

Journey
beyond
the stars



EDINBURGH
ZOO'S

Giant Lanterns

Sponsorship





Be part of the magic

Sponsor Edinburgh Zoo's Giant Lanterns 2026/27

Edinburgh's most spectacular winter light event is back for 2026/27 and your company can be part of this award-winning experience by sponsoring one of the spectacular lantern installations.

By becoming a Giant Lanterns sponsor you'll place your brand at the heart of one of Scotland's most anticipated festive experiences, while supporting the conservation and engagement work of Scotland's wildlife conservation charity, the Royal Zoological Society of Scotland (RZSS).



Bigger. Brighter. Out of This World

Last winter, Edinburgh Zoo's Giant Lanterns welcomed more than 96,000 visitors. This year, we're taking the experience to another level.

For 2026/27, visitors will embark on an **out-of-this-world space safari**, exploring a dazzling trail of giant, intergalactic illuminated installations created exclusively for Edinburgh Zoo — and **never seen anywhere else in the world**.

It's an experience designed to capture imaginations, create unforgettable memories and bring people together under a magical winter night sky.

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Put Your Brand in the Spotlight

As a Giant Lanterns sponsor, your brand will be at the heart of this extraordinary visitor experience, with opportunities to connect with an extensive and highly engaged audience.

Your sponsorship can gain exposure through:

★ On-site visibility throughout the Giant Lanterns experience

★ Major event advertising campaigns promoting the trail across Edinburgh and beyond

★ Extensive social media exposure, with last year's campaign reaching more than 2.2 million people, and much more in press and broadcast media

★ Association with an award-winning, high-profile Edinburgh attraction

★ A meaningful connection to wildlife conservation and engagement

Most importantly, your support will help RZSS create a world where nature is protected, valued and loved.

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About Edinburgh Zoo's Giant Lanterns

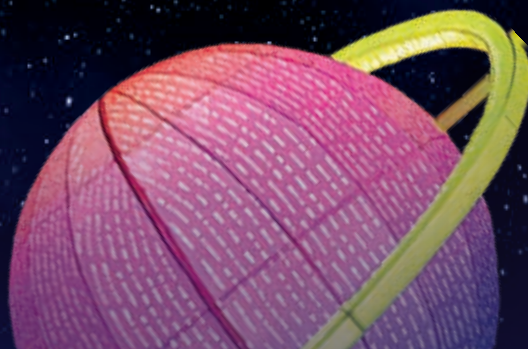
60 nights
of spectacular
illumination

Friday
13 Nov until
Sunday 21
Feb 2027

Edinburgh Zoo's Giant Lanterns attracts audiences from across Scotland and beyond. While most visitors are based across the Central Belt, the event also draws audiences from further afield, including **Aberdeen and Dundee**.

With tens of thousands of visitors expected to experience the trail, Giant Lanterns offers sponsors a unique opportunity to connect your brand with a diverse, engaged audience in an unforgettable setting.

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Illuminate Your Brand. Support Conservation. Create Memories

Become a Giant Lanterns sponsor for 2026/27 and help us make this year's event the most spectacular yet.

Headline supporter – price on application

- A bespoke package, built-around your sponsorship goals
- Brand inclusion in marketing of full event: "Edinburgh Zoo's Giant Lanterns, supported by {Your Brand}"
 - Prominent branding across all marketing*
 - Prominent branding across event at Edinburgh Zoo
 - Launch night invitation with hospitality (12 November)
 - VIP Giant Lanterns tickets for staff use, incentives, or competitions.
 - Website visibility: Thank you to our sponsor with lead placement, brand, logo and statement of support.

Galaxy supporter – larger zones – £5,000 + VAT

- Your logo in lantern form with plaque at entrance and exit of zone including logo and statement of support
- Six launch night hospitality invites (12 November)
- 30 Giant Lanterns tickets for staff use or incentives
- Social post (mention in social post featuring picture of zone)
- Website visibility: Thank you to our sponsors with brand name and logo



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Star supporter – smaller zones – £3,000 + VAT

- Your logo in lantern form with plaque at entrance and exit of zone including logo and statement of support
- Four launch night hospitality invites (12 November)
- 16 Giant Lanterns tickets for staff use or incentives
- Website visibility: Thank you to our sponsors with brand name and logo

Individual lanterns outside of this £500 + VAT

- Your logo and statement of support on a plaque
- Four Giant Lanterns tickets for staff use or incentives

*Dependent on timing of agreement of support – branding included from contract date onwards

Lets start a conversation about how your company or organisation can be part of the star-studded line up this winter, all whilst being part of a team helping create a world where nature can be protected, valued and loved.

Email Eloise Mair, Business Development Manager – emair@rzss.org.uk or call 0131 314 0378.



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