



2024

SPONSORSHIP
OPPORTUNITIES

SANTA BARBARA
MUSEUM
of
**NATURAL
HISTORY**

For more information or to become a sponsor, contact Philanthropy Officer, Foundation and Corporate Relations Becca Summers at bsummers@sbnature2.org or 805-682-4711 ext. 111.

A photograph of the Santa Barbara Museum of Natural History sign, which is white with black lettering and a decorative top. The sign is set against a background of a red-tiled roof and a clear sky. The text on the sign reads "SANTA BARBARA MUSEUM OF NATURAL HISTORY".

SANTA BARBARA MUSEUM OF NATURAL HISTORY

ABOUT THE MUSEUM

MISSION STATEMENT

The Santa Barbara Museum of Natural History inspires a thirst for discovery and a passion for the natural world.

OUR ROLE IN THE COMMUNITY

The Santa Barbara Museum of Natural History invites guests to learn about nature, culture, and the universe while exploring our oak woodland along Mission Creek. The Sea Center invites guests to interact with live marine animals from the Santa Barbara Channel, use scientific tools, and explore the waters beneath Stearns Wharf. We are the only institution in the region with a world-class collection of specimens that informs scientific research, sustains engaging historic and interactive exhibits, and supports education programs serving the entire community. Because of our expertise, we are uniquely qualified to interpret what makes the Santa Barbara region scientifically significant.

EXHIBITS AND LEARNING CENTERS

A variety of exhibits and venues for learning exist at the Museum and Sea Center, including:

- Santa Barbara Gallery
- Courtyard Gallery (revolving)
- Minerals Hall (reopening spring 2023)
- Earth & Marine Sciences
- Chumash Life
- Mammal Hall
- Bird Habitat Hall
- Dennis Power Bird Diversity Hall
- John & Peggy Maximus Art Gallery
- Library
- Space Sciences & Gladwin Planetarium
- Sukinani'oy Garden
- Prehistoric Forest
- Museum Backyard
- Sprague Butterfly Pavilion
- Palmer Observatory
- Dive In: Our Changing Channel (Sea Center)
- Shark Cove (Sea Center)
- Wet Deck (Sea Center)
- Intertidal Wonders (Sea Center)

COLLECTIONS AND RESEARCH

The Museum's Collections and Research Center (CRC) curates over 3.5 million specimens and artifacts. The CRC employs scientists actively engaged in curation, research, and fieldwork in anthropology, invertebrate zoology, vertebrate zoology, and other disciplines. Our curators and collection managers facilitate access to the collections for scholars from institutions all over the world, as well as visitors and educators in our local community.



With over 6,300 Members and more than 240,000 annual visitors across two campuses, the Santa Barbara Museum of Natural History and Sea Center is our region's definitive source of nature information. Consistently recognized by locals, tourists, and the media, the Museum is the proud recipient of numerous local awards. We've been listed as Best Museum in the *Santa Barbara Independent's* Best of Santa Barbara® Readers' Poll every year since 2018. We consistently receive four stars (the highest rating) from Charity Navigator for financial health, accountability, and transparency.

When you align your brand with us, you publicly demonstrate your commitment to science, education, and the environment. You secure valuable benefits for your company and its employees, and you invest in a trusted community institution.

Whether you're looking for marketing exposure, business development, or ways to give back, the Museum has a multitude of opportunities with benefits tailored to fit your needs.

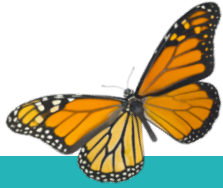
We look forward to crafting a unique sponsorship package that helps you exceed your goals!



WHY SPONSOR

SOMETHING FOR EVERYONE

Collectively, our programs engage a wide audience, but each one is unique. Who do you want to reach? Find out where you can make the greatest impact with your sponsorship.



