

# BUSINESS PARTNERSHIP PROGRAM.



MORE THAN JUST A ZOO

SUPPORT . THRIVE . BUILD COMMUNITY

## SUPPORT THRIVE BUILD COMMUNITY

everything you need to know  
about our program.



### WHAT IS THE BUSINESS PARTNERSHIP PROGRAM (BPP)

The Business Partnership Program is designed to leverage the vast membership of the Zoological Society of New Jersey at Turtle Back Zoo to generate awareness and selling opportunities for our local businesses. The program allows our business partners to promote specific, self-defined discounts directly to membership families at no cost. In return, the Zoological Society of NJ benefits from the value your discounts add to our membership program.

### HOW DOES MY BUSINESS PARTICIPATE IN THE PARTNERSHIP?

Consider this brochure a valued first step in our relationship. If you would like to learn more, please contact the Zoological Society of NJ using the information below. We are happy to discuss a predetermined discount that you choose to offer to our membership base in order to promote your business. Examples of possible discounts include free shipping or ten percent off select items. Once you are ready to commit to becoming a business partner, a contract agreement will be provided.

### HOW WILL MY BUSINESS BENEFIT FROM THIS PROGRAM?

The Zoological Society of New Jersey is a non-profit organization representing Essex County Turtle Back Zoo in West Orange. Since the Zoological Society of NJ has sold more than 15,000 annual memberships, our BPP will give your local business the opportunity to enroll in a free marketing platform. Your business will be promoted to our members through our website, email newsletter, digital signage, and social media posts.



### CIRCULATION METRICS:

MEDIUM CIRCULATION

WEBSITE.....1MILLION VISITORS  
NEWSLETTER.....40K SUBSCRIBERS  
DIGITAL SIGNAGE...750K VISITORS  
SOCIAL MEDIA.....250K CONNECTIONS



### PROGRAM ASSURANCES

- Current participants and promotions are displayed on a dedicated page of the Zoological Society of New Jersey's website.
- The BPP is promoted every three months via our social media platforms.
- The BPP is showcased each month in our newsletter.
- Twice a year, a dedicated email promoting our BPP partners will be sent to members.
- Logos for BPP participants will be featured in rotating digital signage at the Zoo for a period of one year.

### HOW WILL THE ZOOLOGICAL SOCIETY BENEFIT FROM THE PROGRAM?

The Zoological Society has established previous agreements with other organizations, such as reciprocal admission with other zoos and aquariums; this is a strong selling point to prospective members. Adding your business promotion to our list of benefits will encourage members to renew year after year.

### HOW LONG WILL THE PARTNERSHIP LAST?

The partnership will last for a period of one year. When a contract is up for renewal at the end of the one year period, a business' decision maker can choose to sign a new contract with the same discount terms in place, or revisit the old contract and make adjustments as the decision-maker sees fit, before signing.

### GET TO KNOW US

We are always happy to discuss your business and the many ways we can assist. Simply contact us via email at [partnerships@zoologicalsocietyofnj.org](mailto:partnerships@zoologicalsocietyofnj.org), or via phone at (973) 731-5800, x241.



<https://turtlebackzoo.com>  
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