



# 2024

SPONSORSHIP  
OPPORTUNITIES

**SANTA BARBARA WINE  
+ FOOD FESTIVAL®**

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](mailto:bsummers@sbnature2.org) or 805-682-4711 ext. 111.

SANTA BARBARA  
*Wine + Food*  
FESTIVAL®

Santa Barbara Museum of Natural History



**Saturday, June 29, 2024**

Join us in 2024 to sip and savor over 80 of the Central Coast's best wineries and culinary delights while enjoying a splendid summer afternoon in the Museum's oak woodland along Mission Creek.

**Early Entry: \$175 / Early entry at 1:00 PM** to the Museum Backyard with catered hors d'oeuvres and entertainment.

**General Admission: \$125 / Entry at 2:00 PM**

Enjoy wineries and food purveyors across the Museum's beautiful outdoor spaces. Includes a commemorative wine glass.

One hundred percent of the net proceeds from the Santa Barbara Wine + Food Festival® supports the Museum's nature and science education programs.

All ticket holders must be at least 21 years old to enter. Children and infants will not be permitted. Valid photo ID with proof of age will be required to enter. No exceptions.



# 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 general admission tickets for Santa Barbara Wine + Food Festival

## 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 general admission tickets for Santa Barbara Wine + Food Festival

## 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
- 2 early entry tickets for Santa Barbara Wine + Food Festival
- 3 general admission tickets for Santa Barbara Wine + Food Festival

## 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
- 5 early entry tickets for Santa Barbara Wine + Food Festival
- 5 general admission tickets for Santa Barbara Wine + Food Festival

## 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 early entry tickets for Santa Barbara Wine + Food Festival
- 5 general admission tickets for Santa Barbara Wine + Food Festival

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# 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.





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.



VOTED **BEST** MUSEUM  
IN **SANTA BARBARA**



WHY **SPONSOR**



## 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

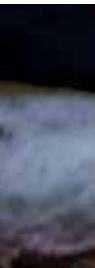
Attendance at the Museum and Sea Center spikes during the summer and school holidays.

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

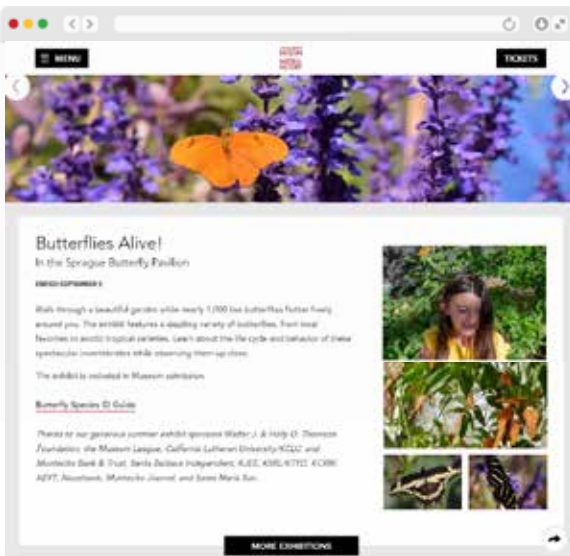
## MARKETING CHANNELS

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

# WHY BECOME A SPONSOR

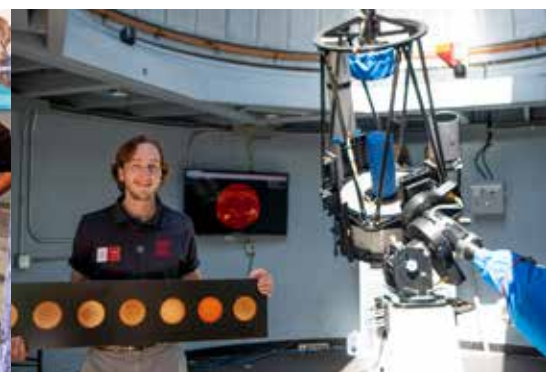


WHEN YOU ALIGN **YOUR BRAND** WITH **US**, YOU PUBLICLY DEMONSTRATE YOUR COMMITMENT TO **SCIENCE, EDUCATION, AND THE ENVIRONMENT.**

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.

Your support assists the Museum in its mission to inspire a passion for the natural world. Through engaging exhibits, innovative educational programs, and important scientific research, we touch the lives of hundreds of thousands of people each year.





# 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



VILLAGE  
PROPERTIES



RATTLESNAKE



MEDIA SPONSOR:



Santa Barbara  
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