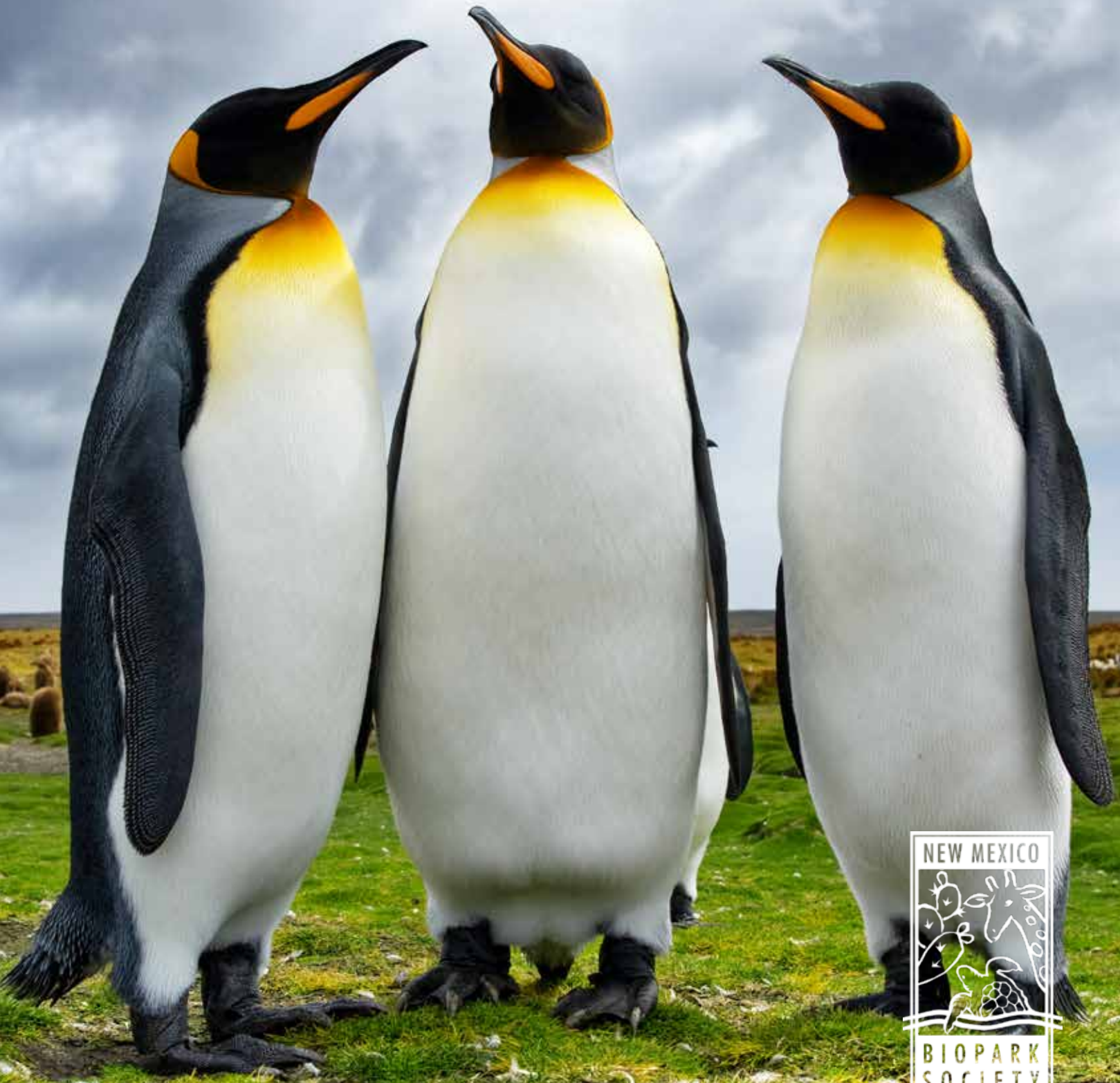
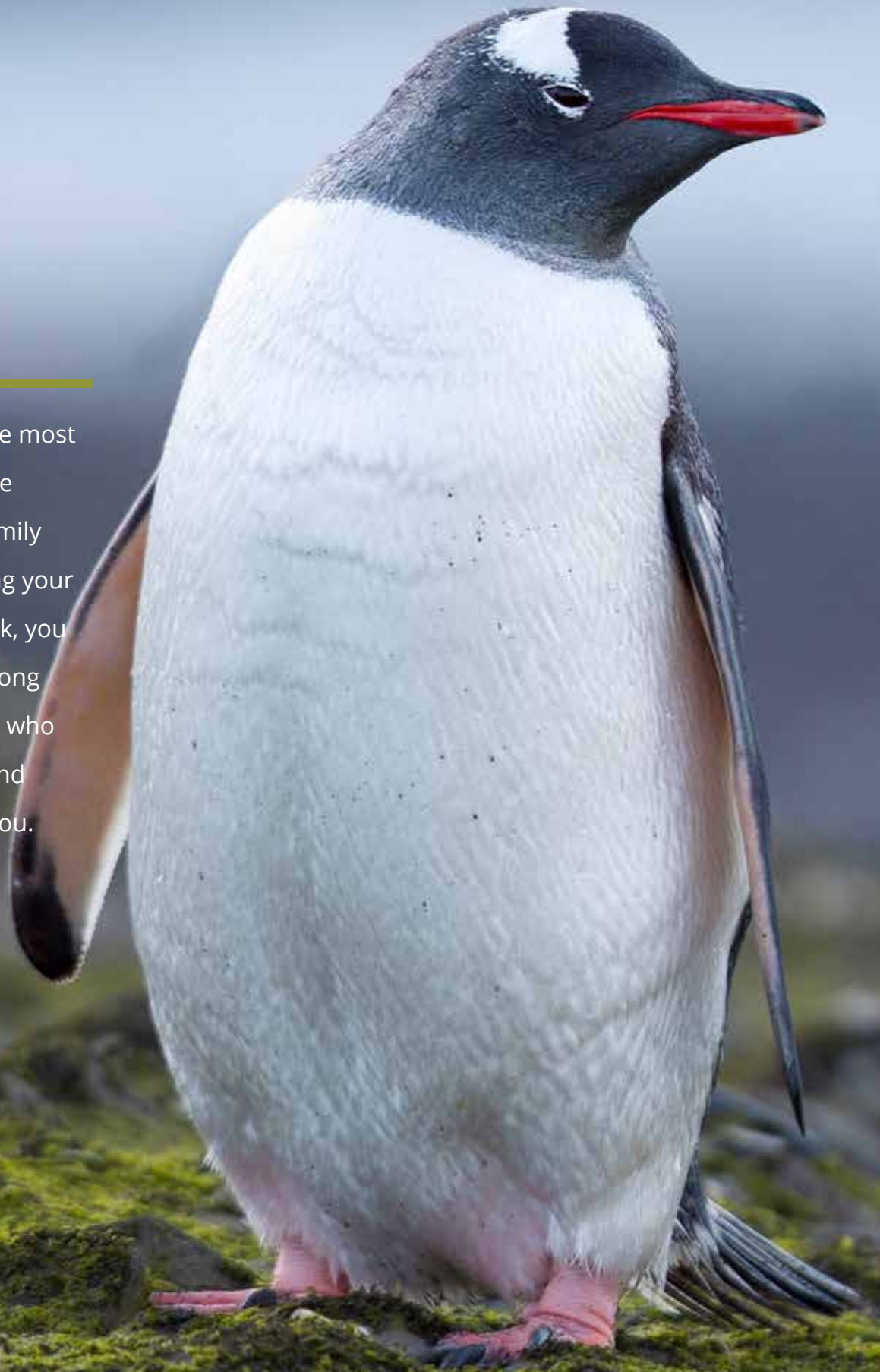


