

NDF032323ZOO10

Louisville Metro Council City Agency Request■ **Neighborhood Development Fund (NDF)****Capital Infrastructure Fund (CIF)****Municipal Aid Program (MAP)****Paving Fund (PAV)****Primary Sponsor:** Councilman Pat Mulvihill**Amount:** \$2,500.00**Date:** 03/10/2023**Description of program/project including public purpose, additional funding sources, location of project/program and any external grantee(s):**

D-10 NDF support for the Louisville Zoo Wild Lights Lantern Festival, \$2,500.00 for sponsorship of the Grizzly Bear Lantern. D-10 will distribute 20 event tickets through the E-news first come first served.

City Agency: Louisville Zoo**Contact Person:** Kelly Grether**Agency Phone:** (502) 238-5615

I have reviewed this request for an expenditure of city tax dollars, and have determined the funds will be used for a public purpose and have the attached documentation from the receiving department concerning the project/expenditure.

10



Councilman Pat Mulvihill

\$2,500.00

03/10/2023

District #

Council Member Signature

Amount

Date

Approved by: _____

Appropriations Committee Chairman

Date

Clerk's Office & OMB Use Only:

Request Amount: _____ Amended Amount: _____

Reference #: NDF032323ZOO10 To OMB: _____

Budget Revision #: _____

Account #: _____

To Project Manager: _____ Completion Date: _____

Actual Cost: _____ Funds Returned: _____

NDF, CIF, MAP OR PAV INTERAGENCY CHECKLIST

Interagency Name: Louisville Zoo	
Program/Project Name: Wild Lights Lantern Festival/\$2,500.00	
	Yes/No/NA
Request Form: Is the Request Signed by all Council Member(s) Appropriating Funding?	Yes ☐
Request Form: If matching funds are to be used, are they disclosed with account numbers in the request form description?	NA ☐
Request Form: If matching funds are to be used, does the amount of the request exclude the matching fund amount?	NA ☐
Request Form: If other funds are to be used for this project, are they disclosed with account numbers in the request form description?	NA ☐
Funding Source: If CIF is being requested, does Metro Louisville own/will own the real estate, building or equipment? If not, the funding source is probably NDF.	NA ☐
Funding Source: If CIF is being requested, does the project have a useful life of more than one year? If not, the funding source is probably NDF.	NA ☐
Ordinance Required: Is the NDF request to a Metro Agency greater than \$5,000? If so, an ordinance is required.	No ☐
Ordinance Required: Is the request a transfer from NDF to cost center? If so, is the amount given for the fiscal year \$25,000 or less?	No ☐
Supporting Documentation: Does the attachment include a valid estimate and description of cost?	Yes ☐

Submitted by: _____ Geoff Wohl D-10 LA

Date: 03/10/2023

Wohl, Geoff

From: Grether, Kelly
Sent: Wednesday, March 8, 2023 12:46 PM
To: Wohl, Geoff
Cc: Mulvihill, Patrick
Subject: Sponsor proposal for Wild Lights
Attachments: 2023 Wild Lights Sponsor Opportunities.pdf

Follow Up Flag: Follow up
Flag Status: Flagged

Good afternoon, Geoff,

Thank you for your patience as we prepared the attached supporting materials for Councilman Mulvihill/District 10's sponsorship of our Wild Lights lantern festival at the \$2,500 single lantern level. District 10's support of Wild Lights at this level will provide Councilman Mulvihill's office:

- 20 anytime tickets to Wild Lights, March 10-May 21, 2023. The festival runs Thursday – Sunday nights, 6:30-10 p.m.
- Recognition on a sign near one lantern
 - We suggest you choose between the Statue of Liberty (13' tall) on the Zoo's main plaza or the light-changing Grizzly Bear (16.4' tall) near the Conservation Carousel (images below)
- Logo recognition on the Zoo's website with a hyperlink to your web page

Thank you again for your support of Wild Lights!

Please let me know if you need any additional information.

Best,
Kelly



Kelly Grether
Director of Development
1100 Trevilian Way
Louisville, KY 40213
Office: 502-238-5615

