



Zoo Media Announces New Sponsorship Opportunities and Technology Offerings for Zoos and Aquariums

DENVER, CO, UNITED STATES, November 15, 2025 /EINPresswire.com/ -- [Zoo Media](#), a division of Dakdan Worldwide, announced the introduction of new sponsorship inventory, cross-venue media opportunities, and a national content and activation series designed to support broader brand participation across zoos and aquariums. The initiative aims to provide organizations with structured, measurable ways to engage audiences in high-traffic, family-focused cultural environments.

Zoos and aquariums continue to report increased visitation and growing demand for digital engagement. Zoo Media's new platform is intended to help institutions meet this demand while offering brands access to diverse audiences that include multigenerational households, educational groups, and conservation-minded visitors.

Expanded Sponsorship Inventory Across Partner Institutions

Zoo Media has released a standardized menu of sponsorship categories available across participating zoos and aquariums. The inventory includes on-site placements, digital media opportunities, and retail integrations designed to support both institutional goals and visitor engagement.

On-Site Opportunities

Exhibit naming rights

Habitat and conservation program sponsorships

Digital and static signage

Branded educational zones

Wayfinding, map listings, and ticket-back placements

Seasonal event sponsorship opportunities

Digital & Interactive Inventory

Smart Zoo digital screens and IoT-enabled displays

Mobile app integrations, including push notifications and in-app content

QR-based educational modules

Interactive conservation challenges and digital games

Retail & Merchandising

Co-branded merchandise

Placement within retail stores

Limited-edition product activations connected to conservation themes

These categories are intended to offer brands structured opportunities to support conservation initiatives while participating in institutional programming.

Launch of “Wild Encounters,” a National Content and Activation Series

Zoo Media also introduced Wild Encounters, a multi-city storytelling and engagement series designed to unify content across participating venues. The program includes:

Short-form digital episodes featuring animals, keepers, and behind-the-scenes stories

On-site interactive stations with educational activities

Integrated conservation messaging

Social media extensions and creator-led amplification

Live event days with educational demonstrations and themed activations

The series provides opportunities for organizations to participate at national, regional, or local levels while maintaining consistency across venues and digital channels.

Sponsorship Structures for National, Regional, and Local Partners

To accommodate varying levels of participation, Zoo Media has developed tiered partnership structures:

National Presenting Partners

A comprehensive package offering visibility across the full venue network, digital properties, and the Wild Encounters series.

Regional and Multi-Market Partners

Options for organizations seeking engagement in specific cities or demographic regions.

Exhibit-Level and Local Partners

Community-focused packages supporting local businesses, educational institutions, and organizations interested in family-oriented engagement.

All partnership levels include access to audience analytics, creative integration support, and activation through the Smart Zoo platform.

Smart Zoo Technology Enhances Visitor Experience

Zoo Media's Smart Zoo platform incorporates IoT sensors, modular digital displays, and real-time content delivery to support interactive visitor experiences. The system enables institutions to create data-informed exhibits while offering non-intrusive brand touchpoints.

Initial deployments have shown increases in dwell time, repeat visitation, and digital participation—factors that contribute to institutional revenue growth and improved campaign performance.

Industry Perspective

"Zoos and aquariums are trusted cultural institutions that provide meaningful educational experiences," said Dan Kost, CEO of Dakdan Worldwide. "This platform is designed to support institutions while creating structured pathways for organizations to participate in conservation-aligned storytelling."

Zoo Media is currently preparing for the 2025–2026 activation cycle and expanding its network across North America, Europe, and Asia.

About Zoo Media

Zoo Media, a division of Dakdan Worldwide, provides branding, sponsorship development, creative media services, and Smart Zoo technology for zoos and aquariums around the world. The organization works to support visitor engagement, develop sustainable revenue models, and advance conservation-focused programming.

#ZooMedia #SmartZoo #Conservation #ZoosAndAquariums #WildlifeConservation

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