



# SPONSORSHIP OPPORTUNITIES

SHARE THE WONDER – AND THE REWARDS

long island   
aquarium



### **Our Mission**

Long Island Aquarium provides an interactive and exciting educational experience by capturing the visitors' imaginations and emphasizing the importance of marine life and environmental preservation.

### **Named a Top 10 Aquarium for Children by Parents Magazine!**

Our grand opening on June 15, 2000 marked the launch of an adventure that has grown bigger and more captivating year after year. The first large-scale Aquarium to open in New York State in more than 35 years, Long Island Aquarium has played host to more than five million visitors to date, making us one of Long Island's most popular year-round attractions. Themed around the "Lost City of Atlantis," the Aquarium was ranked by Parents Magazine as one of the "Top Aquariums for Kids" in the country.

A visit to our undersea showplace on Main Street in Riverhead, New York, truly is a magical experience for visitors of all ages. A Long Island Aquarium sponsorship can raise its organization's visibility while reinforcing its community support with the visitors who come to us from all parts of the greater New York metropolitan area and beyond. At the same time, you'll be demonstrating your endorsement of our mission to educate the public about the importance of protecting and preserving marine life and the environment.

# YOUR CONTRIBUTIONS WILL SUPPORT...

## Animal, Species Care & Research

Long Island Aquarium is home to thousands of species all of which have diverse needs. Our highly educated staff is continuously being trained to provide the finest care possible.

## Education

Long Island Aquarium educates tens of thousands of students each year. Students benefit from with valuable hands-on experiences and animal encounters in a student friendly environment. LIA also offers classroom-based outreach programs conducted at schools along with a wide array of remote and distant learning programs. In addition, LIA partners with colleges and universities to afford students a firsthand educational Internship experiences in the real-world setting of a busy Aquarium.

## Conservation

The Long Island Aquarium strives to advise our guests on the importance of conservation with our habitat signage as well as with our educational lectures and in house and remote outreach sessions. We feel that guests who understand how important it is to support our local waterways and the animals who live in them, will have a vested interest in protecting them in nature.

## Aquarium Projects & Responsibilities

Long Island Aquarium has an extensive aquaculture program that complements our world class exhibits. Our research generates information that enhances not only our understanding of the species we care for but also the local ecosystem. The information that we gather has been presented and shared around the globe supporting worldwide conservation efforts.

## Animal Rescue & Endangered Sea Turtle Rehabilitation

Long Island Aquarium is also home to the New York Marine Rescue Center, a not-for-profit organization and New York State's only authorized marine mammal and sea turtle rescue and rehabilitation center. Both the Aquarium and Rescue Center are dedicated to the rescue, rehabilitation, and release of seals, endangered sea turtles, pygmy whales, dolphins and porpoises.





## YOUR CONNECTION TO SEVERAL HUNDRED THOUSAND POTENTIAL CUSTOMERS ANNUALLY

In addition to being a popular attraction for Long Island residents, the Long Island Aquarium draws visitors from throughout the New York metropolitan area, with our location at the gateway to Long Island's famed East End, one of the region's premier vacation destinations.

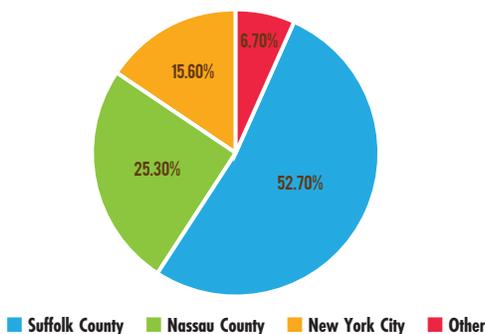
Open daily year-round (closed Christmas and Thanksgiving), Long Island Aquarium allows your company to connect directly with a large visitor audience – and a potential audience as vast as the New York metropolitan area itself.

- Suffolk County, location of Long Island Aquarium, is home to almost 1.5 million residents\* – a population greater than 12 U.S. states
- Neighboring Nassau County has more than 1.3 million residents, making Long Island easily accessible to approximately 2.8 million people. That's greater than the population of 19 states – and greater than the population of every city in the country except New York, Los Angeles, and Chicago

### Hundreds of thousands of people visit Long Island Aquarium annually!

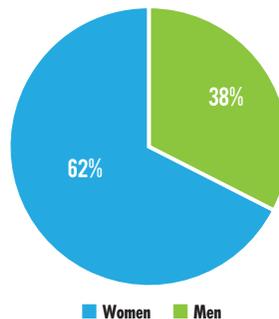
- Our visitors average 31 years of age and has 2.35 children.
- Long Island Aquarium has more than 30,000 members, who average 37 years of age and has 3.16 children. Our members average approximately 4.6 visits per year.