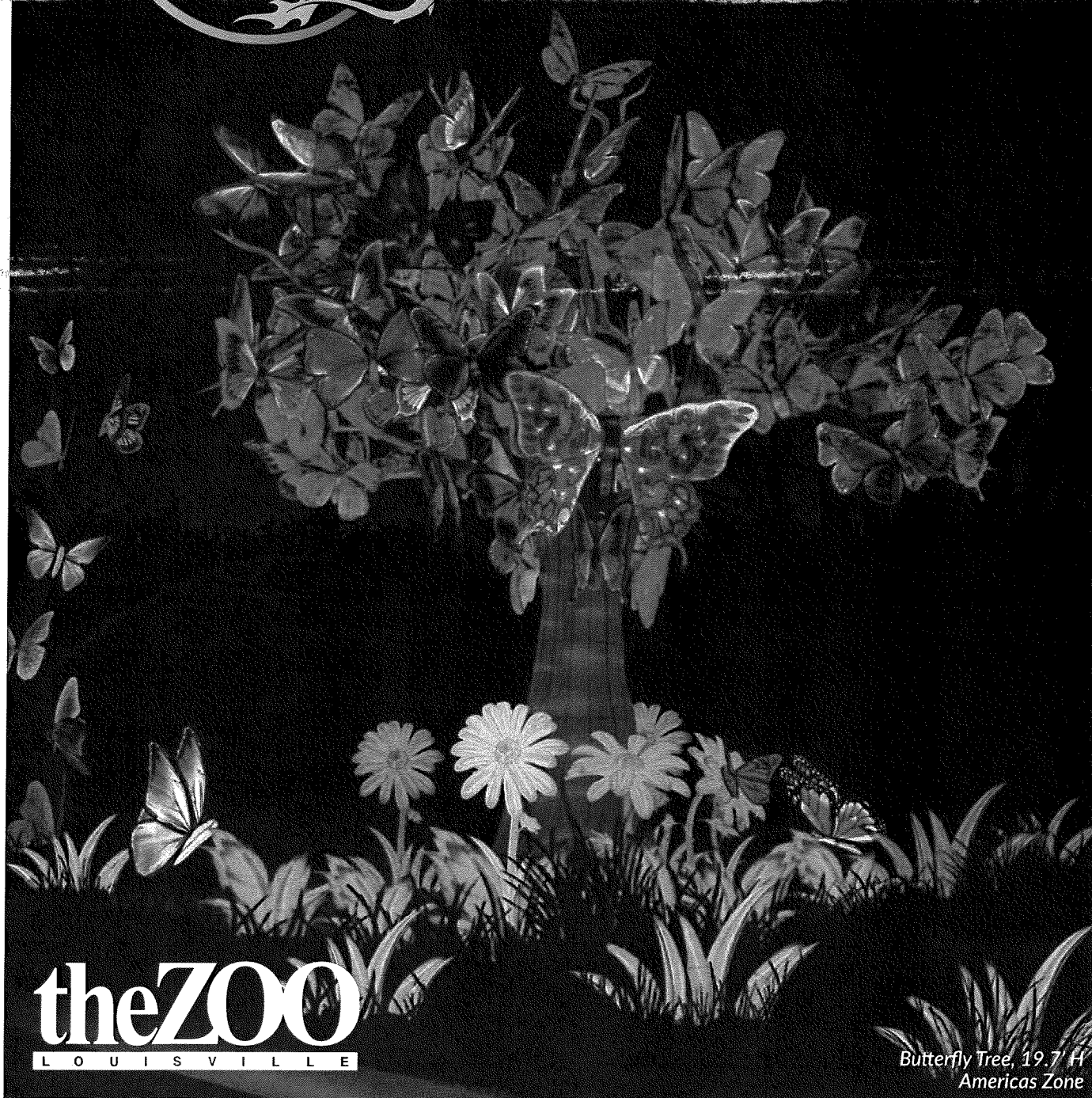
A handwritten signature in black ink, appearing to read "X. Grether", written over a horizontal line.





Sponsor Opportunities

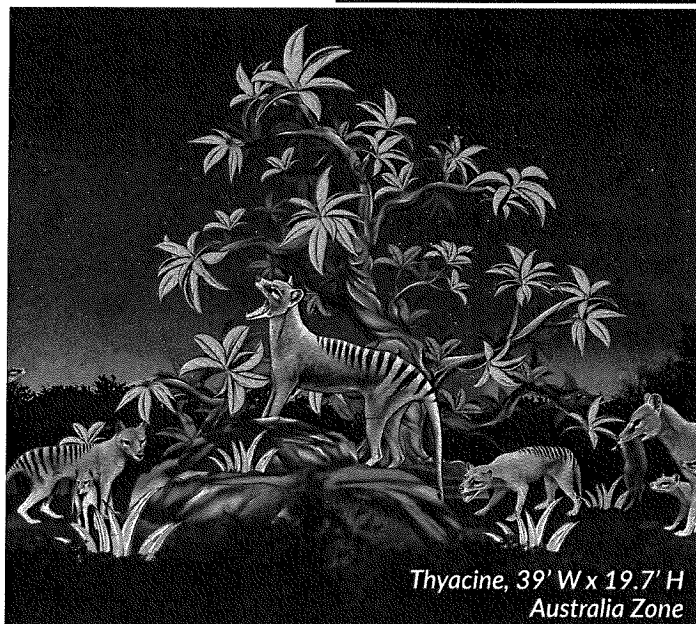
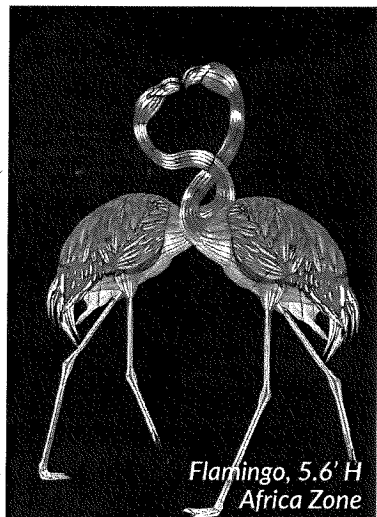
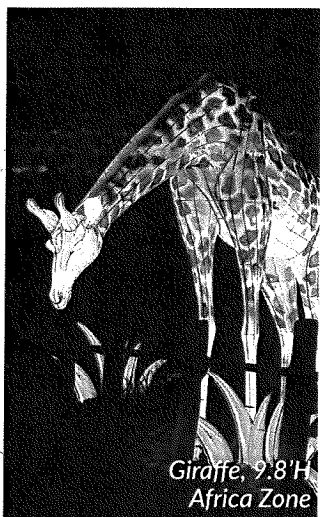
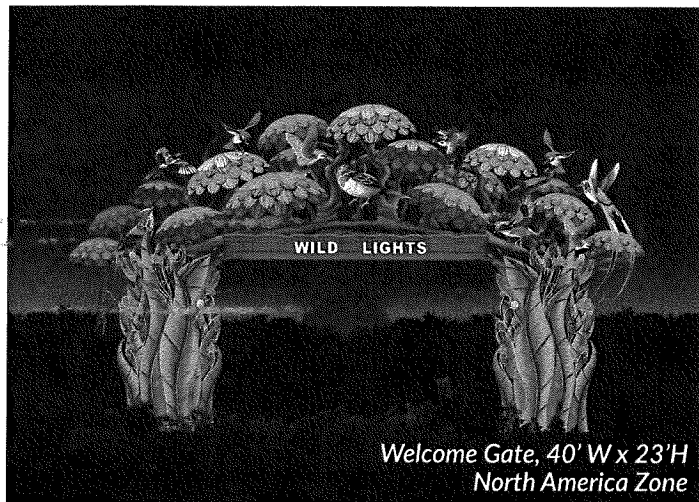
MARCH 10 - MAY 21, 2023