Penguin Chill

Sponsorship Opportunities



The ABQ BioPark is the most visited attraction in the state and a trusted family destination. By aligning your brand with the BioPark, you establish goodwill among customers and clients who value nature, family and community, just like you.



Gentoo Penguin

Why Partner with Us?

Establish name recognition among the 1.3 million annual visitors to the BioPark

Significant brand visibility through the BioPark's marketing, communication materials and promotional opportunities

Build your corporation's reputation for social responsibility (CSR)

- Studies show that consumers are more loyal to, more likely to recommend and more likely to switch to products and services from a company that supports a cause they care about

Ensure that the ABQ BioPark remains an idyllic home for animals and plants, a source of community pride and a world-class educational resource

Multiple sponsorship options available to best match your company's marketing goals and philanthropic values



Macaroni Penguin



ABQ BioPark at a Glance

4 parks

Zoo, Aquarium, Botanic Garden and Tingley Beach

1.3 million visitors

That's higher annual attendance than:

- Isotopes Baseball, UNM Football and UNM Basketball games (men's and women's), combined.
- All other museums in Albuquerque, combined.
- The Balloon Fiesta

80,000+ members

of New Mexico BioPark Society

65,000 followers

on social media (ABQ BioPark and New Mexico BioPark Society Facebook, Twitter, Instagram)

Meet Your Partners

New Mexico BioPark Society

The New Mexico BioPark Society (NMBPS) is the 501(c)(3) support organization for the ABQ BioPark. It is not a part of the City of Albuquerque, but a separate legal entity. The Society is governed by a volunteer Board of Directors and supported by donors.

