

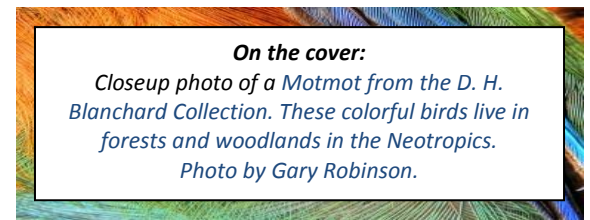
2018 Sponsorship Opportunities



SANTA BARBARA
MUSEUM
of
NATURAL
HISTORY

For more information, please contact
Melissa Baffa, Development Officer
(805) 682-4711 ext. 111 or
mbaffa@sbnature2.org

Museum Overview



On the cover:

Closeup photo of a Motmot from the D. H. Blanchard Collection. These colorful birds live in forests and woodlands in the Neotropics.
Photo by Gary Robinson.

Mission Statement

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

History

Founded in 1916, the Santa Barbara Museum of Natural History interprets many aspects of natural history, including anthropology, earth sciences, and zoology; produces major scientific works; and offers educational programs to school children and adults. The Museum also includes the Sea Center, located on Stearns Wharf: this facility focuses specifically on our coastal and ocean environment.

Programs

The Museum offers a number of programs of immense benefit to students, teachers, families, and community members. Over 20,000 schoolchildren participate in Museum and Sea Center programs each year, while thousands more benefit from the Museum's Nature Collection. Programs include:

- **School and Teacher Services (STS):** These programs provide standards-aligned, inquiry-based science and social studies education for visiting school children.
- **Community Education:** These programs serve the entire community, adults and children alike. Includes the monthly Science Pub lecture series, seasonal regional field trips, family festivals, classes and workshops on a myriad of topics, specialized lectures and partnership programs, and more.
- **Astronomy Programs:** The Museum's Astronomy Programs include the Gladwin Planetarium, Space Lab, Palmer Observatory, monthly Star Parties with the Astronomical Unit, and outreach activities.
- **Teen Programs:** The *Quasars to Sea Stars* program offers an intensive three year educational experience that motivates students toward college and careers in the sciences. Youth 13-17 in the *VolunTeens* program earn community service hours while leading teen-developed engagement based tours for the public, helping with camps, and working with Museum personnel.
- **Nature Education:** Connects children and adults using programming and interpretation spaces in the Museum's Backyard/Nature Club House (BaseCamp during renovation) and the Curiosity Lab exhibit.
- **Nature Adventures:** Nature Adventures™ offers classes, workshops, and camps at the Museum and Sea Center for children ages 4–14. Programs are designed to provide children with opportunities to experiment, experience, and observe the natural world while engaging in the scientific process.

Exhibits and Learning Centers

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

- Plants and Insects Hall *
- The Curiosity Lab
- Mineral & Gem Gallery
- Marine Life Hall
- Geology & Paleontology Hall
- Chumash Life Hall
- Mammal Hall *
- Bird Hall *
- Maximus Art Gallery
- Library
- Astronomy Center & Planetarium
- Sukinanik'oy Garden
- Museum Backyard & Pavilion *
- Palmer Observatory
- Intertidal Wonders (Sea Center)
- Shark Cove (Sea Center)
- Wet Deck (Sea Center)
- Jellies & Friends (Sea Center)
- Channel Theater (Sea Center)

* These exhibits are being renovated as a part of the Museum's Centennial campaign – to be reopened by summer 2018.

Collections and Research

The Museum's Collections and Research Center holds 3.5 million specimens and artifacts and houses 14 scientists actively doing fieldwork in anthropology, invertebrate zoology, vertebrate zoology, and earth sciences. Each department hosts visitors, scholars and students from all over the world as well as serves the educational needs of our local community.

2018 Sponsorship Opportunities

National Geographic - 50 Greatest Photographs

The Most Compelling Imagery Published in the History of NGM



Kabul, Afghanistan 1967 | Covered by a traditional chadri, an Afghan woman balances caged goldfinches at a market in Kabul. Photo by Thomas J. Abercrombie

50 Greatest Photographs showcases many of the most compelling imagery published in the history of the magazine. This exhibition, organized and traveled by National Geographic, will transport visitors behind the lens of some of National Geographic's most engaging images. From Steve McCurry's unforgettable Afghan girl, to Michael "Nick" Nichols's iconic photograph of Jane Goodall and a chimpanzee, to Thomas Abercrombie's never-before-seen view of Mecca, the exhibition features 50 of the magazine's most remembered and celebrated photographs from its almost 130-year history.

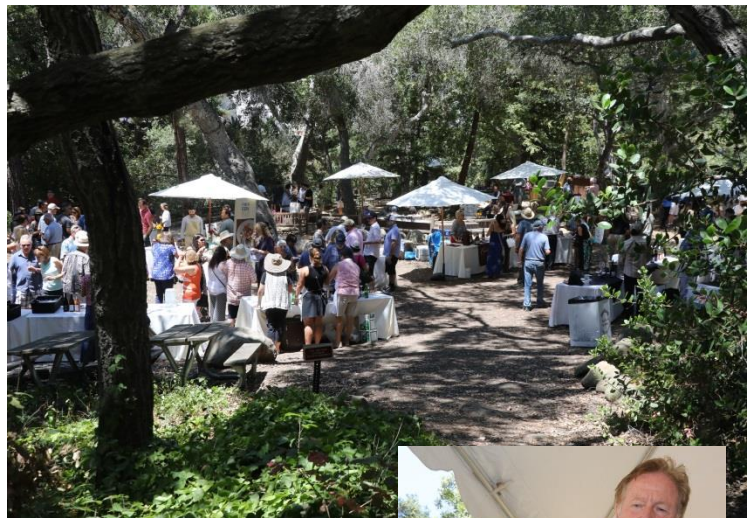
In addition to seeing the photographs as they appeared in the magazine, exhibition visitors will learn the stories behind the photos, and more about the photographers themselves. For some images, visitors will be able to see the "near frames" taken by the photographer: the sequence of images made in the field before and after the perfect shot. The exhibition is accompanied by 2 iPads, as well as videos with behind-the-scenes stories and interviews with the photographers.

