The ABQ BioPark is the most visited attraction in the state and a trusted family destination. By aligning your brand with the BioPark, you establish goodwill among customers and clients who value nature, family and community, just like you.
Why Partner with Us?

Establish name recognition among the 1.3 million annual visitors to the BioPark

Significant brand visibility through the BioPark’s marketing, communication materials and promotional opportunities

Build your corporation’s reputation for social responsibility (CSR)

• Studies show that consumers are more loyal to, more likely to recommend and more likely to switch to products and services from a company that supports a cause they care about

Ensure that the ABQ BioPark remains an idyllic home for animals and plants, a source of community pride and a world-class educational resource

Multiple sponsorship options available to best match your company’s marketing goals and philanthropic values
ABQ BioPark at a Glance

4 parks
Zoo, Aquarium, Botanic Garden and Tingley Beach

1.3 million visitors
That’s higher annual attendance than:
• Isotopes Baseball, UNM Football and UNM Basketball games (men’s and women’s), combined.
• All other museums in Albuquerque, combined.
• The Balloon Fiesta

80,000+ members
of New Mexico BioPark Society

65,000 followers
on social media (ABQ BioPark and New Mexico BioPark Society Facebook, Twitter, Instagram)
The New Mexico BioPark Society (NMBPS) is the 501(c)(3) support organization for the ABQ BioPark. It is not a part of the City of Albuquerque, but a separate legal entity. The Society is governed by a volunteer Board of Directors and supported by donors.

NMBPS is dedicated to making the exceptional possible for the ABQ BioPark by supporting conservation, education and enhanced quality of life, for both animals and the community.

Through the support of donors, NMBPS has been able to provide funds for conservation projects, educational programs, animal wellness, BioPark staff education and training, propagation of species and facility enhancement through renovation, new construction, public art and more.

*Donations from individuals, foundations and corporations are crucial to the future of the ABQ BioPark and are tax deductible to the full extent of the law.*
The ABQ BioPark enriches the quality of life for all, through conservation, education, recreation and research by providing a unique environmental park consisting of the Zoo, Aquarium, Botanic Garden and Tingley Beach. The ABQ BioPark is truly unique, offering a comprehensive view of nature, all in one place.

The ABQ BioPark is an accredited member of the Association of Zoos and Aquariums and American Public Gardens Association. It is a division of the City of Albuquerque’s Cultural Services Department.
Slated to open in 2019, Penguin Chill will bring Antarctica to the ABQ BioPark Zoo. The South Pole will now be represented, inviting visitors to experience the abundant life inhabiting the far edges of our amazing planet. Perfectly positioned near the front plaza at the Zoo, the Penguin Chill exhibit will lure visitors into its icy interior and increase Zoo attendance by an expected 22% in the first year.
Three species of penguins: King, Gentoo and Macaroni
Two floors for viewing penguins above & below water
Seven penguin viewing areas, including a glass floor and an “in the tank” viewing tube
Two areas with tiered seating
VIP area for penguin meet-and-greet sessions
Event deck for private parties
Penguin care area, including quarantine and egg incubation rooms
The most technologically advanced and interactive education space at the ABQ BioPark
Main Gallery
Sponsorship - $500,000

As guests enter the building and the sub-Antarctic adventure begins, their eyes are immediately drawn to the large, panoramic viewing window (55 feet wide x 8 feet high). Here, visitors stand partially below the water line as they observe penguins standing on the rocky shore and zipping through the water. Along the back wall of the gallery, rows of seating are provided for observing the penguins up close, as well as the keeper-led talks. Two large digital screens provide supplemental images for the live program and video footage throughout the day. To one side, a small area allows guests to gather for special “face-to-beak” presentations with the penguins. A large map of the sub-Antarctic region is inlaid into the floor, while images of the Aurora Australis fan across the high ceiling soffit.
Education Gallery aka The USS BioPark
Sponsorship - $500,000

This gallery is the most immersive and technologically advanced education station the BioPark has ever conceived. Here, guests find themselves onboard the USS BioPark, a research vessel in the Southern Ocean. Interactive STEM (science, technology, engineering and math) stations encourage scientific thinking and address penguin habitats and the challenges faced by wild penguins. A large digital table, smaller touchscreens and a specimen display bring the story to life. This will be the busiest zone in the Penguin Chill when the penguins are resting and inactive (several hours each day).

Subglacial Viewing Gallery
Sponsorship - $300,000

One last view of the penguins awaits visitors before they exit the building. A large observation room with panoramic underwater viewing windows invites visitors to “submerge” pane their own viewpoints. Visitors are invited to step right up to the glass and submerge themselves in the water. During feeding times, this area will be especially active with swimming penguins. Seating is available here for viewing and participation in docent-led programs. An interactive video screen, ice core display and conservation station complete the experience.

Outdoor Event Deck
Sponsorship - $250,000

This outdoor deck provides an overlook of the Zoo’s central park. This space is ideal for corporate parties, weddings and other private special events. Bathrooms and a themed food and beverage kiosk are available for catered functions. The deck is decorated with a rocky façade and is framed by an artistic fence.
Anchoring the research base onboard the USS BioPark, a large digital touch table provides an opportunity for guests to learn more about King, Gentoo and Macaroni penguins. By swiping on a large touch table, guests can touch images of ice to reveal fun facts about penguins and the delicate balance of their ecosystem. The content of the ice floes appearing on the screen change to reflect the guest’s interests. The ice floes also reveal the impact of climate change on their existence and how humans can help penguins.