theZOO
LOUISVILLE

Butterfly Tree, 19.7' H
Americas Zone

WILD LIGHTS: AROUND THE WORLD



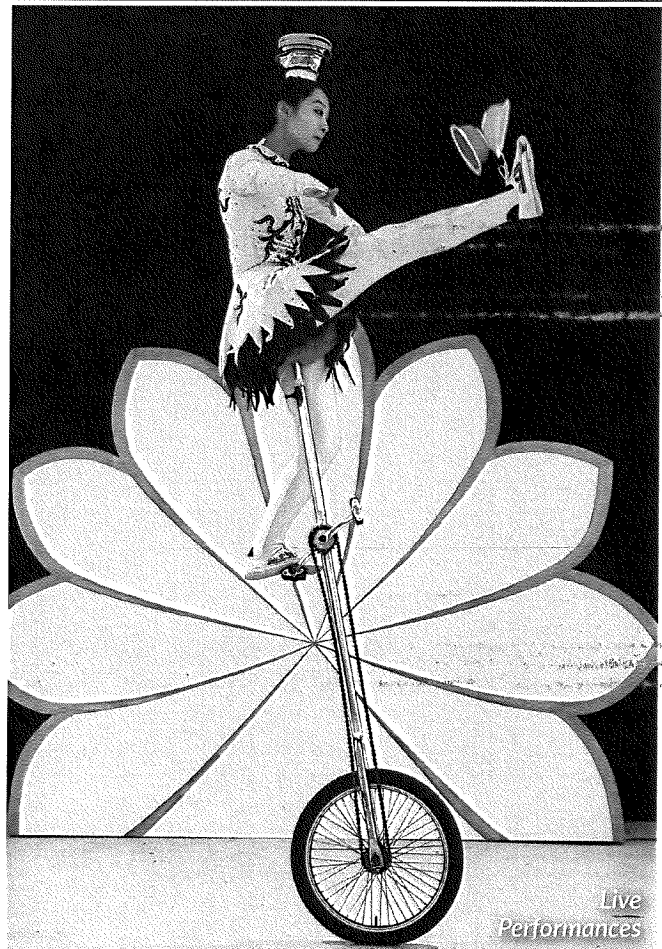
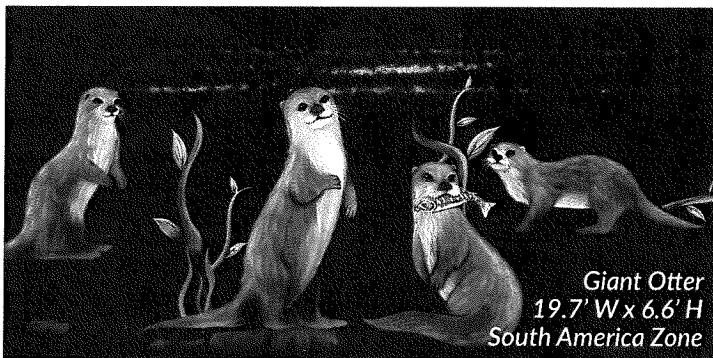
The Louisville Zoo is excited to host its 4th annual Asian lantern festival, **Wild Lights: Around the World**, March 10 through May 21, 2023.

The magical festival will showcase lanterns celebrating the beauty of the world and its stunning locations. The lanterns will depict famous landmarks and flora and fauna from North and South America, Africa, Europe, Australia and Asia. As guests venture through the Zoo's pathways after-hours, they will experience hand-crafted, illuminated art displays comprised of silk-covered, metal frames and LED light bulbs.

Wild Lights: Around the World begins before guests even enter the Zoo! A large entrance display, viewable to the public from Trevilian Way, will greet guests as they enter the Zoo's event. Guests will enjoy 5 large corridor displays, 17 special feature lanterns, 7 photo opp locations, 18 interactive displays, 8 lanterns with moving parts and 10 light-changing pieces. Images of each style of lantern is featured further in this booklet.

Wild Lights: Around the World will be a fully immersive cultural experience and include live performances and Asian cuisine.

After past successful shows at the Louisville Zoo and in other major U.S. markets including Philadelphia, Chicago, Cleveland, New Orleans, and Atlanta, the Zoo's exhibit is sure to shine even brighter this year with the new lanterns! Wild Lights is created in partnership with Tianyu Arts & Culture, an international event design company.



LANTERN FESTIVAL AT A GLANCE

AUDIENCE

Wild Lights is a fun, family-friendly event with 76 larger-than-life pieces featuring over 2,000 individual glowing lanterns. Last year, 78% of festival guests were from Kentucky and the surrounding region. Guests also represented 470 ZIP codes, 49 states, Canada and Mexico.

ATTENDANCE

The Louisville Zoo is projecting 100,000 event attendees during the run of show (47 nights) with additional brand exposure to an average of 2,400 daily Zoo guests visiting during regular operating hours.

EVENT DATES

Thursdays – Sundays, March 10 – May 21, 2023

6:30 – 10:00 p.m.

Bonus: Daily viewing March 30 – April 9, 2023, during Jefferson County Public School's Spring Break

GUEST ADMISSION FEE STRUCTURE

March 10 – 31, 2023	Zoo Members	Non-Members
Family Four Pack	\$55	\$65
Individual Advanced Online (ages 3+)	\$17	\$20
Individual at Gate	\$18	\$25
Parking (per car; inclusive of sales tax)	\$7	\$7

April 1 – May 21, 2023	Zoo Members	Non-Members
Family Four Pack	\$65	\$75
Individual Advanced Online (ages 3+)	\$19	\$22
Individual at Gate	\$21	\$25
Parking (per car; inclusive of sales tax)	\$7	\$7



