

# NALZS PALZ INDIVIDUAL MEMBERSHIP AT A GLANCE

	FRIEND \$250+	PATRON \$500+	ADVOCATE \$1000+	EXPLORER \$2500+	VOYAGER \$5000+	VISIONARY \$10000+	PRESIDENT CIRCLE \$25000+
Quarterly Donor Newsletter	•	•	•	•	•	•	•
Recognition on NALZS website	•	•	•	•	•	•	•
Recognition in the NALZS Annual Report	•	•	•	•	•	•	•
"A Zoo For You, North Alabama" decal	•	•	•	•	•	•	•
Invitations to exclusive members events throughout the year		•	•	•	•	•	•
Commemorative Plush Animal		•	•	•	•	•	•
Original Artwork Thank You card			•	•	•	•	•
One "Claim Your Spot" Square				•	•	•	•
Tickets to the Grand Opening of the Zoo					•	•	•
Framed Commemorative NALZS Print						•	•
Invitation to the Groundbreaking							•
4x4 "Claim Your Spot" Square or larger consistent with the "Claim Your Spot" program							•
Additional gifts and benefits will be curated based on your individual interests and requests. Please contact our development staff.							•

**Double Your Money** - Many companies have established programs in which they match the charitable contributions of their employees. In many cases, you can double your donation to NALZS if your employer has such a program. Contact your company's human resources department or your supervisor to take advantage of this opportunity.

## Rules and Eligibility

1. The gifts and benefits of the NALZS Palz Membership Program, with the exception of receiving the newsletter and recognition on the website and annual report, are exclusive to this program. Unless otherwise stipulated, membership in NALZS Palz is not associated with any other giving and/or contribution program.
2. Contributions made towards membership in the NALZS Palz Program are considered charitable donations. North Alabama Zoological Society is a 501(c)(3) organization. Some of the gifts and benefits may constitute a return benefit value that would need to be subtracted from the contribution to determine the correct taxable deduction. In particular the Framed Commemorative NALZS Print has an estimated production cost of \$250. Each member will receive a receipt at the time of the donation and an annual giving statement at the end of the year. A knowledgeable tax attorney or accountant should be able to further advise you regarding the deductibility of fees, dues, or contributions, particularly for the donor's own tax reporting requirements.
3. Contributions may be given all at once, on a quarterly basis, or on a monthly basis. Gift and benefit levels are based on the contributions given within a one-calendar-year period from the date of the first contribution of that calendar year. To receive a specific gift and/or benefit, the NALZS Palz Member will need to have given to date the sum of the contributions that are greater than or equal to the giving level when the gift and/or benefit first becomes available.
4. A yearly membership in the NALZS Palz Program runs from January 1st to December 31st of each year, or in other words, is based on a calendar year. Members have until January 20<sup>th</sup> to renew their membership in the program to receive any special benefits or gifts for renewing.

## Frequently Asked Questions

1. Is this the same membership program that will be offered when the zoo and aquarium opens?
  - a. The membership program for the zoo and aquarium will have different benefits relating to the attendance to the zoological park. It has not yet been determined if this program will change into the zoo and aquarium membership program or continue as a donors' recognition program. Regardless, if they choose, members of NALZS Palz will be able to convert their memberships to the zoo and aquarium membership when the time comes and will be able to keep their "member since" date.
2. Does the membership provide any discounts on merchandise and other NALZS items?
  - a. We currently do not have anything for sale that you could use a membership discount on. Plans are in the works; and, when they are rolled out to the public, we will introduce membership discounts to go along with that.
3. What is a "Framed Commemorative NALZS Print" and "Original Artwork Thank You card"?
  - a. NALZS has a few accomplished, professional artists as part of our staff and boards. They have created custom pieces for us to use in promoting NALZS. We have taken some of these and created a limited number of signed prints. Some of the prints were done as Thank You cards. The others were done as full-sized prints that are matted and framed. Each year we will commission a new set of paintings for these gifts.

4. What are the possible categories of “additional gifts and benefits ... curated based on [my] individual interests and requests”?
  - a. There are so many possibilities that we didn’t want to constrain them by including only the few that could fit in a marketing flyer. Our development staff can work with you to create a custom package that fits your tastes and interests. Here are some common examples but not all the possibilities:
    - i. Event Space: Each section of the zoo will have one or more unique event spaces for weddings, parties, galas, company get togethers, etc. These spaces can be made available at a reduced rate or even free.
    - ii. VIP Behind-the-Scenes Tours: While there will be standard behind-the-scenes tours, the VIP tour will be more in depth and will be guided by one of our zoological experts.
    - iii. Be a Zookeeper for a Day: Go through the training to become an Honorary Zookeeper and then assist one of keepers as they take care of the animals.
    - iv. Naming an animal: When a baby animal is born or a new animal is brought into the zoo without a name, this presents a unique opportunity to leave a unique legacy. The list for naming is first come, first served.
    - v. Promotion: Let people know the wonderful thing you are doing to help bring a zoo and aquarium to North Alabama through signage, marketing content, merchandise, etc.
    - vi. Leave a Legacy: Part of the culture for museums, zoos, and aquariums is to provide physical recognition and/or memorials for those who have provided significant support. These are often done through plaques and memorials situated throughout the facilities where they most resonate with the patron.
5. Will there be naming opportunities for exhibitions?
  - a. Yes. But right now, we are focused on the first step which is procuring the land. We do have naming rights for each of the two properties available for this phase of development. Once the properties are procured, we can start providing naming opportunities with Phase 1 which is the Alabama Natives area, Cosmic Jungle area, the market, entertainment, and entrance area of the zoo, and potentially the Australia area. We will continue as such with each consecutive phase we build.
6. When can I expect to get my membership packet and gifts?
  - a. Membership packets are sent out on a monthly basis. Gifts are sent out on a quarterly basis in April, July, October, and January.
7. How do I contact your development staff?
  - a. You can contact our development staff by sending an email to [development@nalzs.org](mailto:development@nalzs.org) or calling us at (256)-850-7466.