

# Sponsorship Package



*Working with the Zookeepers at Zoo School.*





Young Naturalists' Pike Lake program.



The Saskatoon Zoo Society is a volunteer-driven, non-profit organization dedicated to fostering respect for nature through education. Each year, the dedicated staff and volunteers of the Saskatoon Zoo Society carry out over 350 education programs. The Saskatoon Zoo Society has been developing and delivering innovative environmental education programs for the citizens of Saskatchewan since 1974. Although we are not the Forestry Farm Park and Zoo, we work closely with the zoo to deliver high-quality, wildlife-based education programs to school groups and other interested parties. We are funded through grants, donations, cost-recovery on our programs, funds raised from the Paws Inn Concession and Gift Shop at the zoo, our membership program, our Adopt-a-Critter program and special fundraising events throughout the year.

***“Thank you so much for coming to visit our school. We learned so much! It was fun and fantastic. The students and staff loved every minute of it. Wow!”***

***- Heather Bahr Grade 3 – 4 Victoria School***

The Saskatoon Zoo Society is often confused with the Saskatoon Zoo Foundation. The difference between the two organizations lies in their focus. While the Saskatoon Zoo Foundation focuses on capital fundraising, the Saskatoon Zoo Society is primarily aimed at education. Both organizations, along with the City of Saskatoon that owns the Saskatoon Forestry Farm Park and Zoo, are working together to enhance visitors' experience at the zoo.





**Young Naturalists' Tracking program.**  
- Photo courtesy of Branimir Gjetvaj

## Why Sponsors & Partnerships are Needed

The Saskatoon Zoo Society runs over 350 education programs each year. Most are run below or at-cost, so that organizations and individuals can afford to participate in our programs. The Saskatoon Zoo Society has had enormous success with repeat participants and regular program sellouts. Our programs are in high demand and deliver an environmental message that resonates with our audiences, however, in order to keep our successful programs running with reasonable fees, the Society requires financial assistance.

***"Thanks so much for your time, patience and for an excellent Animal Antics Preschool Program. We were always excited to hear all about the things (our son) was learning about. We look forward to more great programs and events."***

***-The Abrook Family***

### Key Sponsors - past and present:

**PotashCorp** - sponsoring underprivileged children to attend summer zoo camps.

**RBC Foundation** - sponsoring the research and pilot project of our new Zoo School program.

**Saskatoon Community Foundation** - past sponsors of our outreach and tour programs.

**TD Friends of the Environment** - sponsors of numerous environmental programs and animal artifacts.

**Governments of Saskatchewan and Canada** - sponsors of education staff for our programs.

**City of Saskatoon** - in-kind services provided to the Zoo Society including the usage of buildings in which to conduct our education programs.

**Saskatoon Zoo Foundation** - initiated and completed a large-scale campaign to provide us with a much needed education centre at the Saskatoon Forestry Farm Park and Zoo.

**Museums Association of Saskatchewan** - supporters of education staff for our programs.

### Key Partnerships - past and present:

Saskatoon Nature Society

Saskatoon Public Board of Education

Greater Saskatoon Catholic School Board

Ducks Unlimited

Centre for Continuing and Distance Education

Meewasin Valley Authority

Beaver Creek Conservation Area

Numerous Community Association partnerships

Kinsmen Club of Saskatoon

Earth Day Canada

Friends of the Forestry Farm House

Interpretation Canada

### Community Involvement - past and present:

Saskatoon Heritage Festival

Family Service Saskatoon

Saskatoon Health Region - Calder Centre

Work Experience Program

Volunteer Saskatoon

Autism Society of Saskatoon

Read Saskatoon

Saskatchewan Environmental Society





*Home of Mistaya and Koda, the Brown Bears  
at the Saskatoon Forestry Farm Park Zoo.*

### **Benefits of Corporate Partnership**

1. Inclusion in on-site program information brochures and other literature prepared by the Saskatoon Zoo Society.
2. Recognition and corporate logo will be published in our quarterly newsletter "ZooNews," currently distributed to over 1,000 households in and around Saskatoon.
3. Recognition of corporate logo and a link on our website. ([www.saskatoonzoosociety.ca](http://www.saskatoonzoosociety.ca))
4. Recognition of corporate logo on our "Building a Better Zoo" gazebo display, located directly across from the Brown Bear exhibit within the Saskatoon Forestry Farm Park Zoo.
5. Recognition through local media and news releases to the appropriate resources, including newspaper.
6. Other company recognition in the works (company day at the Zoo and discounts on events for staff).
7. Members rate privileges for Saskatoon Zoo Society programs and events.



*Volunteers with the Saskatoon Zoo Society at Investigation Stations in the Zoo.*





*Bio-Explorers zoo camp participants on a canoe trip at Beaver Creek.*

## **Sponsorship for our Education Programs**

### **Zoo School**

Zoo School is an innovative, week-long, out-of-school experience. The Zoo School concept is offered at several Zoos across Canada; however the Saskatoon Zoo Society's program is unique in its cross-curricular approach and its attention to our local community. Students learn about the history of this province, including the diversity of its natural resources as well as developing a clear idea of how our lifestyle choices impact the health of our planet and our wildlife. Our goal is to cultivate compassionate students that are stewards for their environment and positive role models for future generations. The Zoo School was awarded the 2010 Eleanore Oakes award for significant achievement by the Canadian Association of Zoos and Aquariums.