SPONSORSHIP OPPORTUNITIES

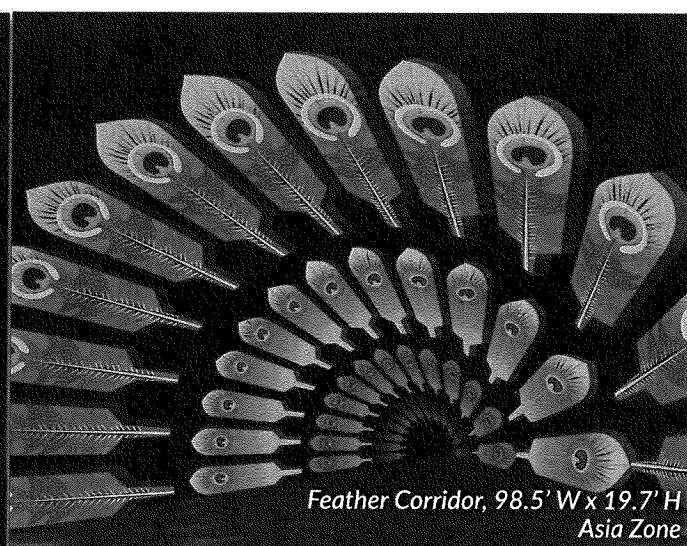
The Louisville Zoo is offering companies, small businesses, and individuals the opportunity to engage in a unique partnership for **Wild Lights: Around the World** that is sure to light up every marketing officer's eyes! Primary sponsorship levels and general benefit categories are noted below.

To learn more, contact Kelly Grether, Director of Development at (502) 238-5615 or kelly.grether@louisvilleky.gov.

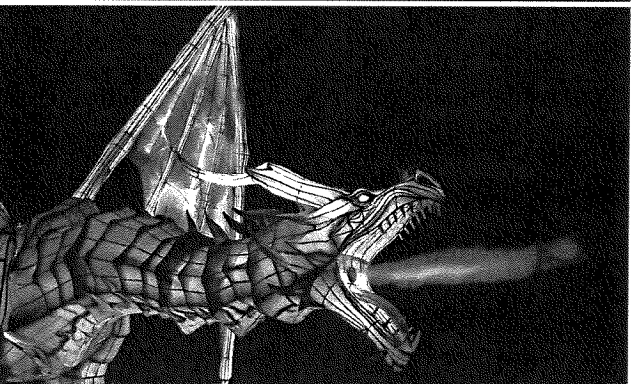
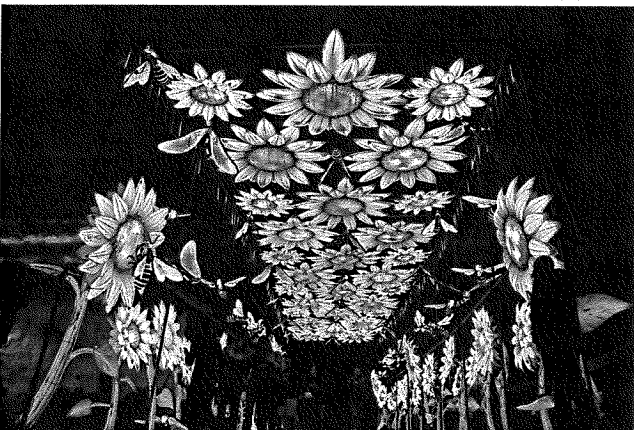
Specific details for this Presenting Sponsor Proposal are located on pages 14 – 15.

Specific details for each level of support can be provided upon request.

	Presenting \$50,000	Supporting \$25,000	Supporting \$10,000	Supporting \$5,000	Single Lantern \$2,500
Title Sponsor	X				
Advertising	X	X	X		
Digital Marketing	X	X	X	X	X
Influencer Strategies	X	X	X		
Content Marketing	X	X	X	X	
On Site Marketing	X	X	X	X	
Company Benefit	X	X	X	X	X



2022 RECAP & PHOTOS



ATTENDANCE – 71,182

SOCIAL MEDIA STATS

March – June 4

- Zoo Facebook fans: 188,059
- Wild Lights Facebook followers: 9,201
- Zoo Instagram followers: 41,500
- Wild Lights Instagram followers: 1,176
- Zoo Twitter followers: 18,684

EBLASTS

- 11 general information emails (832,184 total distributed)
- 4 marketing dedicated Wild Lights emails (293,000 total distributed)
- 7 survey emails (8,613 total distributed)
- 45,000 average email distribution list
- Unique open rate of 44.1%

WEBSITE

March – June 4

Unique visitors: 142,858

PAID MEDIA

- TV: 1,200 TRPs, 1.5 million impressions
- OTT (TV content utilizing Internet): 1.1 million impressions
- Radio spots: 450 TRPs and 1.1 million impressions
- Streaming audio: 1.25 million impressions
- Digital advertising: 4.5 million impressions
- Outdoor billboards: 4 million impressions

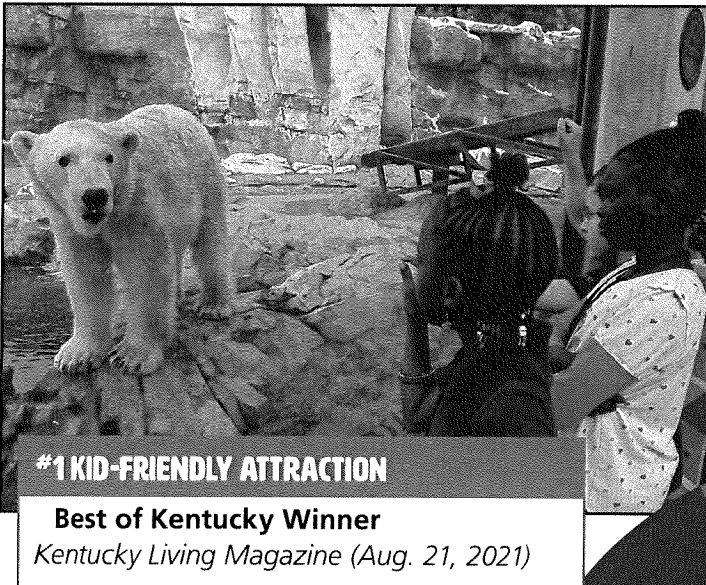
EARNED MEDIA

- \$861,698 in earned media on television, radio, online and newsletters

LOUISVILLE ZOO: BY THE NUMBERS

QUICK REFERENCE

- Year opened to the public – 1969
- Designated the State Zoo of Kentucky – 1980
- Staff – 122 FT employees, 15 PT employees, 146 seasonal employees
- Animal collection – 1,100 animals / 235 species (53 S.A.F.E. animals / 9 S.A.F.E. species)
- Yearly visitors – average of over 800,000
- Over 28 million visitors since 1977



NUMBER OF VISITORS: 857,233

Fiscal year ended June 30, 2022

- 120 Kentucky counties (of 120)
- 91 Indiana counties (of 92)
- 49 States

VISITORS BY STATE

The Louisville Zoo is the #1 non-profit paid attraction in Kentucky.