	FAMILIES	ADULTS ONLY	LOCALS	TOURISTS	FOODIES	OCEAN LOVERS	ARTISTS	HIGH NET-WORTH	LOW-INCOME	MUSEUM MEMBERS	GENERAL COMMUNITY	WIDEST POSSIBLE AUDIENCE
SUMMER EXHIBITION												
<i>BUTTERFLIES ALIVE!</i>	X		X	X			X			X	X	X
EVENTS												
MISSION CREEK GALA		X	X					X				
CONVERSATIONS WITH A CURATOR		X	X		X	X		X			X	
MAXIMUS GALLERY OPENING RECEPTIONS		X	X				X	X		X		
THE ARTIST'S TABLE SOIREE AND ART SHOW		X	X				X	X		X	X	
ANNUAL MEMBERS' PARTY	X		X							X		
FALL FESTIVAL / EVENT TBD		X	X	X	X			X		X	X	
SCIENCE PUB		X	X		X	X				X	X	
WORLD OCEANS DAY	X		X	X		X			X	X	X	X
LEADERSHIP CIRCLES EXPLORATIONS		X	X					X		X		
EDUCATIONAL PROGRAMMING												
ADULTS		X	X					X	X	X	X	X
CHILDREN	X		X						X	X	X	X
ACCESS PROGRAMS												
TEENS	X		X						X			
FAMILY PASSES FOR SCHOOLCHILDREN	X		X						X		X	X
MUSEUMS FOR ALL	X	X	X	X					X		X	X

SPONSORSHIP LEVELS AND BENEFITS



Rattlesnake - \$1,000

- Name and/or logo listed in print and/or digital advertising
- Recognition on event signage and event collateral
- Recognition on Museum website
- 2 tickets to the Museum's Member Party May 24, 2024
- 1 Adventurer Membership
- 5 Museum / Sea Center guest passes
- 2 Tickets to Event* / Behind the Scenes Tour

Island Fox - \$2,500

- All Rattlesnake benefits
- 4 tickets to the Museum's Member Party May 24, 2024
- 2 Adventurer Memberships
- 10 Museum / Sea Center guest passes
- 4 Tickets to Event* or Behind the Scenes Tour

Grey Wolf - \$5,000

- All Island Fox benefits
- 1 Patron's Circle Membership
- 20 Museum / Sea Center guest passes
- Private tour of the Sprague Butterfly Pavilion
- 4 Tickets to Event* / Behind the Scenes Tour

Grizzly Bear - \$10,000

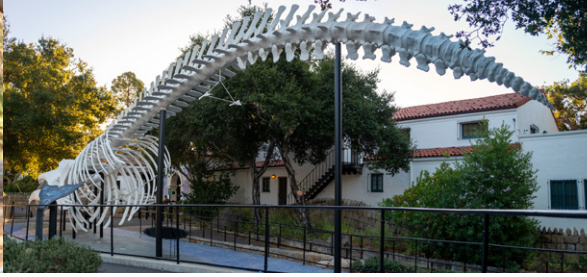
- All Grey Wolf benefits
- 2 Patron Circles Memberships
- 25 Museum / Sea Center guest passes
- Opportunity to participate in a live butterfly release
- Complimentary Museum facility rental
- 6 Tickets to Event* / Behind the Scenes Tour

Presenting (Blue Whale) Sponsor - \$25,000

- All Grizzly Bear benefits
- 3 Patron Circles Memberships
- 50 Museum / Sea Center passes
- Behind the scenes tour of the Museum's collections for up to eight people
- Complimentary wine/cheese reception for up to 50 guests at the Museum or Sea Center
- 10 Tickets to Event* or Behind the Scenes Tour

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**Event to be determined*



MUSEUM & SEA CENTER ATTENDANCE

The Museum and Sea Center attract visitors from our own region, as well as from far-flung locales. From a recent Sea Center survey:

- 38% of visitors were from the Tri-County region (San Luis Obispo, Santa Barbara, and Ventura Counties)
- 56% of visitors were from other California locations
- 5% of visitors were from out of state

Attendance at the Museum and Sea Center spikes during the summer and school holidays.