The Zoo School requires a main sponsor in order to proceed with programming. In order to maintain the continuity of the program, we are looking at a three-year sponsorship block. The capital requirement for three years is \$52,200. First right of refusal for subsequent years of funding is offered to all title sponsors.

Aside from the title sponsorship of \$52,200, there are opportunities to sponsor individual classes at a rate of \$2,900/week, or to sponsor an entire year (six classes) at \$17,400.



## Outreach

The Outreach Program provides groups the opportunity to experience animals at close range. Our goals for this program are to increase and maintain awareness and appreciation of animal life, as well as to encourage people to think about the natural world and how we fit into the big picture. Each year, our Outreach Program visits local schools, seniors' homes, scout and guide groups, and community organizations.

The cost of this program is \$24,500, of which The Saskatoon Zoo Society recoups about \$6,000 from program fees. The sponsorship request on the Outreach Program is \$18,500 per year.

## Discovery Programs (Zoo tours and presentations)

The Discovery Programs are on-site programs created to complement classroom studies, and are designed in accordance with Provincial curriculum guidelines.

The cost of this program is \$28,750, of which The Saskatoon Zoo Society recoups about \$7,500 from program fees. The sponsorship request on the Discovery Programs is \$18,500 per year.

## Summer Zoo Camps

Children spend a week at the zoo getting to know our animal friends with the help of Zoo Society interpreters and zookeepers. Hands-on experiences, crafts and games for children ages 7-14 are offered as part of the Summer Zoo Camps Program.

The sponsorship request on the Summer Zoo Camps Program is \$5,000 per year. This goes towards sponsoring children to come to camp, and allows for craft and biofact supplies, and bus transportation for camp activities. Program fees and grants cover staffing costs.

## Young Naturalists' Programs

Young Naturalists' Programs are open to all ages and offer nature-based activities designed for families. Content is geared towards the 5 to 11 year-old age range. We operate on the belief that children's learning is enhanced when their parents or guardians are present. This program is offered free of charge to our participants unless there is a supply cost related to the program that requires a charge.

The cost for these programs is \$2,400. We receive about \$500 in income from some of the programs. The sponsorship request on the Young Naturalists' Programs is \$1,900 per year.



*Bio-Bits zoo camp participants working with the Pygmy Goats.*

## Educational Special Events

1. Family Day at the Zoo Event Sponsorship: \$10,000
2. Lobsterfest Title Sponsorship: \$10,000
3. Zoo Run Title Sponsorship: \$5,000
4. Earth Day at the Zoo Title Sponsorship: \$2,000





*The Saskatoon Zoo Society's pond dipping program at the Saskatoon Forestry Farm Park Zoo.*

### **We Credit our Success to:**

**Our dedicated staff:** The Saskatoon Zoo Society started out as a volunteer-run organization with no paid staff. Currently, the Saskatoon Zoo Society education department employs three full-time educators and one part-time office administrator. We also operate the Paws Inn Concession and Gift Shop at the Zoo, which employs numerous seasonal employees and which dedicates a portion of its profits to our education programs.

**Our Board of Directors:** The Saskatoon Zoo Society is run by numerous long-term volunteers that have committed countless hours to our organization.

**Our Education Community:** The Saskatoon Zoo Society has long-term partnerships with several education organizations such as the two local school boards. Our partnerships continue to grow and expand.

**Our Business Partners:** The Saskatoon Zoo Society has partnered with prominent business organizations in Saskatoon to help fund our education programs and fundraisers. Their support has enabled us to produce new and innovative environmental education programs for the schools and the general public.

The Saskatoon Zoo Society is a leader in environmental education within the province of Saskatchewan.





***Buddy, the Grey Wolf.***

***- Photo courtesy of Ernie Husulak.***

### **Objectives of the Saskatoon Zoo Society**

To increase and communicate knowledge and appreciation of animal life.

To foster and encourage zoological research and conservation.

To attract visitors to the Saskatoon Forestry Farm Park and Zoo and to make their visit more interesting and pleasant.

To stimulate and maintain an interest in animals among young people through special education programs and projects.

To secure better protection of wild animal life through education and the advancement of such education for purposes beneficial to the community as a whole.

To foster the fullest possible cooperation with other organizations of similar interest.

To offer assistance in the maintenance and development of high-quality exhibits appropriate to the theme of the Forestry Farm.

To assist committees in carrying out such projects that is commensurate with the above objectives.

To raise funds for these purposes by soliciting membership fees and donations and by other means that the Society may deem advisable.

To prepare, print, publish, distribute, sell, collect and otherwise deal in all forms of suitable zoological publications.

### **Contact information**

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