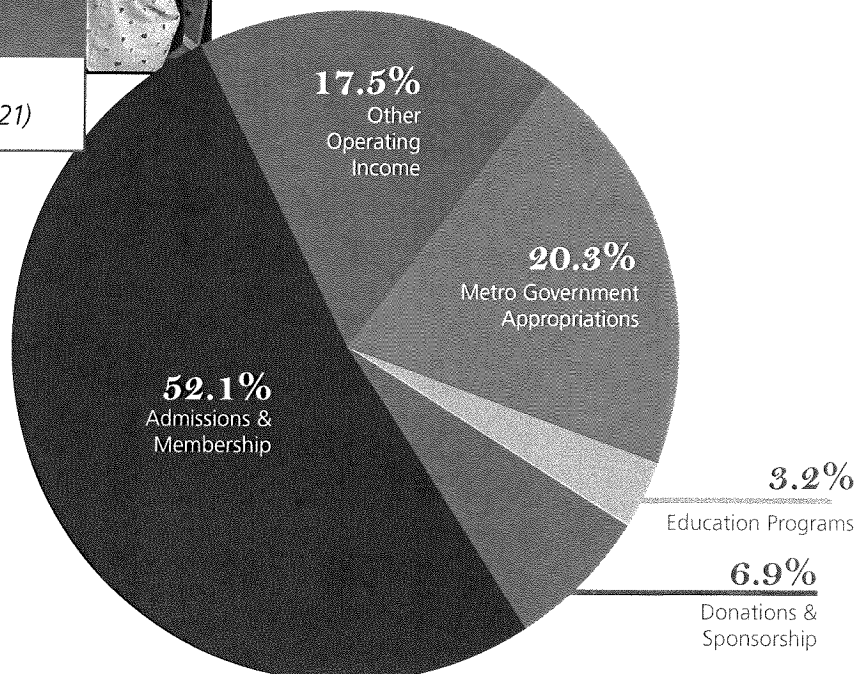
- Kentucky 80%
- Indiana 15%
- All other states 5%

KENTUCKY VISITORS BY COUNTY

Jefferson	58.4%	Fayette	2.9%
Oldham	6.9%	Shelby	2.6%
Bullitt	5.6%	Nelson	2.2%
Hardin	4.0%	All other	17.4%

FUNDING SOURCES

*Fiscal year ended
 June 30, 2022
 \$18,815,805*



WHAT YOU CAN EXPECT TO SEE IN 2023!

Guests of **Wild Lights: Around the World** will enjoy exploring the entire Zoo, which will be divided into six featured zones of lanterns including 5 large corridor displays, 17 special feature lanterns, 7 photo opportunity locations, 18 interactive displays, 8 lanterns with motion and 10 light-changing lanterns. Almost all of the lanterns are new to Louisville for this 4th annual lantern festival!

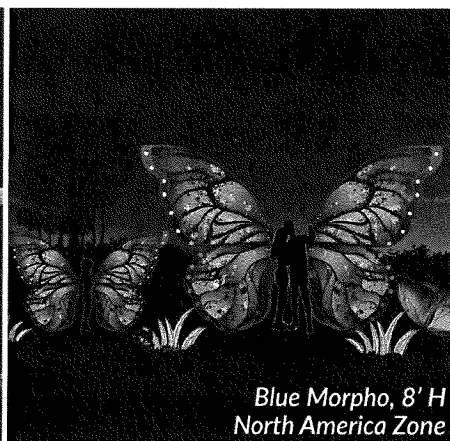
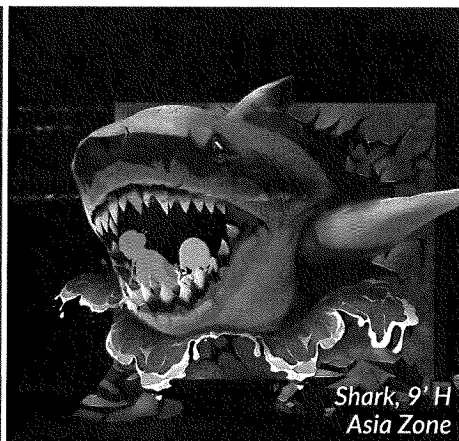
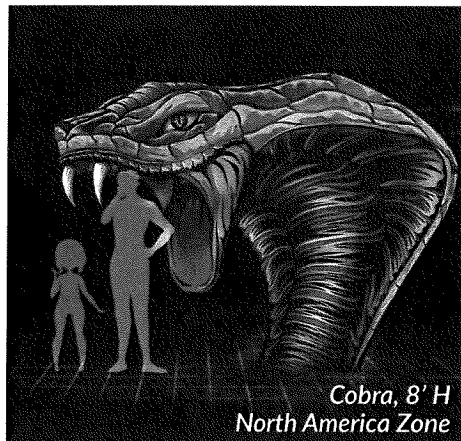
Examples of the lantern styles can be seen on the next few pages.

A full lantern list is available on page 12.

