



“To inspire people to protect the natural world through connections with wildlife”

Whether you're a small local business or a large corporation, Zoo Knoxville's Corporate Partners program is designed with you in mind.

Our program offers a unique combination of benefits—providing access for your employees and their families while delivering valuable marketing exposure for your organization. With a variety of opportunities to participate in our most popular fundraising events, amenities, and programs, there's something to fit every partner's goals.

Partnering with us sends a powerful message to your employees, clients, and the broader community about your commitment to Tennessee and to conservation efforts both locally and around the world. Our continued growth and improvements are made possible through the support of partners like you.



The Advantage of Partnering With Us

527K Guests in 2025

Zoo Knoxville has served more guests in the past year than ever before. We aim to provide world class experiences to visitors of all ages, inspiring care and conservation of wild animals in wild places.

Marketing

Zoo Knoxville is open to the public nearly every day of the year. Drawing in guests, locals and tourists alike, supports our animals, our community and the zoo - an important community asset and a source of local pride.

384K Social Media Following

Zoo Knoxville has a dedicated social media following across three platforms: Facebook, Instagram, and X (Twitter). Our pages feature our animals, our conservation messaging, and more!

Data Analytics

Benefits of partnering with Zoo Knoxville can include general admission, on-site activations, logo presence on our webpage and/or social media, and much more. With options beginning at just \$500 we invite businesses to partner with us on every level.





CHOOSE YOUR PATH TO PARTNERSHIP

Sponsorship

Sponsorships are financial contributions targeted towards supporting specific events, programs, or exhibits at Zoo Knoxville. These are typically one-time contributions for a particular event or season.

Examples of our most popular events include Boo at the Zoo, Brew at the Zoo, Party for the Planet, Animal Days, Touch-A-Truck, and Zoofari.

Partnership

Partnerships are deeper, often multi-year commitments. These collaborations are designed to integrate the corporate partner into the fabric of the zoo's long-term initiatives, such as conservation efforts, educational programs, or capital improvements.

Examples can include Zoo Camp, the Affordable Access program, new exhibits, and long-term projects.



Contact the Corporate Sponsorship Coordinator at zkdevelopment@zooknoxville.org to learn more!

Highlights

EVENT PRESENTING SPONSOR

One of our premier annual events could proudly feature your company as the presenting sponsor. Your organization's name will be prominently incorporated into event branding, including the Zoo website, social media, and additional promotional materials. Presenting sponsorship opportunities are available for events such as:

Touch-A-Truck
Brush with the Wild
Red Panda Run 5K
Brew at the Zoo
Boo at the Zoo
Santa's Cabin



EVENT SUPPORTING SPONSOR

As a supporting sponsor, your company can contribute in meaningful and visible ways, such as:

Sponsoring a booth at Boo at the Zoo
Providing wristbands or cups at Brew at the Zoo
Sponsoring race bibs for the Red Panda Run 5K
Providing canvases for Brush with the Wild



RED PANDA RUN 5K

Our organization is well known for our beloved red pandas, and this annual 5K is a family-friendly event that takes participants through our beautiful zoo and surrounding community. The race concludes with a celebratory after-party recognizing achievements and supporting the wildlife in our care.

PARTY FOR THE PLANET

Held over Earth Day weekend, Party for the Planet highlights conservation through engaging activities, keeper chats, and interactive experiences designed for the whole family.

BOO! AT THE ZOO

Boo at the Zoo is our annual fall favorite, hosted Thursday through Sunday leading up to Halloween. This festive event features trick-or-treating, costume contests, and a family-friendly haunted trail.

BREW! AT THE ZOO

Brew at the Zoo brings together local breweries from Knoxville and surrounding areas to showcase their products while engaging with our community. This event is exclusively for guests ages 21 and up.

ZOO CAMP

Zoo Camp runs for one week during the fall and spring, as well as throughout the summer. Sponsorship partners receive recognition on camper water bottles and T-shirts. In 2023, Zoo Camp welcomed a total of 901 summer campers.

GET INVOLVED

To learn more about sponsorship opportunities and how your organization can support our mission to save species and advance conservation efforts, please contact:

zkdevelopment@zooknoxville.org

2026 PARTNER BENEFITS

	Friend 1 \$2,500	Friend 2 \$5,000	Supporter 1 \$7,500	Supporter 2 \$10,000	Investor 1 \$15,000+	Investor 2 \$25,000+
General Admission Tickets	25	50	75	100	150	250
Corporate Passport	1	2	3	4	5	6
Animal Experiences			1	2	3	4
Logo on Digital Banner in Zoo			●	●	●	●
Logo on Partners Webpage	●	●	●	●	●	●
Employee Benefit Program	●	●	●	●	●	●
Facility Rental Fee Discount	●	●	●	●	●	●

Other benefits:

- Community donation request
- Coordination for volunteer days
- Invitation to appreciation events
- Listing in our Annual Report
- Boo at the Zoo Family 4-pack tickets

*Passports are transferable memberships that allow up to four guests into the zoo daily. These cards have your company's name on them.

*Please note that we do not give complimentary Brew at the Zoo tickets unless you are a Brew partner.

