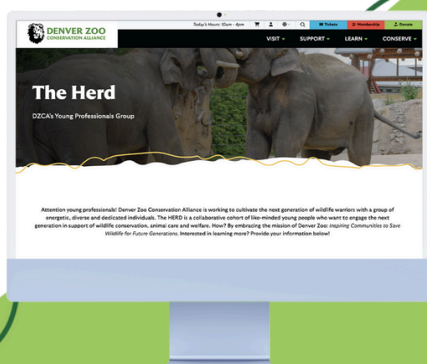
*Application Required

2025 Brand Recognition Touchpoints

Presenting Sponsor: Inclusion in all communications, materials, and media.

Supporting Sponsor: Recognition in event emails and The Herd newsletters.

Underwriting: No inclusion in any of these brand touchpoints.



WEBSITE VISITORS

5.7M+

The Herd Landing Page

Views: 2.5K+

SOCIAL CHANNEL FOLLOWING



327K



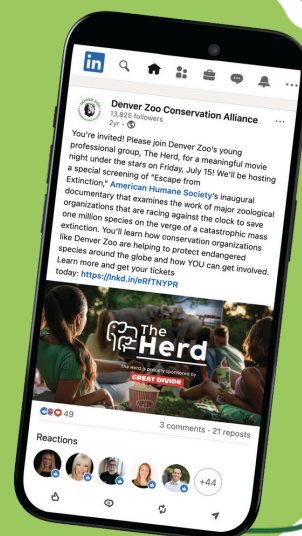
168K



297K



83K



ZOO NEWS

Our monthly email newsletter sent to our most engaged audiences

25K+
Donors

51K+
Members

285K+
General Subscribers



EMAILS

The Herd receives an average of 5+ dedicated email campaign sends and 4 newsletters per year.

The HERD Sponsorship Levels & Benefits

\$10,000 – Presenting Sponsor

- Recognition as Presenting Sponsor of Denver Zoo
- Conservation Alliance's Young Professional Group – The Herd
- Logo recognition on all Herd deliverables – physical and digital
- Recognition in all Herd marketing materials – social media, emails, newsletters, etc.
- Recognition on physical event branding
- The Herd hosts regular events throughout the year, Sponsor to be recognized at various events

Membership Benefits

- Receive (10) Herd Individual Memberships to distribute to staff / employees
- Receive (1) spot on The Herd Parliament (The Herd's planning committee)
- Sponsor to receive (1) DZCA Corporate membership, providing (4) daily tickets to DZCA for an entire year
- Discount on Private Event at DZCA
- Does not include discounts on catering

\$5,000 – Supporting Sponsor

- Recognition as Supporting Sponsor of The Herd
- Logo recognition on select Herd deliverables – physical and digital
- Recognition in emails, newsletters
- Recognition on physical event branding

Membership Benefits

- Receive (5) Herd Individual Memberships to distribute to staff/employees
- Receive (1) spot on The Herd Parliament
- Sponsor to receive (1) DZCA Corporate Membership, providing (4) daily tickets to DZCA for an entire year

\$2,500 – Underwriting

- Receive (1) Herd Parliament membership
- Sponsor to receive (1) volunteer project opportunity at DZCA for up to (20) people

Have questions? Let's connect!

Danny Hastings

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