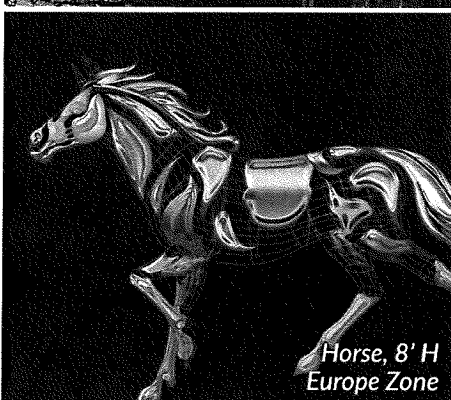
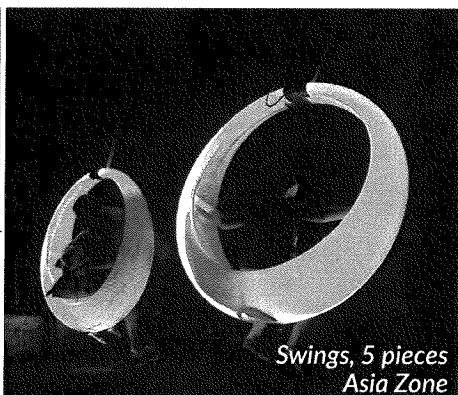
LANTERN LAYOUT



