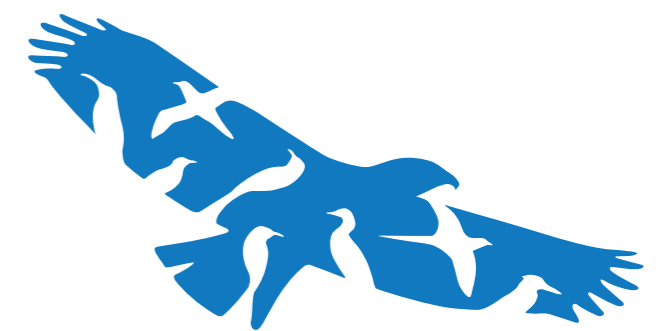
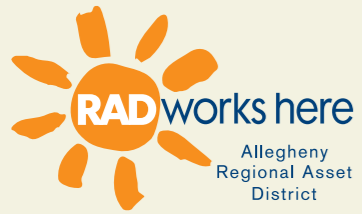




Give your brand wings with
**2017 NATIONAL AVIARY
SPONSORSHIPS**



NATIONAL AVIARY
PITTSBURGH, PA



**ASSOCIATION
OF ZOOS &
AQUARIUMS**

National Aviary



Only in Pittsburgh!

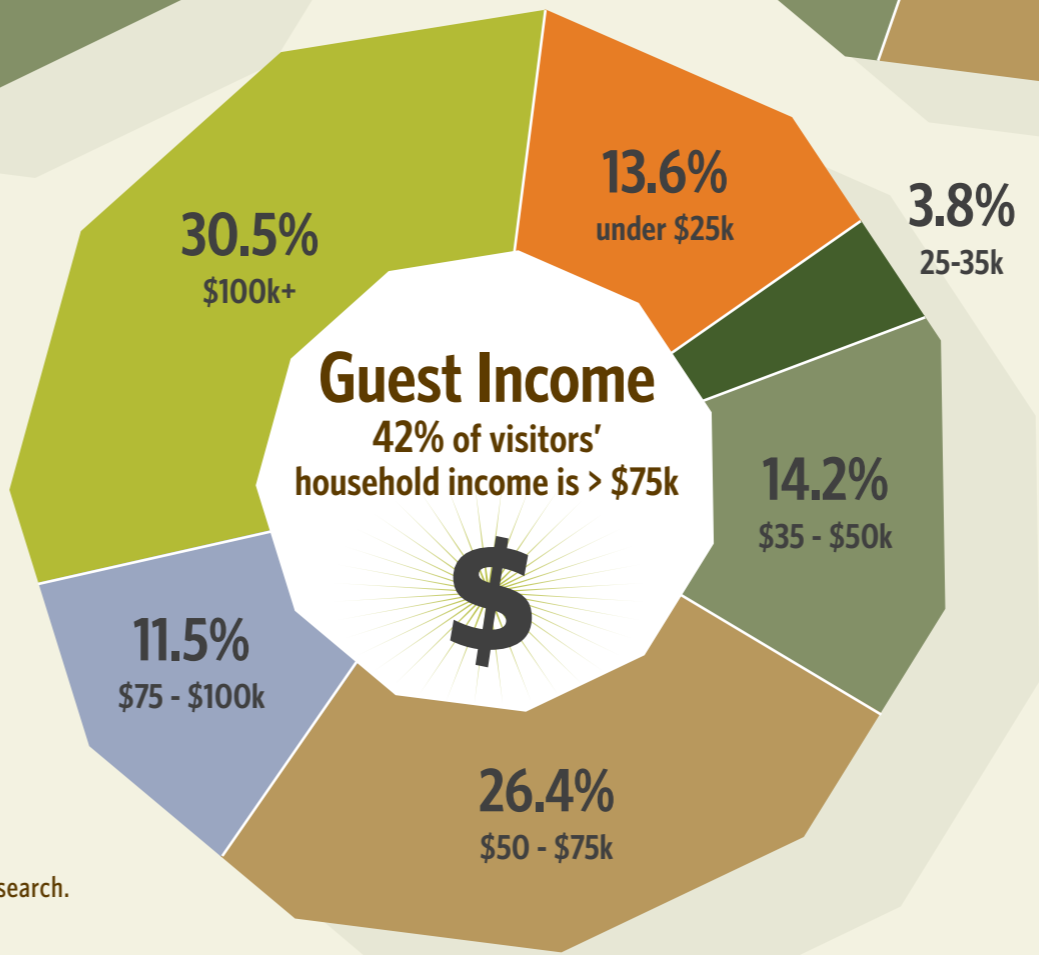