Long Island Aquarium Visitors Come From:

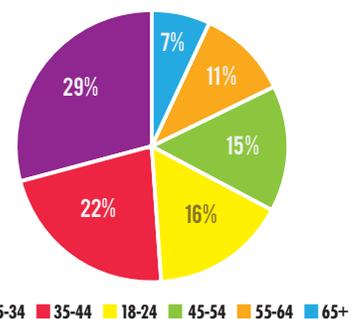


Our website draws over 815,300 sessions per year! Long Island Aquarium delivers visitors who could be ideal prospects for your company's products or services.

Website Readers



Ages of Website Readers



### Social Media Following

Instagram: 18,369K followers

Facebook: 52,231K

### Email Marketing

61.9K opted-in contacts

24% Open Rate

# CORPORATE MEMBERSHIP

Many sponsors use the uniqueness of our facility as a memorable way to thank clients, reward employees, or connect with new business prospects. Sponsors may choose to offer employees and others complimentary or discounted Aquarium tickets or hold a special event of their own at the Aquarium. Corporate sponsorship at Long Island Aquarium is a great way to receive generous benefits while providing financial support for one of the country's Top Aquariums for Kids.

## Sponsorship Entitlements Levels:

### \$10,000.00

20% off Long Island Aquarium Admission and Tour Boat Add-On

50% off three (3) set weeks for employees only.

### \$15,000.00

20% off Long Island Aquarium Admission and Tour Boat Add-On

50% off three (3) set weeks for employees only.

10% off Hyatt Place Long Island / East End hotel, located adjacent to facility

(Valid on Sunday - Thursday only; holidays excluded and blackout dates apply. Subject to availability)

### \$20,000.00

20% off Long Island Aquarium Admission and Tour Boat Add-On

50% off three (3) set weeks for employees only. Must choose three weeks at time of signing

15% off Hyatt Place Long Island/East End hotel, located adjacent to facility

(Valid on Sunday - Thursday only; holidays excluded and blackout dates apply. Subject to availability)

50 admission tickets to Long Island Aquarium



“ The Long Island Aquarium is among the most popular year-round visitor attractions on Long Island. Tanger Outlet Centers is proud to have its' name associated with an exhibit as a corporate sponsor. The Tanger Outlets family wants our customers, neighbors and friends to know that we are grateful for their support and believe in the importance of investing in our community. Our partnership with the LI Aquarium is strategically important in support of the LIA's mission and efforts to bring a world-class attractions to our neighborhood in Riverhead. ”

Janine Nebons  
General Manager  
Tanger Outlets Riverhead

**Tanger**  
**Outlets**  
RIVERHEAD, NY

# CUSTOMIZED SPONSORSHIP OPTIONS TO MEET ANY COMMITMENT LEVEL

Whatever your promotional needs and budget, the Long Island Aquarium has a sponsorship option that will enhance your company's visibility, reinforce your brand messages, and help you achieve your business goals. All options may be customized to suit your organization.

## Sponsorship opportunities include but are not limited to:

### Exhibit Plaques (Exclusive or Partial)

Our exhibits provide unique promotional opportunities for sponsors. Whether you sponsor an outdoor exhibit such as our Penguin Pavilion or an indoor habitat such as the Coral Reef display, exhibit sponsorship makes your company an integral, highly visible part of the entire experience. See Exhibit Opportunities Breakdown Page.

### Education

We host tens of thousands of students annually offering programs that utilize grade-appropriate activities and language while aligning with New York State Learning Standards. Your sponsorship can enrich our educational efforts by enabling us to create new on-site or virtual programs, strengthen our outreach offerings or enhance our existing offerings.

### Events

Creative and exciting special events – such as our holiday brunches, New Year's Eve celebration, wine events, etc. are a hallmark of Long Island Aquarium. Our corporate partners help defray the costs associated with special events in exchange for high-impact visibility among our guests and the media. Sponsorship can be built around existing events, or serve as the catalyst for new ones. There are also opportunities to sponsor our adventure programs – from our Shark Dive to Penguin Encounter, our Sea Lion Selfie to our Photo Booth, and more!

### Brand Exclusivity

Want to lock out your competition, or maintain exclusivity with a captive audience? Exclusive brand sponsorship is available and could potentially encompass other branded items sold or used by Long Island Aquarium.

### Co-Branding Opportunities

Sponsors can add their logo to items such as souvenir cups, lunch boxes or bags that are available for purchase in our café or gift shop. Sponsors can also have their logo imprinted on staff uniform shirts.

### Web Cam Sponsorship

Host a live web cam at a habitat such as penguins, owl, seals and more! Sponsorship includes signage at habitat and your :15 commercial to air prior to every login.





### Web site

Sponsors receive a logo hyperlink from the Long Island Aquarium site to sponsor's website. Our monthly website attracts over 50,000 unique visitors per month.

