

Event Sponsorships



This annual event gets glowing remarks from all who attend!

Zoo Luminate is the Potawatomi Zoo's newest event, a spectacular lantern festival with dozens of luminous, artistic lanterns. Held over 10 weeks, this unique experience attracted more than 75,000 visitors to the Potawatomi Zoo in 2025 from around the entire region.

April 22-June 28, 2026

This event is Wednesday through Sunday from 7-11 pm.



Contact our Development Director, Margie Anella, at development@potawatomizoo.org to make an impact!



Put your company's name in lights during this unique event!

BENEFITS INCLUDE:

- Recognition signage at the Zoo during the event
- Recognition on our website, viewed by **2.3M** viewers annually
- Recognition in our member magazine, UPROAR, with **10,000+** circulation
- Recognition on our social media platforms; visible to our **216K** Facebook, **5K** X, and **59.7K** Instagram followers
- Announcement via press release
- For sponsorships of \$5,000+, **Alpha Pack** recognition includes a sponsor appreciation sign in the Zoo plaza, logo in the Zoo map, and logo in the annual Zoo calendar.

See reverse side for levels of participation → with ADDITIONAL benefits

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Zoo Luminare Lantern Festival is an immersive light festival featuring 60 lantern displays around the Potawatomi Zoo. Derived from Asian culture, this 10-week festival offers the opportunity for the Michiana region to experience unique and vibrant light-up displays that showcase the Potawatomi Zoo as a beacon for regional tourism. Our festival partner, Tianyu, has seen over 10 million visitors to their one-of-a-kind events in other Midwest regions including Grand Rapids, Louisville, and Milwaukee.

Sponsorship Level	Benefits
Title Sponsor = \$25,000 “Zoo Luminare, presented by Your Company. ” A lantern of your company’s logo will be crafted and prominently displayed through the run of the event.	<ul style="list-style-type: none">• Recognition as Title Sponsor on promotional/media materials.• Acknowledgement in UPROAR magazine, website, and social media.• Invitation to our sponsor preview event.• 100 Tickets to Zoo Luminare.
Guardian Sponsor = \$10,000 Your logo reproduced on two glow displays	<ul style="list-style-type: none">• Recognition on two glow displays.• Acknowledgement in UPROAR magazine, website, and social media.• Invitation to our sponsor preview event.• 50 Tickets to Zoo Luminare.
Advocate Sponsor = \$7,500 Your logo reproduced on a glow display	<ul style="list-style-type: none">• Recognition on a glow display.• Acknowledgement in UPROAR magazine, website, and social media.• Invitation to our sponsor preview event.• 20 Tickets to Zoo Luminare.
Curator Sponsor = \$5,000 Sponsor a large lantern vignette.	<ul style="list-style-type: none">• Acknowledgement at your lantern vignette.• Acknowledgement in UPROAR magazine, website, and social media.• Invitation to our sponsor preview event.• 20 Tickets to Zoo Luminare.
Benefactor Sponsor = \$3,000 Sponsor a medium lantern vignette.	<ul style="list-style-type: none">• Acknowledgement at your lantern vignette.• Acknowledgement in UPROAR magazine, website, and social media.• Invitation to our sponsor preview event.• 10 Tickets to Zoo Luminare.
Patron Sponsor = \$1,000 Sponsor a small lantern vignette.	<ul style="list-style-type: none">• Acknowledgement at your lantern vignette.• Acknowledgement in UPROAR magazine, website, and social media.• Invitation to our sponsor preview event.• 4 Tickets to Zoo Luminare.