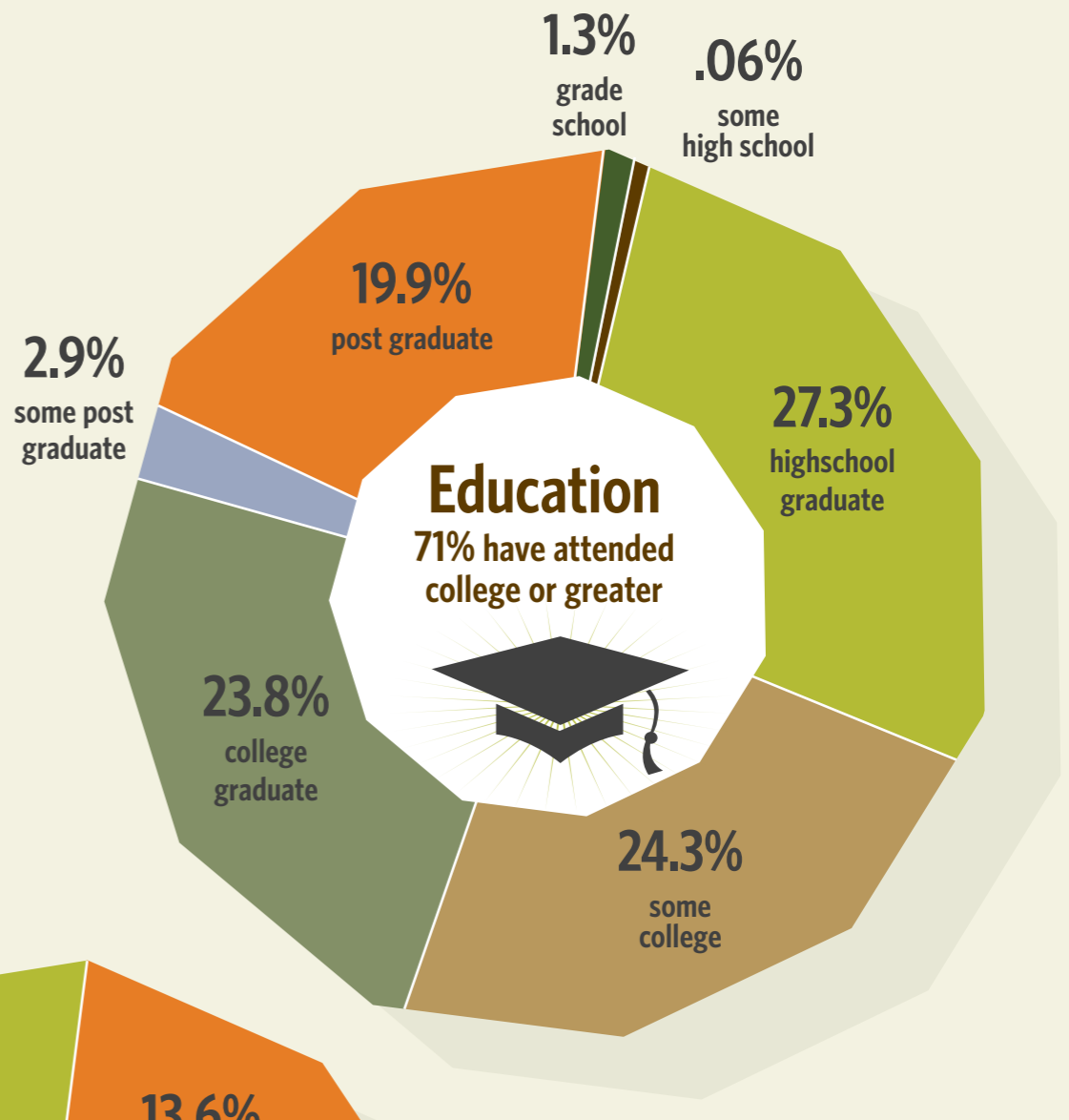
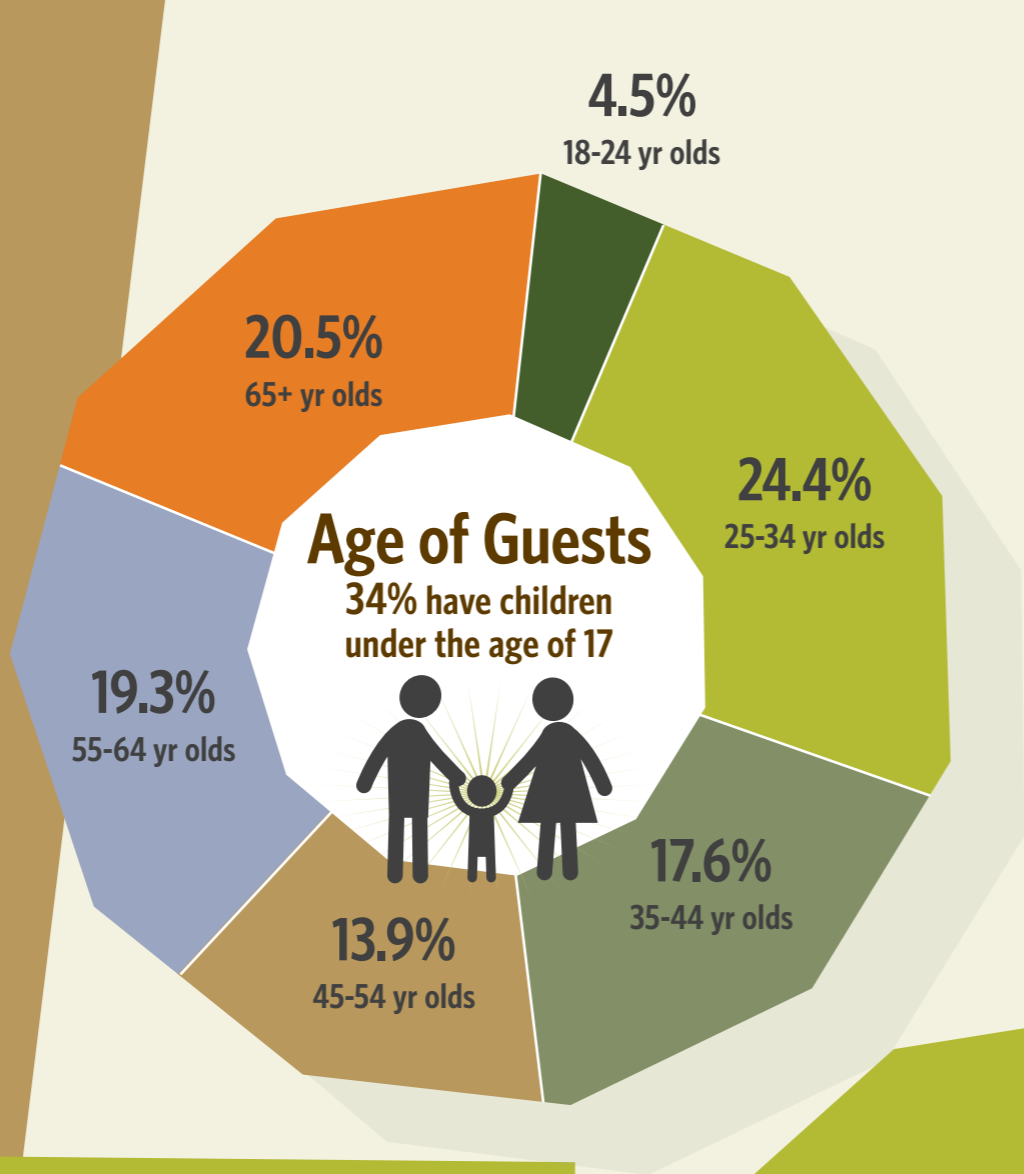
- 65 years of family tradition
- 500+ birds
- 150+ species

