

Annual Membership Drive

Omaha's Henry Doorly Zoo is one of very few zoos where *attendance is greater than the metro population*; the metro population is 792,144 and 1.35 million individuals visit us every year.

Our Zoo also ranks #1 for total membership, currently totaling over 70,000 households.

Each year an intensive membership drive and marketing campaign is conducted by the Zoo reaching communities across the state.

The membership drive is conducted from

November – April. *Sponsorship is a two-year commitment.*

Exclusive sponsorship, including first right of refusal for subsequent years is \$25,000.



“SilverStone’s sponsorship of the 2008 Zoo Membership Drive was good on two fronts. First, we think as a corporate citizen, the Zoo is a wonderful place for our associates and families to visit. We want to see the Zoo prosper. Second, from a marketing and visibility perspective, we worked with Zoo staff to position SilverStone on various communication pieces, events and billboards. We believe that if you look from only a marketing/visibility perspective, we received excellent value for our investment.” **Jeffrey D. Sharp** *SilverStone Group, Omaha, NE*