### Email Marketing

Our monthly e-newsletter offers direct access to an engaged audience of over 61,000 opted in readers and growing daily. Sponsors provide a photo, message and link to their website for distribution within our e-newsletter.

### Social Media

The Aquarium is effectively using social media platforms to increase company's visibility and enhance community relations. Select sponsorship packages include social posts reaching thousands of users.

### Giveaway Promotions

A giveaway promotion inside the Aquarium provides sponsors with logo exposure on the promotional item, as well as public address announcements during the event.

### Tabling / Sampling

Market your product or services at our facility to our guests. Tabling or sampling exposes you to not only reach but to also connect with our varied demographic quickly and easily.

### Donations

Donations are an additional option for businesses looking to establish a relationship with Long Island Aquarium. Contributions can take many forms to support the rescue and rehabilitation work of the not-for-profit New York Marine Rescue Center.

**Sponsorships and partnerships can include financial support, employee engagement, cause marketing, exhibit and event sponsorship plus in-kind donations that aligns with your company's mission and philosophy.**

**We want to help you create the benefits package that works best for you!**

# INDOOR HABITATS

**Clown Fish:** One of our most visually impressive exhibits, and a fan favorite because of the Finding Nemo and Finding Dory movies. (Three-year commitment; \$7,500 annually).



**Sand Shark Lagoon:** This miniature panorama of Long Island – the towering bluffs and rock-strewn beaches of the North Shore on one side, and the rolling dunes and saltmarshes of the South Shore on the other – is a dramatic exhibit located just inside the main entrance. (Three-year commitment; \$7,500 annually).



**Butterflies, Bugs & BEES!** The largest exhibit of its kind in New York State allows guests to experience the wonder and beauty of live, free-flying butterflies plus the largest collection of live insects in the north east. (Three levels of sponsorships are available starting at \$2,500. Ask for opportunities breakdown.)



**Touch Tank:** Gives guests a hands-on encounter with some of our favorite residents, including sea stars, clams, whelks, hermit crabs, and horseshoe crabs. (Three-year commitment; \$7,500 annually).



**Ray Bay:** Want to know what a stingray feels like? Find out at this popular and interactive habitat prominently located just inside front entrance adjacent to ticketing desk. (Three-year commitment; \$10,000 annually).



**Local Rocky Shore:** A highly photographed exhibit, Long Island Aquarium's Local Rocky Shores exhibit presents local animals, algae and plants in a natural setting (Three-year commitment; \$7,500 annually).



# INDOOR HABITATS

**Coral Reef:** The size and diversity of this living Coral Reef provide a unique view of natural aquatic behaviors, as different types of fish play their natural role in the complete, self-sustaining reef ecosystem. (Three-year commitment; \$7,500 annually.)



**Amazon Rainforest:** This exhibit reminds us of our responsibility to our planet's environment and animal life by showcasing some of the largest and most interesting Amazon fishes and aquatic life. (Three-year commitment; \$7,500 annually.)



**Geoffrey's Marmosets:** This exhibit features a family of small tufted-ear primates, a mom and her twins. These adorable tiny additions are a huge hit with all of our guests. (Three-year commitment; \$7,500 annually.)



**Lost City of Atlantis Shark Exhibit:** Our most popular exhibit. Poseidon's 12-foot trident, pillars, and other remnants of the Lost City of Atlantis create a ghostly environment for the inhabitants of the 120,000-gallon exhibit. Sand tiger, nurse and wobbegong sharks, plus moray eels, a Queensland grouper and other circling fish, form the centerpiece of the Long Island Aquarium. (Ask our Sponsorship Manager for pricing.)



**Seahorses:** Guest enjoy this stand-alone exhibit that offers fascinating views of Seahorses. (Three-year commitment; \$5,000 annually.)



**Local Rocky Shore:** A highly photographed exhibit, Long Island Aquarium's Local Rocky Shores exhibit presents local animals, algae and plants in a natural setting (Three-year commitment; \$7,500 annually.)



# OUTDOOR HABITATS

**Sea Lion Coliseum:** The 500-seat Sea Lion Coliseum is the place to see our expert mammal trainers put on a Sea Lion Show multiple times each day. Your company is introduced as a sponsor and your logo is prominently displayed throughout the coliseum. (Ask our Sponsorship Manager for pricing.)



**Seals:** Our harbor and gray seals welcome all visitors and passersby as this habitat is outside the aquarium and visible to the public. (Three-year commitment; \$15,000.)



**Penguin Pavilion:** Meet the penguins at their popular habitat. This exhibit features a daily lecture during feeding sessions, is accessible via a live webcam and the site of our very popular Penguin Encounter adventure. (Three-year commitment; \$25,000 annually.)