Reach a Growing and Engaged Audience

- 185,000 visitors annually
- 925,000 web site visits annually
- 10,000 monthly email recipients
- 8,000 printed newsletter subscribers
- 20,000 Facebook followers
- 9,500 Twitter followers



AFFLUENT, FAMILY ORIENTED VISITORS



Source: Scarborough Data Copyright ©2016. Scarborough Research. All Rights Reserved. September 2015 - September 2016.

GEOGRAPHIC REACH



#3
North Hills
McKnight

#4
North Hills

**National
Aviary**

#1
Northside

#2
Squirrel Hill

#5
Upper St. Clair

**75% of visitors
reside within
the 7-county
Pittsburgh
Metropolitan Area**

 = Top 5 neighborhoods by zipcode that attend the National Aviary

Top 10 national metropolitan markets by attendance:

1. Pittsburgh, PA
2. Washington-Arlington-Alexandria
3. New York-Northern New Jersey-Long Island, NY-NJ-PA
4. Philadelphia-Camden-Wilmington, PA-NJ-DE-MD
5. Youngstown-Warren-Boardman, OH-PA
6. Cleveland-Elyria-Mentor, OH
7. Washington-Baltimore, DC-MD-VA-WV
8. Baltimore-Towson, MD
9. Worcester, MA
10. Columbus, OH

Delivering Marketing Results



A sponsorship of the National Aviary offers:

- **Diverse, cost-effective options**
- **Outstanding visibility among your customer base**
- **Access to families with buying power**
- **A tangible way to show your support for one of Pittsburgh's — and the nation's — valuable cultural assets**
- **Ability to demonstrate a strong commitment to the community and its residents**

Brand Loyalty



Research shows consumers are loyal to brands supporting causes they support. 79% of consumers feel better about buying products and services from companies that support wildlife and conservation efforts; 66% of consumers are more likely to actually buy those products/services

Sponsorship enables you to reach the National Aviary's well-educated and affluent members and visitors in a way traditional advertising cannot — by incorporating your message into their lifestyle. Your partnership with us will create heightened brand awareness, tying your brand to a positive family experience while demonstrating your social responsibility and community involvement.

Why You Matter



The contributions of individuals, corporations, and foundations are critical to the National Aviary's success.

The contributions of individuals, corporations and foundations are critical to the National Aviary's success. The National Aviary receives no federal funding and very little state funding. While a significant portion of our revenue is earned through admissions, educational program fees, events, and membership, we rely upon partnerships with private foundations, corporations, and individuals to sustain our critical programming and conservation-based initiatives.

Any sponsorship can be tailored to meet your company's philanthropic, marketing, and budgetary needs.

Customizable Sponsorships

Sponsors, Representative List



Leverage the Marketing Assets You Want

- Advertising inclusion in paid media (billboards, print, broadcast, digital)
- Social media inclusion on Facebook, Twitter, and Instagram
35,000 loyal followers
- Recognition on the website
925,000 visitors annually
- E-newsletter inclusion
10,000 subscribers
- Member connection to 4,000 households with 14,500 individuals
- On-site Signage
- On-Site Activation: sample products, collect leads and drive sales
- Cross Promotions
- Hospitality Benefits



UPMC HEALTH PLAN



BNY MELLON



Big Thinking. Personal Focus.

Representative Programs & Events

Flamingo Fest	MARCH
Eggstravaganza	MARCH
Owl-O-Ween	October
Wings in Winter	NOVEMBER - DECEMBER
Little Peepers	SEPTEMBER - DECEMBER JANUARY - MAY
Neighborhood Nestwatch	MAY - AUGUST
Baby Flamingos!	MAY - AUGUST
<i>Nature's Voice</i> free-flight bird show	ALL YEAR
Wetlands Feeding	ALL YEAR
Penguin Point	ALL YEAR
Kookaburra or Bald Eagle Exhibit . .	ALL YEAR
Commissary Window or Avian Care Center Window	ALL YEAR