NMBPS is dedicated to making the exceptional possible for the ABQ BioPark by supporting conservation, education and enhanced quality of life, for both animals and the community.

Through the support of donors, NMBPS has been able to provide funds for conservation projects, educational programs, animal wellness, BioPark staff education and training, propagation of species and facility enhancement through renovation, new construction, public art and more.

Donations from individuals, foundations and corporations are crucial to the future of the ABQ BioPark and are tax deductible to the full extent of the law.





ABQ **BioPark**

The ABQ BioPark enriches the quality of life for all, through conservation, education, recreation and research by providing a unique environmental park consisting of the Zoo, Aquarium, Botanic Garden and Tingley Beach. The ABQ BioPark is truly unique, offering a comprehensive view of nature, all in one place.

The ABQ BioPark is an accredited member of the Association of Zoos and Aquariums and American Public Gardens Association. It is a division of the City of Albuquerque's Cultural Services Department.

King Penguin



Slated to open in 2019, Penguin Chill will bring Antarctica to the ABQ BioPark Zoo. The South Pole will now be represented, inviting visitors to experience the abundant life inhabiting the far edges of our amazing planet. Perfectly positioned near the front plaza at the Zoo, the Penguin Chill exhibit will lure visitors into its icy interior and increase Zoo attendance by an expected 22% in the first year.



About Penguin Chill

- Three species of penguins: King, Gentoo and Macaroni
- Two floors for viewing penguins above & below water
- Seven penguin viewing areas, including a glass floor and an “in the tank” viewing tube
- Two areas with tiered seating
- VIP area for penguin meet-and-greet sessions
- Event deck for private parties
- Penguin care area, including quarantine and egg incubation rooms
- The most technologically advanced and interactive education space at the ABQ BioPark

Gentoo Penguin

Presenting Sponsor Options

Main Gallery Sponsorship - \$500,000

As guests enter the building and the sub-Antarctic adventure begins, their eyes are immediately drawn to the large, panoramic viewing window (50 feet wide x 8 feet high). Here, visitors stand below the water line as they observe penguins standing on the rocky shore and zipping through the water. All around the back wall of the gallery are rows of digital projection for observing the penguins and their activities through deeper-level tanks. Two large digital displays provide supplemental images for the live program and video footage throughout the day. To one side, a small area allows guests to gather for special "face-to-beak" encounters with the penguins. A large map of the sub-Antarctic region is inlaid into the floor, while images of the Aurora Australis fan across the high ceiling soffit.





King Penguins

Education Gallery aka The USS BioPark Sponsorship - \$500,000

This gallery is the most immersive and technologically advanced education station the BioPark has ever conceived. Here, guests find themselves onboard the USS BioPark, a research vessel in the Southern Ocean. Interactive STEM (science, technology, engineering and math) stations encourage scientific thinking and address penguin habitats and the challenges faced by wild penguins. A large digital table, smaller touchscreens and a specimen display bring the story to life. This will be the busiest zone in the Penguin Chill when the penguins are resting and inactive (several hours each day).

Subglacial Viewing Gallery Sponsorship - \$300,000

One last view of the penguins awaits before they exit the building. A large observation room with panoramic underwater viewing includes a “handy-dandy” pane that allows overhead viewing. Visitors are invited to step right up to the glass and see themselves in the water. During the day, the area will be especially active with swimming penguins. Seating is available here for viewing and participating in scientist-led programs. An interactive video screen, core display and conservation station complete the experience.



Outdoor Event Deck Sponsorship - \$250,000

This outdoor deck provides an overlook of the Zoo’s central park. This space is ideal for corporate parties, weddings and other private special events. Bathrooms and a themed food and beverage kiosk are available for catered functions. The deck is decorated with a rocky façade and is framed by an artistic fence.

Education Sponsor Options

Penguin Survival Game Table **\$50,000**

Anchoring the research base on the Ross Sea at King George Island Marine Station, a large digital touch table provides an opportunity for guests to learn more about King George Island Marine Station penguins, the challenges of climate change, the penguin, guests can touch the screen to learn about penguins and the delicate ecosystem of the Ross Sea. Content of the ice shelves appearing on the screen will change to reflect the guest's interests. The game also reveals the impact of climate change on the penguin and how humans can help penguins.



Gentoo Penguin



Digital Windows

\$50,000

To create the illusion of the USS BioPark's travel through an icy ocean the ship's "windows" will reveal digital Antarctic scenes. Viewers will witness ice floes, the calving of icebergs and other natural wonders of the southern seas.

Chow Time

\$25,000 each (21 available)

Based on the popular "Be a Bug" interactive at the BUGarium. Using a giant video screen and motion-sensing technology, guests embody their choice of penguin avatar. Lively animation takes each "penguin" on a feeding adventure to jump, dive and swim after their favorite food. "Penguins" must also avoid predators and bring food back to their chicks.