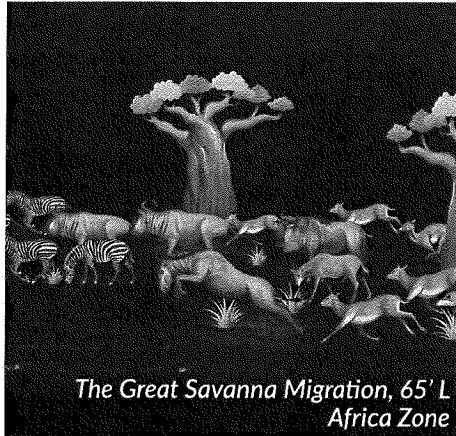
PHOTO OPPORTUNITY LANTERNS



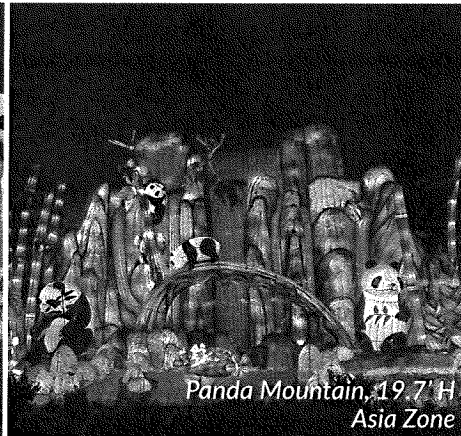
INTERACTIVE LANTERNS



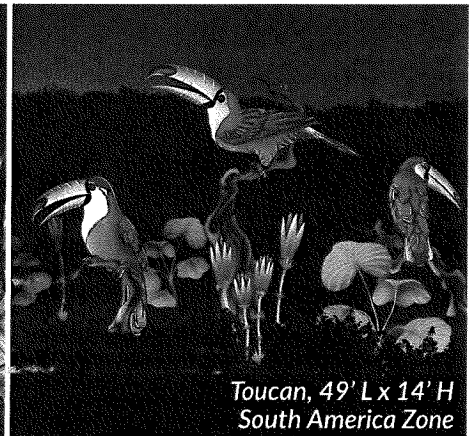
CREATIVE ANIMAL LANTERNS



*The Great Savanna Migration, 65' L
Africa Zone*



*Panda Mountain, 19.7' H
Asia Zone*



*Toucan, 49' L x 14' H
South America Zone*



*Butterfly Tree, 19' H
North America Zone*

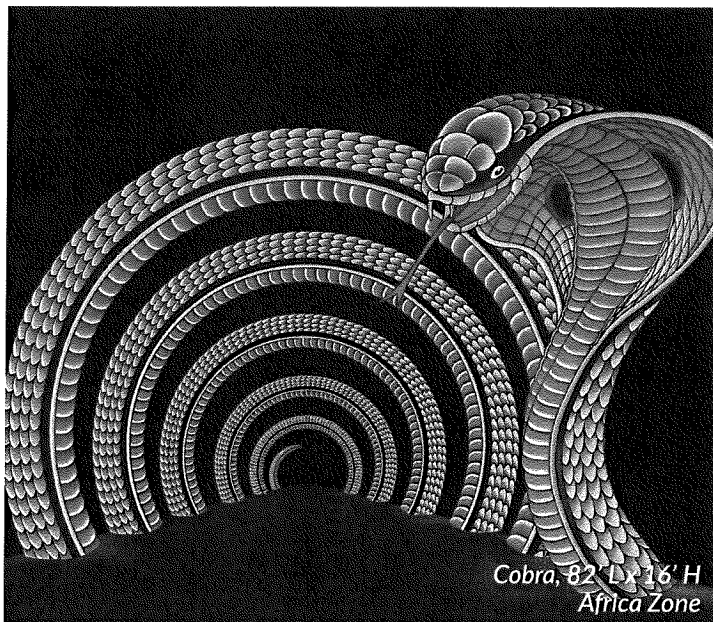


*Giant Panda, 16' H
Asia Zone*



*Jaguar, 33' L x 8' H
South America Zone*

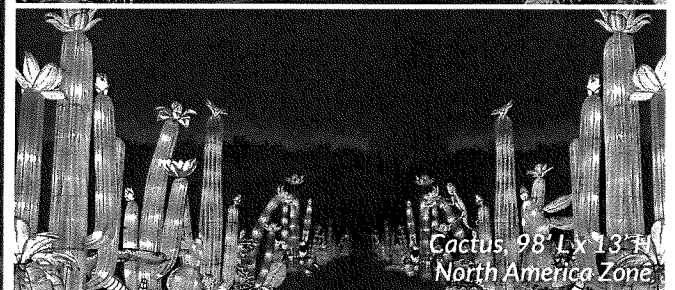
CORRIDORS



*Cobra, 82' L x 16' H
Africa Zone*

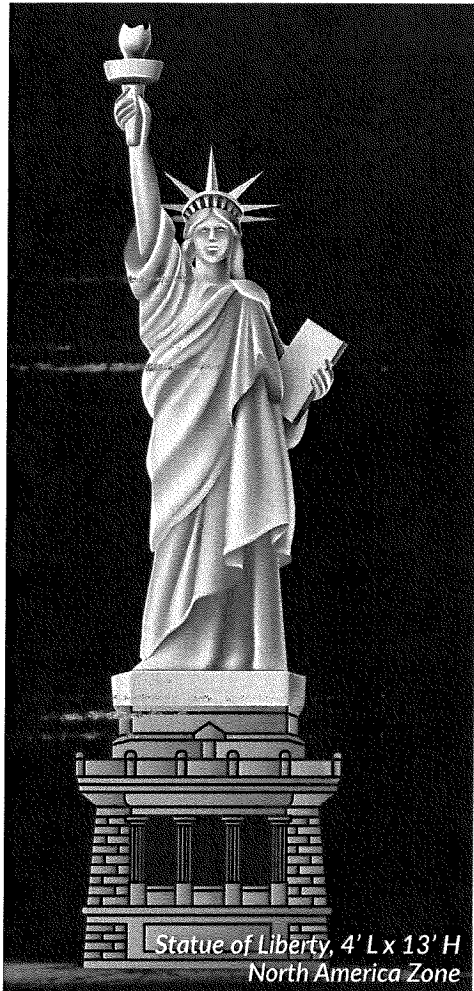


*Blue Morpho, 65' L x 13' H
North America Zone*

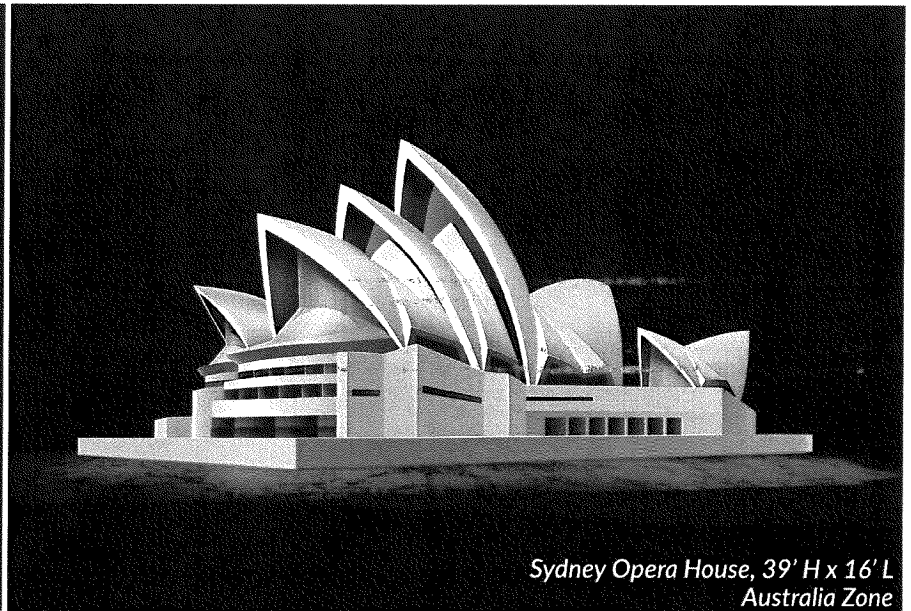


*Cactus, 98' L x 13' H
North America Zone*

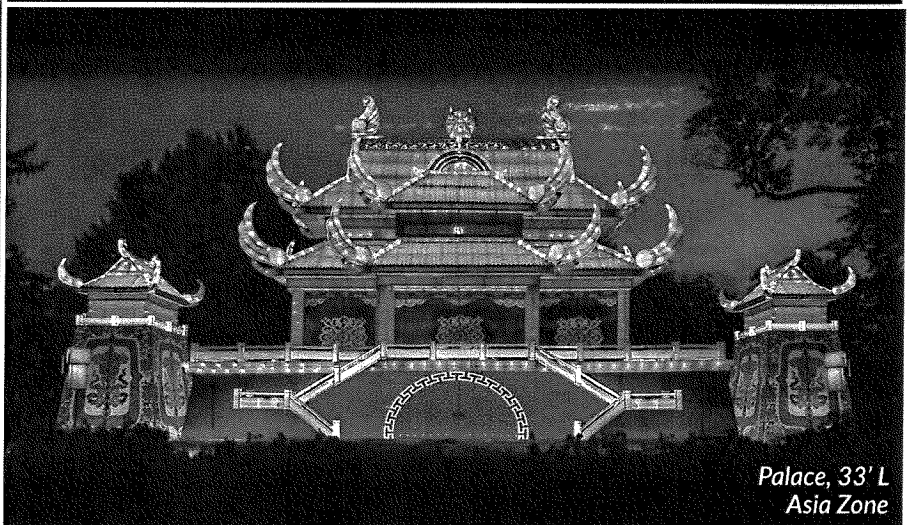
WORLD LANDMARKS



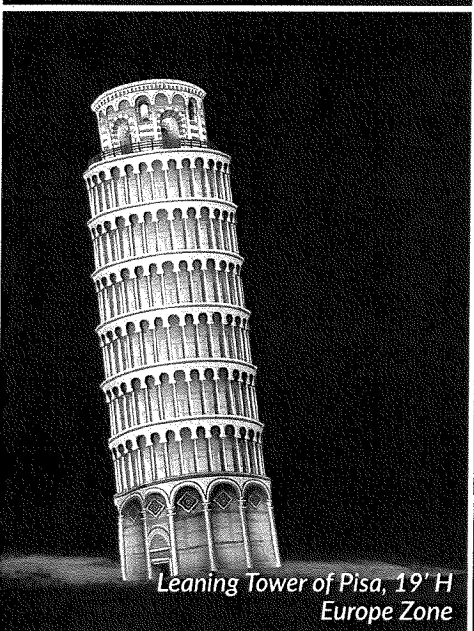
Statue of Liberty, 4' L x 13' H
North America Zone



