

Request for Sponsorship



CITY AND COUNTY OF HONOLULU

Department of Enterprise Services Honolulu Zoo

Background

The Honolulu Zoo is a division of the City and County of Honolulu Department of Enterprise Services. The 42-acre facility houses a collection of approximately 900 animals and a botanical gardens with a variety of native flora.

Approximately 550,000 residents and visitors from all over the world visit the Honolulu Zoo annually, 364 days/year (closed Christmas Day). The zoo is responsible for maintaining facilities, exhibits and grounds to support the mammals, reptiles, birds and administration sections of the zoo.

The Association for Zoos and Aquariums (AZA) standards for animal welfare, financial stability, and visitor experience, are priorities for the Honolulu Zoo to maintain in its effort to achieve accreditation.

The Honolulu Zoo generates revenues from gate attendance, parking and food and beverage and gift shop concessions which are deposited into the Zoo Special Fund.

Instructions

1. **Submittal.**

Potential sponsor shall complete and submit a Request for Sponsorship application electronically via email to sponsorships@honolulu.gov. Make the subject line "Request for Sponsorship, <your organization name>".

The City reserves the right to reject any application that is not in the best interest of the City.

2. **Evaluation.**

The City shall select the sponsor based on the following but not limited to criteria: need, feasibility, ease of maintenance, and ability to incorporate into the zoo plan. The City may contact the applicant throughout the evaluation process to clarify its application.

3. Categories of Sponsorship.

The following are acceptable forms of sponsorship the City wish to receive applications for. Other forms of sponsorship not listed below are also accepted and should be indicated in the appropriate fields within the application.

- A. **Enhancements to public areas/visitor experience** (i.e. concrete animal shaped benches, animal shaped drinking fountains, play apparatus, virtual tour application, shade installation, video camera equipment for live feeds, elephant working wall for public viewing, carousel, parking lot/walkway paving, etc.),
- B. **Animal enrichment/support** (i.e. art supplies, animal feed for a year, treats, toys, enrichment support materials--climbing structures, hammocks, drinkers, etc.),
- C. **Exhibit construction/exhibit support** (i.e. exhibit shades, new pueo and barn owl exhibit, new spider monkey exhibit, Hawaii wetlands exhibit, redesign back of the house areas for ease of maintenance, servicing support for exhibit pumps/hydraulics, feeding stations, rock wall construction, painting, etc.), and
- D. **Equipment** (i.e. exhibit shades, new pueo and barn owl exhibit, new spider monkey exhibit, Hawaii wetlands exhibit, redesign back of the house areas for ease of maintenance, servicing support for exhibit pumps/hydraulics, feeding stations, rock wall construction, painting, etc.),

4. Sponsorship Recognition.

The City may recognize the sponsor in the following one or multiple forms. Other forms of recognition may be considered by indicating in the appropriate fields within the application.

- A. **Plaque** (name of business/logo on sponsorship wall)
- B. **Advertising** (use of zoo/facility/animal for commercial purposes)

5. Prohibited Recognition

The following recognitions are prohibited:

- A. naming rights,
- B. the naming of animals,
- C. large banners,
- D. any form of advertising visible from outside the zoo,
- E. non-family or zoo friendly use of pictures or language, and
- F. any other form of recognition the City determines to be not in the best interest of the City.