"Our Actions Matter" Pledge Station

\$25,000

After learning about penguin life and the challenges they face in the wild, guests will be encouraged to share their new knowledge in a fun way. A photo booth will let guests pledge their personal commitment to the planet as they choose safe seafood, conserve energy, and support local businesses. The result is a fun and educational experience. Ask us about adding your company logo to the digital pledge station frames.



Education Contributor Options

Penguin TV \$10,000

A closed-circuit video feed is shown on a monitor in the Main Lobby, giving visitors a close-up view of the penguins on exhibit. The camera is positioned for feeding, training and courtship displays. The feed is available to all visitors and kept under the strict control of the keepers during programs.



Macaroni Penguins



Penguin Maps

\$10,000

As visitors approach the education area, a large display features life-size sculptures of 18 species of penguins. Every penguin's unique markings are frequently featured on the wall behind the display. Guests will learn that penguins are found in many places in the southern hemisphere, from Antarctica to the Galapagos Islands at the equator.



Research Bays

\$10,000 each (~~2~~ 1 available)

Onboard the USS BioPark, two bays focus on various research topics. Each bay includes its own touchscreen and an overhead sound cone. Small groups gather at each bay to watch short videos and hear messages about penguin survival and STEM careers.

Ice Core Sampling Station

\$1,000-\$3,000. Contact us for details.

Ice samples give scientists a snapshot of atmospheric and climate data from the past. This interactive play area allows young scientists to inspect a replica ice core sample from an Antarctic ice sheet. A computerized scanner helps them interpret the layers of ice.

Penguin ID Signs

\$8,000

Three large signs (5' x 2.5' each) in the Main Gallery introduce guests to the three species on exhibit: King, Gentoo and Macaroni. Guests will learn basic info on each penguin's diet, nesting behavior, habitat and fun "Did You Know?" facts.



King Penguins



Other Donor Options

Penguin Donor Recognition Wall

Donate **\$1,000**, **\$2,000**, or **\$5,000** to the Penguin Chill, and your name or company name will be engraved on a penguin silhouette (3 sizes available) displayed in the Underwater Viewing Gallery.

Life-Size Penguin

A large diorama in the Underwater Viewing Gallery features life-size sculptures of a colony of penguins. Donate \$5,000 to the Penguin Chill, and your name will be engraved on a small plaque next to the penguin of your choice.



Penguin Mural Tags

\$100 each

Guests are welcomed by a 40-foot-long mural on the exterior of Penguin Chill. From a distance, the mural looks like a rocky island covered with hundreds of wiggling penguins. Up close, each "penguin" is a metal tag engraved with a custom message.

Penguin Chill Sponsorship Benefits

The New Mexico BioPark will prepare a custom package of benefits that best suit your needs. Examples of benefits available to Presenting Sponsors, Education Sponsors and Education Contributors are listed below:

- Complementary ad(s) in BioScape member magazine, sent to 20,000 households. *Size and number of ads vary with sponsorship level*
- Recognition banner hung at Zoo entrance for three months (estimated attendance 373,300). *Your logo may be included depending on level of sponsorship*
- Logo inclusion on opening day info sheets and media kits (est. 1000)
- Recognition on NMBPS website. *Your logo may be included depending on level of sponsorship*
- Your company name listed on donor wall in Underwater Viewing Gallery
- Invitation to VIP Penguin Chill Preview events
- Complimentary passes to the ABQ BioPark
- Complimentary tickets to ABQ BioPark Behind-the-Scenes Tours
- Discount on event rentals at Penguin Chill



King Penguins

Additional benefits for Presenting Sponsors

- Naming rights to sponsored gallery or event deck for 8-10 years
- Category exclusivity among presenting sponsors
- Official Penguin Chill product or service status
- Recognition in all available media: print, outdoor, TV & radio campaigns, e-blasts, press releases, and social media
- 1' x 2' sign in sponsored gallery or on event deck for 8-10 years (estimated attendance 6,483,000-8,055,000)
- Recognition at official opening dedication ceremony that will be held for the public and the media, including prominent signage
- Recognition banner hung on construction fence prior to opening
- Opportunity to distribute promotional items on select days during grand opening outside of Zoo gates (items must be provided by sponsor and pre-approved by NMBPS)
- Complementary Family Memberships plus discounts on additional memberships
- Permission to use the BioPark name in company advertising for the duration of the sponsorship

Additional benefits for Education Sponsors and Education Contributors

- Signage near sponsored exhibit component. *Size varies depending on sponsorship level*
- Recognition in press releases and social media
- Discounts on memberships. *Varies with sponsorship level*



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