

LETTER PACKAGE

Utah's HOogle Zoo

Utah's Hogle Zoo
2600 East Sunnyside Avenue
Salt Lake City, UT 84108
hoglezoo.org

JOIN AND SAVE 10% ON YOUR UTAH'S HOogle ZOO MEMBERSHIP!

Lions, Tigers, Polar Bears and... RED PANDAS – oh my!

Join Now and visit the animals ALL YEAR!

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Become a member now and save 10% on membership!

Dear John,

Yes! Red pandas! We are so excited and I am sure you are as well -- to be welcoming Utah's Hogle Zoo's newest animals to the Zoo this year. And what better way to greet the new red pandas than with a membership, so that you and your family can visit our new additions as many times as you wish!

I invite you to be Utah's Hogle Zoo's other newest addition -- a member!

There's so much to see and do at Utah's Hogle Zoo -- you will want to come back again and again! Wander the paths and check in on Brutus, Titus and Calliope at Lion's Hill. Born at Utah's Hogle Zoo in 2016, our lion cubs are growing fast. Venture over to Rocky Shores where you can catch our keepers working on behaviors and enrichment activities with our Pacific harbor seals and California sea lions. Watch that splash zone! Whether playing in the water or wrestling and napping on the shore -- our polar bears, Hope and Nora, are always a delight! And when you need a rest, catch a ride on our Conservation Carousel -- where proceeds support the Zoo's global conservation efforts. Don't forget to use your carousel token to cast your vote for your favorite Utah's Hogle Zoo Big Six conservation project: Boreal Toad, Bornean Orangutan, African Lion, African Elephant, Polar Bear or Radiated Tortoise!

This year we are excited to welcome red pandas as a part of your Zoo experience!

You will learn a lot about the red pandas and all the animals at Utah's Hogle Zoo when you become a member. By being a member, you are able to visit and enjoy our many events and happenings.

Here is a sampling of the member-only benefits that we reserve just for you...our members:

- FREE admission for you and your immediate family -- on every visit!
- Discounted tickets for BooLights! and ZooLights!
- Invitations to members-only events and special experiences
- Ability to purchase special Members-Only Wild Ride Punch Pass
- A subscription to The Safari member magazine and monthly member e-newsletters
- Discounted admission to 125 zoos around the country
- Discounts on ZooCamp and Zoo education classes

As a member, you will get to know all the animals at Utah's Hogle Zoo. Yes, the lions, tigers and polar bears -- oh my! When you visit and see them up close then you will learn their special stories and how the zoo staff goes to great lengths to care for them every day. You will also learn what each of us can do to keep these animals healthy and safe from extinction.

Join now to save 10% on your Zoo membership!

Take advantage of this one-time-only offer to save on a full year of unlimited FREE admission, discounts through the Zoo and special events like members-only Sunrise and Sunset Safaris, where you and your family can explore the Zoo without the crowds.

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YES! I want to have access to the animals ALL YEAR AND celebrate the arrival of RED PANDAS! Please sign me up at the membership level below:

☐ Premier Booster* \$229 \$251.10 ☐ Duo \$89 \$80.10 ☐ Family Plus \$179 \$161.10 ☐ Family \$149 \$134.10 ☐ Booster \$249 \$229.10

*ESTIMATE VALUE: TWO FREE RIDES \$1 FREE per visit, unlimited FREE admission to ZooLights! Family admission to ZooCamp and Zoo education classes

☐ Check enclosed payable to Utah's Hogle Zoo ☐ VISA ☐ MasterCard ☐ Discover ☐ American Express

ACT by June 30 and SAVE 10% on membership at YOUR UTAH'S HOogle ZOO!

Card # _____ Exp. Date _____ CVV Code _____

Signature _____

Email address (for event updates, we never share your email) _____

Phone (please complete member information on reverse side) _____

Offer must be presented at time of purchase and cannot be combined with any other offer. Terms and conditions apply. Prices and benefits subject to change. See hoglezoo.org for more information.

EMAIL

Oh My!

Utah's Hogle Zoo provide the very best programs at the Zoo and in the community to welcome the red pandas.

Our beautiful zoo covers 125+ zoos and aquariums nationwide. One of the favorites you around the savanna where our mission of "A World Safe for Wildlife" through conservation and education programs at Utah's Hogle Zoo.

Not only do you receive many great benefits from becoming a member, you also support the future of wildlife through conservation and education programs at Utah's Hogle Zoo.

Act now and SAVE 10%!

	DUO	FAMILY	FAMILY PLUS	BOOSTER	PREMIER BOOSTER
FREE general ZOO admission for TWO named adults in the same nuclear family*	\$89	\$149	\$179	\$249	\$279
FREE general Zoo admission for dependent children named adults in the same nuclear family* 17 and younger in the same household OR grandchildren 17 and younger.	\$80.10	\$134.10	\$161.10	\$197.10	\$251.10
DISCOUNTED BooLights! and ZooLights! admission	x	x	x	x	x
FREE or DISCOUNTED admission to 125+ zoos and aquariums nationwide	x	x	x	x	x
MEMBERS-ONLY ZOO TIME at Sunrise and Sunset Safaris	x	x	x	x	x
10% DISCOUNT on Education classes and camps	x	x	x	x	x
10% DISCOUNT on food and gifts	x	x	x	x	x
FREE members-only E-news and The Safari magazine	x	x	x	x	x
DISCOUNTED Wild Ride Punch Passes (good for 10 rides)	x	x	x	2	2
FREE Guests per visit				x	x
ONE FREE Wild Ride Punch Pass (good for 10 rides)				x	x
Early entrance to Boo at the Zoo				x	x
TWO EXCLUSIVE Booster Nights members-only events					x
UNLIMITED FREE RIDES every time you visit, for everyone included in your membership!					x
FREE general admission for a THIRD named adult -- great for a babysitter or grandparent!					x
ONE FREE family admission to ZooLights!					x

* Memberships are designed for a single nuclear family and cannot be shared between neighbors, co-workers or friends. Nuclear family consists of a couple (spouse/significant other) and their dependent children 17 and under.

Sign up today and start creating fun family memories at Utah's Hogle Zoo!

UTAH'S HOgle ZOO

In celebration of Utah Hogle Zoo's new red panda exhibit, we developed a fun, animal-focused campaign that invited people to meet the Zoo's latest additions and excite them about the newly arriving pandas.

The direct mail campaign was sent to 225,000 households and was supported by an email series that helped boost overall results and the bottom line. The campaign results exceeded projections with a 1.26% response rate, 3,722 new/renewed members, \$175 average gift, over \$651,000 in revenue and a whopping \$5.22 ROI for every dollar spent. Additionally, the next revenue exceeded the prior year's results by \$189,000.

SELF-MAILER

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BIG SAVINGS, BIG FUN!

Enjoy a year of free admission, members-only events, discounts throughout the Zoo and more!

Join online today to SAVE 10% and enjoy the HUGE VALUE OF MEMBERSHIP!

	DUO	FAMILY	FAMILY PLUS	BOOSTER	PREMIER BOOSTER
FREE admission for you and your immediate family--on every visit!	\$89	\$149	\$179	\$249	\$279
Invitations to members-only events and special experiences	\$80.10	\$134.10	\$161.10	\$197.10	\$251.10
Ability to purchase special Members-Only Wild Ride Punch Pass	x	x	x	x	x
A subscription to The Safari member magazine and monthly member e-newsletters	x	x	x	x	x
Discounted admission to 125 zoos around the country	x	x	x	x	x
Discounts on ZooCamp and Zoo education classes	x	x	x	x	x

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