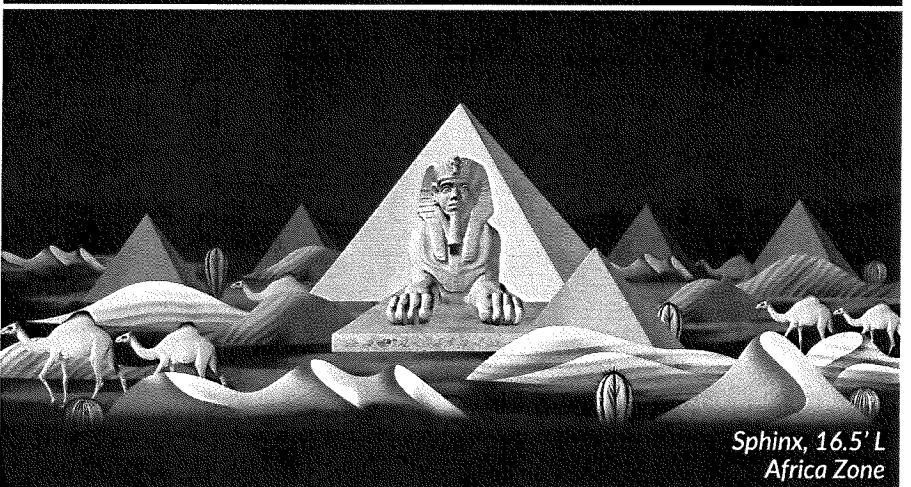
Sydney Opera House, 39' H x 16' L
Australia Zone



Palace, 33' L
Asia Zone



Leaning Tower of Pisa, 19' H
Europe Zone



Sphinx, 16.5' L
Africa Zone

2023 LANTERNS

Lanterns highlighted in blue have photos in this proposal.

To view all lanterns and check sponsorship availability, visit: LouisvilleZoo.org/WLsponsor.

- | | | |
|-----------------------------------|---|------------------------------------|
| 1. Bell Flower | 31. Rainforest Corridor | 60. Landscape of Jiangnan District |
| 2. Jungle Gate | 32. Shoebill | 61. Palace |
| 3. Statue of Liberty | 33. Flamingo & Flamingo Photo Spot | 62. Giant Panda |
| 4. Cactus Corridor | 34. Cobra Corridor | 63. Panda Game Station |
| 5. Cobra Photo Spot | 35. The Great Savanna Migration | 64. Peony |
| 6. Grizzly Bear | 36. Leaning Tower of Pisa | 65. Dream Forest |
| 7. Ringtail | 37. Sunfish | 66. Smoke Cannon |
| 8. Turkey | 38. Hooded Seal | 67. Smoke Bubbles |
| 9. Turkey Interactive | 39. Dolphin | 68. Moonlight Swings |
| 10. Blue Morpho | 40. Great Bustard | 69. Seesaw |
| 11. Blur Morpho Corridor | 41. Sea Angel | 70. Stepping Pad |
| 12. Butterfly Tree | 42. Animated Horse | 71. Shark Photo Spot |
| 13. Butterfly Tree Decoration | 43. Saiga | 72. Heart Photo Spot |
| 14. Blue Morpho Photo Spot | 44. Spring Flower | 73. Lotus Chair |
| 15. Butterfly Decoration | 45. Sydney Opera House | 74. Hanging Lantern Corridor |
| 16. Mountain Goat | 46. Frilled-neck Lizard | 75. Magical Blessing Wall |
| 17. Cougar | 47. Emu Corridor | |
| 18. Moai | 48. Peacock Spider | |
| 19. Red Flowers | 49. Foliage | |
| 20. Jaguar | 50. Thylacine | |
| 21. Elephant Ears | 51. Platypus | |
| 22. Blue-footed Booby | 52. Kangaroo Photo Spot | |
| 23. Bald Uakari | 53. Drum Tree (Sponsored) | |
| 24. Giant Otter | 54. Peacock Corridor | |
| 25. Anteater | 55. Tarsier | |
| 26. South American Coati | 56. Babirusa | |
| 27. Toucan | 57. Panda Mountain | |
| 28. Harpy Eagle | 58. Chinese Zodiac | |
| 29. Pyramids and Sphinx | 59. Red-Crowned Crane | |
| 30. Giraffe | | |

2023 MARKETING STRATEGIES & GOALS

ATTENDANCE

100,000 guests

MEDIA APPEARANCES

- Morning show appearances on all major networks
- Day and evening TV appearances and weather report tie-ins
- Radio interviews

MEDIA BUY

Advertising Campaign

- Print: Today's Publications, Louisville Magazine and Kentucky Living
- TV: stations TBA
- Radio: stations TBA
- Billboards: 3 digital boards in Louisville and 2 in Lexington (locations TBA)

Digital

- Paid search
- Destination targeted displays
- Native advertising (all markets)
- Facebook (all markets)
- TikTok (statewide)
- Kids Directory (Lexington)
- Family Fun (Louisville)

INFLUENCERS

- Total influencers: 26
(100% increase from 2022)
- Total Reach: 1,000,000
(100% increase from 2022)
- Participation: March 10-26

Criteria for selecting influencers:

- Lifestyle influencers to promote date night, girls night, group outings, etc
- Young professionals (local)
- The majority of influencers should be on Instagram and TikTok
- Look at media personalities with large followings
- Parent influencers/mom bloggers

SOCIAL MEDIA POSTS

Organic and boosted,
minimum numbers and averages

- Zoo Facebook: 38 posts (2 per week)
- Wild Lights Facebook: 95 posts (5 per week)
- Zoo Twitter: 38 Posts (2 per week)
- Zoo Instagram: 38 posts (2 per week)
- Wild Lights Instagram: 95 posts (5 per week)
- Zoo Sloth Twitter: 10 posts
(1 every other week)

SOCIAL MEDIA AD CAMPAIGNS

- Facebook: targeted ads
- TikTok: targeted ads

theZOO
L O U I S V I L L E