Nearly half of our annual visitation occurs during the summer months (May–August).

About 30% of visitors are Museum Members; 70% are not members.

Adult and child attendance is nearly equal.

- 53% of visitors are age 18 and under
- 5% are ages 19–25
- 26% are ages 26–45
- 11% are ages 46–66
- 5% are ages 67 and older



DEMOGRAPHICS
& IMPACT

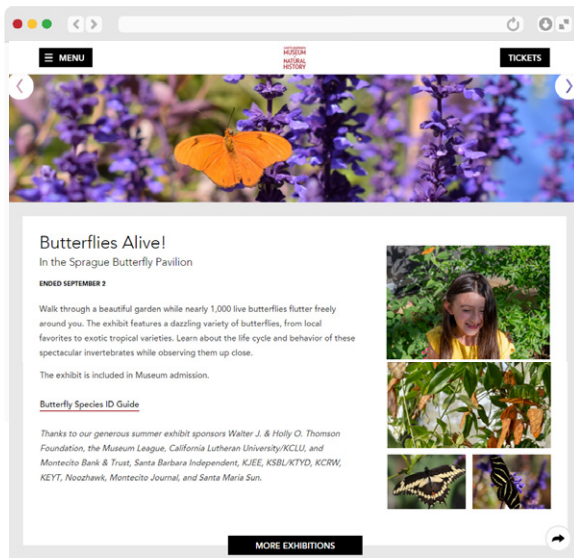
MARKETING CHANNELS

Marketing campaigns for major events and exhibitions use a wide range of earned (PR), owned (our own channels), and paid media through advertisements in local and regional print and digital outlets, television, and radio outlets.

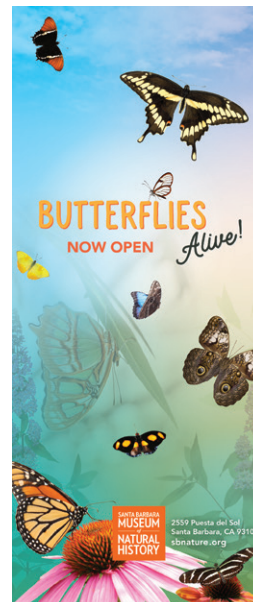
We also leverage website visitors, e-mail contacts, and social media accounts. The Museum's website receives over 234,000 unique visitors annually, and e-blasts are distributed to 36,000+ active subscribers weekly. The Museum and Sea Center have 20,000+ followers on Facebook, 9,800+ on Instagram, and 6,400+ on TikTok.



SAMPLES OF PRINT & WEB ADVERTISING



sbnature.org exhibition recognition



print ad recognition

WHAT OUR **VENDORS** ARE SAYING ABOUT **SANTA BARBARA WINE + FOOD FESTIVAL®**

Hands down the best food and wine event in our area. With the top chefs and winemakers from our area gathered on the remarkable grounds of the museum, it is the ideal festival to meet and interact with the minds behind these remarkable restaurants and wineries.

—Alejandro Medina, Bibi Ji

We look forward to participating in the Santa Barbara Wine + Food Festival® every single year. Between the amazing vendors and the beautiful setting at the museum of natural history, you can't ask for a more perfect event. I cannot think of a better way to celebrate and showcase Santa Barbara's finest wines and foods with our community.

—Peter Cham, Finch and Fork Restaurant

There is no better venue for an event like this. Always organized with plenty of volunteers. Great food, great wine, great view! What a day.

—Les Clark, The Berry Man, Inc.



THANK YOU TO OUR 2023 SPONSORS



PRESENTING
SPONSOR



BLUE WHALE

The Berry Man, Inc.
The Largest Produce Distributor on The Central Coast

POLAR BEAR



Maker's Mark
No 46

GREY WOLF



ISLAND FOX

EL ENCANTO
A BELMONT HOTEL
SANTA BARBARA



VILLAGE
PROPERTIES



RATTLESNAKE



MEDIA SPONSOR:



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