



Wonderland of Lights

**Thursday-Sunday
Nov 16-Dec 23, 2024**

Step into a real-life winter wonderland as thousands of sparkling lights transform the zoo into a magical holiday paradise. This is an opportunity to craft cherished memories during these special Michigan winter evenings as you immerse yourself in the splendor of this beloved holiday tradition.

By the Numbers

15,000 to 17,000 attendees
26,600 website visits
90,000+ social media reach
130,000+ social media impressions

Inquiries
By Mail: Potter Park Zoo
Attn: Sponsorships
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SPONSORSHIP

Four Calling Birds - \$1,500

- Signage at station
- Weekend social media mention
- 10 complimentary tickets

Three French Hens - \$2,500

- Signage at Santa's Workshop
- Social media mention
- 10 complimentary tickets

Two Turtle Doves - \$5,000

- Signage at station for all weekends
- Website and social media mentions
- Outdoor signage recognition
- 10 complimentary tickets

Partridge in a Pear Tree - \$10,000

- Special event night for unlimited guests
- Outdoor signage recognition
- Mentions in all advertising, on website and social media

www.potterparkzoo.org