**Penguin Survival Game Table**

$50,000

**SOLD**

Gentoo Penguin
**Digital Windows**

$50,000

To create the illusion of the USS BioPark's travel through an icy ocean the ship’s “windows” will reveal digital Antarctic scenes. Viewers will witness ice floes, the calving of icebergs and other natural wonders of the southern seas.

**Chow Time**

$25,000 each (2 1 available)

Based on the popular “Be a Bug” interactive at the BUGarium. Using a giant video screen and motion-sensing technology, guests embody their choice of penguin avatar. Lively animation takes each “penguin” on a feeding adventure to jump, dive and swim after their favorite food. “Penguins” must also avoid predators and bring food back to their chicks.

**“Our Actions Matter” Pledge Station**

$25,000

After learning about penguins and the challenges they face in the wild, guests are encouraged to use their new knowledge. A photo booth documents their pledge to personally make a difference, such as choosing safe seafood, eating less meat, and reducing energy use at home. The result is a 180° gif. Ask us about adding your company’s logo to the digital photo frames.
A closed-caption TV feed is shown on digital monitors in the Main Gallery, giving guests an up-close look at the penguins on exhibit. This feature makes it easy for all visitors to view feeding, training, and courtship activities performed by all visitors. Encounters and keepers can remotely control the cameras during programs.
Penguin Maps
$10,000

As visitors approach the Education Gallery, a large display features life-size sculptures of all 18 species of penguins. Every penguin’s range map is projected in sequence on the wall behind the sculptures. Guests will discover that penguins are found in many places in the southern hemisphere, from Antarctica to the Galapagos Islands at the equator.

Research Bays
$10,000 each (2 1 available)

Onboard the USS BioPark, two bays focus on various research topics. Each bay includes its own touchscreen and an overhead sound cone. Small groups gather at each bay to watch short videos and hear messages about penguin survival and STEM careers.

Ice Core Sampling Station
$1,000-$3,000. Contact us for details.

Ice samples give scientists a snapshot of atmospheric and climate data from the past. This interactive play area allows young scientists to inspect a replica ice core sample from an Antarctic ice sheet. A computerized scanner helps them interpret the layers of ice.

Penguin ID Signs
$8,000

Three large signs (5’ x 2.5’ each) in the Main Gallery introduce guests to the three species on exhibit: King, Gentoo and Macaroni. Guests will learn basic info on each penguin’s diet, nesting behavior, habitat and fun “Did You Know?” facts.
Other Donor Options

Penguin Donor Recognition Wall

Donate $1,000, $2,000, or $5,000 to the Penguin Chill, and your name or company name will be engraved on a penguin silhouette (3 sizes available) displayed in the Underwater Viewing Gallery.

Life-Size Penguins

A large diorama near the Education Gallery features life-size sculptures of all 18 species of penguins. Donate $5,000 to the Penguin Chill, and your name will be engraved on a small plaque next to a penguin of your choice.

Penguin Mural Tags

$100 each

Guests are welcomed by a 40-foot-long mural on the exterior of Penguin Chill. From a distance, the mural looks like a rocky island covered with hundreds of wiggling penguins. Up close, each “penguin” is a metal tag engraved with a custom message.
The New Mexico BioPark will prepare a custom package of benefits that best suit your needs. Examples of benefits available to Presenting Sponsors, Education Sponsors and Education Contributors are listed below:

- Complementary ad(s) in BioScape member magazine, sent to 20,000 households. *Size and number of ads vary with sponsorship level*
- Recognition banner hung at Zoo entrance for three months (estimated attendance 373,300). *Your logo may be included depending on level of sponsorship*
- Logo inclusion on opening day info sheets and media kits (est. 1000)
- Recognition on NMBPS website. *Your logo may be included depending on level of sponsorship*
- Your company name listed on donor wall in Underwater Viewing Gallery
- Invitation to VIP Penguin Chill Preview events
- Complimentary passes to the ABQ BioPark
- Complimentary tickets to ABQ BioPark Behind-the-Scenes Tours
- Discount on event rentals at Penguin Chill

*King Penguins*
**Additional benefits for Presenting Sponsors**

- Naming rights to sponsored gallery or event deck for 8-10 years
- Category exclusivity among presenting sponsors
- Official Penguin Chill product or service status
- Recognition in all available media: print, outdoor, TV & radio campaigns, e-blasts, press releases, and social media
- 1’ x 2’ sign in sponsored gallery or on event deck for 8-10 years (estimated attendance 6,483,000-8,055,000)
- Recognition at official opening dedication ceremony that will be held for the public and the media, including prominent signage
- Recognition banner hung on construction fence prior to opening
- Opportunity to distribute promotional items on select days during grand opening outside of Zoo gates (items must be provided by sponsor and pre-approved by NMBPS)
- Complementary Family Memberships plus discounts on additional memberships
- Permission to use the BioPark name in company advertising for the duration of the sponsorship

**Additional benefits for Education Sponsors and Education Contributors**

- Signage near sponsored exhibit component. *Size varies depending on sponsorship level*
- Recognition in press releases and social media
- Discounts on memberships. *Varies with sponsorship level*