**Offer Falls:** Home to our North American river otters who are tons of fun to watch! This 1,500-square-foot exhibit includes two waterfalls and a tunnel viewing area designed especially for children. It features an educational component that offers daily interactive lectures and feedings. (Three-year commitment; \$10,000 annually.)



**Koi Pond:** Showcases several varieties of koi, Japan's national fish and a variety of aquatic plant species. This is a popular spot for cocktail hour parties and for photo sessions for our wedding couples. (Three-year commitment; \$5,000 annually.)



**Lost Temple of Atlantis / Japanese Snow Monkeys:** This area dazzles through the grandeur of its architecture and the majesty of its guardians our Japanese snow monkeys. (Three year commitment; \$5,000 annually.)



# OUTDOOR HABITATS

**White-Nosed Coati:** Coatis are diurnal mammals native to South and Central America and as well as southwestern North America. LIA is home to two fun loving and energetic brothers named Milo and Otis. (Three-year commitment: \$5,000.)



**Barred Owl:** Lavender our Barred Owl is such a testament to LIAs mission, she was severely injured and due to her injuries she would not likely survive in the wild but she has a forever home at LIA and a very important role as an animal ambassador. (Three-year commitment: \$5,000.)



**Creatures of the Night:** Our resident Prehensil Tailed Porcupines live in this habitat which has been created so that these nocturnal animals are more active during the day. (Three-year commitment; \$2,500 annually.)



**Critter Corner/Encounter Room:** Home to a variety of different animals including our Albino Burmese Python, Red-Tail Boa and several other small reptiles and amphibians. It's also an Encounter room for Porcupine and Coati Encounters and also hosts Creature Features during inclement weather. (Three-year commitment: \$5,000.)



# AQUATIC ADVENTURES

**Snorkel Adventure & Mermaid Swim:** Home to stingrays, bamboo sharks, and other tropical fish, this exhibit is also home of the popular, seasonal program, Pirate Snorkel Adventure and Mermaid Swim sessions. (Three-year commitment; \$7,500 annually.)



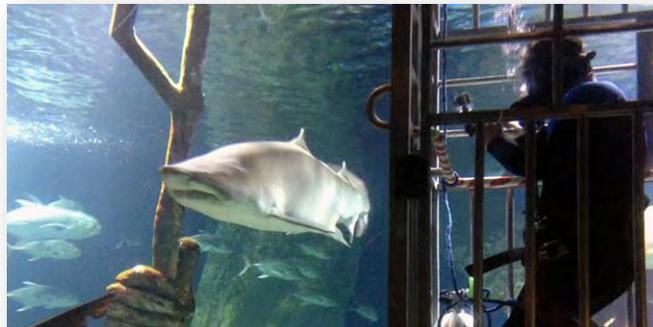
**Penguin Encounter:** Go behind the scenes and learn how our animal experts care for these playful birds. You'll see the inner workings of the Penguin Pavilion habitat firsthand and learn how staff cares for them. (Ask our Sponsorship Manager for pricing.)



**Interactive Salt Marsh:** Nestled alongside the Peconic River, our salt marsh exhibit represents a typical marine habitat often found in estuaries. Visitors can roll up their pants and take off their shoes to get an up-close look at Long Island's marine life. (\$5,000 annually.)



**Shark Dive:** Up to 10 guests per day (two per session) go into the Shark Tank with our Dive instructor and spends 20 minutes in this most popular exhibit. (Ask our Sponsorship Manager for pricing.)



**Atlantis Explorer Tour Boat:** Takes guests down the Peconic River and offers plenty of opportunity for hands-on exploration while promoting environmental awareness and education about the Peconic Estuary. (Three-year commitment; \$7,500 annually.)



**Eye Opener:** This 60-foot experiential tree activity center, with 5 levels including 62 steps to the top, enclosed spiral slides, assorted suspension rope bridges, cargo and climbing nets and more, families will get a bird's eye perspective, enjoying sweeping views of the Peconic River. (Three-year commitment; \$10,000.)



NILA SAYS... "JOIN OUR TEAM!"



# WE THANK OUR PAST & PRESENT SPONSORS FOR THEIR SUPPORT!





# A SEA OF POSSIBILITIES



As one of Long Island's top year-round attractions and gateway to Long Island's renowned East End, Long Island Aquarium receives hundreds of thousands of visitors each year. Becoming a Long Island Aquarium sponsor is a great way to raise your organization's visibility and to build brand awareness with the guests who come to us from all parts of the greater New York metropolitan area and beyond. It's also a great way to demonstrate that your business supports our mission of educating the public about the importance of protecting and preserving marine life of all forms.



431 East Main Street, Riverhead, NY 11901

For more information, visit [LongIslandAquarium.com](http://LongIslandAquarium.com) or call our sponsorship manager at 631.208.9200, ext. 244.