50 Greatest Photographs will open in Fleischmann Auditorium on Saturday, May 26, 2018, and run through Sunday, September 3, 2018. It is anticipated that 40,000 visitors will tour the exhibit, giving your brand prime exposure to both local residents and summer visitors. Marketing efforts to promote *50 Greatest Photographs* will include advertisements in print and online, signage at the Museum, and promotion on social media.

Santa Barbara Wine + Food Festival

For more than 30 years, this iconic Santa Barbara event has been known for the delicious food and wine it celebrates. The Wine + Food Festival will be held along the banks of Mission Creek on June 30, 2018; guests will mingle with winemakers, bakers, and chefs in the sunshine, under the oak trees. One hundred percent of the net proceeds from the Wine + Food Festival support science education for adults and children.

Marketing efforts to promote the Santa Barbara Wine + Food Festival will include advertisements in print and online, signage at the Museum, and promotion on social media. Special sponsorship opportunities exist for this event as well: the VIP Lounge and Sparkling Way can provide extra exposure for your brand, targeted at a specific segment of the festival attendees. Additionally, some sponsorship levels include the opportunity to promote your business through items given to festival patrons, such as wine glasses and event wristbands. Please refer to the "How Would You Like to Sponsor?" page and sponsorship levels for more information.



For information, please contact Melissa Baffa (805)682-4711 ext.111 or mbaffa@sbnature2.org

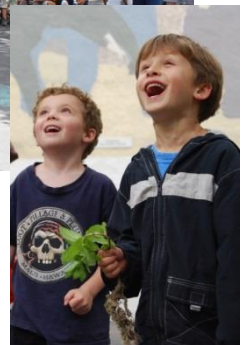
Other Events and Opportunities

There are a variety of other ways to ensure your brand message is prominently displayed to our various audiences. Perhaps you are looking for exclusivity, or an opportunity to reach our audience for a longer period of time. Read through the next two pages carefully – several other opportunities are outlined here that may fit your business's needs.

- **Science Pub - \$1,000 per quarter (3 events) or \$3,000 for one full year (12 events)**
Science Pub is a free public program with the goal of connecting research to the general community. This free evening dining & lecture event takes place every second Monday of the month at Dargan's Irish Pub & Restaurant in Santa Barbara. The Museum invites a science professional to give a 45-60 minute talk about a science topic that is accessible and appealing to the general public.

We invite adults of all backgrounds to join our fun and friendly conversation, and quench their thirst for knowledge about science and nature. Since this program is held in a pub, it is for adults only. Science Pub typically attracts upwards of 150 participants per session; the most popular events have attracted a standing-room audience of over 200. Your sponsorship will provide support for three Science Pub events, or you can choose to support the entire year of programming. Marketing for these programs will utilize the Museum's website, e-news, and social media. Additionally, rack cards advertising these programs will be produced.

- **AstroVaganza - \$2,500**
This is an annual event held at the Museum in partnership with the Santa Barbara Astronomical Unit. Other participants have included Santa Barbara City College, UC Santa Barbara, and the Santa Barbara Ham Radio Club. The event celebrates astronomy with a showcase of The Gladwin Planetarium and Palmer Observatory and a variety of all-day, astronomy-related activities including a comet demo, rocket launches, solar viewing, a liquid nitrogen display, mirror grinding, and a star party at night. This event is free with paid admission to the Museum and attracts about 400 people each year. Marketing for this program will utilize the Museum's website, e-news, and social media, as well as printed flyers. This event has also attracted attention through local TV and radio stations in the past.



- **Sea Center Events and Festivals - \$2,500 for one event, \$5,000 for two, or \$7,000 for all 3 events**
Underwater Parks Day (January 20), World Oceans Day (June 2), and the Sea Center's Tales and Scales Halloween celebration (October 27) are days to celebrate and learn about the amazing ocean environment, and where better to do that than the Sea Center? Literally hovering above the ocean at its location on Stearns Wharf, the Sea Center will offer hands-on, fun activities and demonstrations, and admission will be FREE thanks to the generosity of your sponsorship. Past free admission events have drawn more than 2,000 visitors for the day – your brand will be featured in event marketing, including direct marketing to schoolchildren, and displayed onsite for all guests to see.
- **Free Family Nature Day - \$2,000 for one event, \$15,000 for the entire year (9 dates)**
Family Nature Day, held on the third Sunday of the month from January-May and September-December (9 Sundays total), offers free admission to all at the Museum's Mission Canyon campus. With a projected attendance of 3,500-4,000 Family Nature Day visitors in 2018, this is a great opportunity to show your support for the community while calling attention to your brand. Your sponsorship of Free Family Nature Days will enable you to reach not only the Museum visitors on these days, but the community at large as well.

- **Leadership Circles Explorations (field trips) - \$5,000 for one year (3 trips)**

Explorations are exclusive opportunities for members of the Museum's Leadership Circles of Giving. This group of major donors, who play a critical role in sustaining the Museum, visit unique area or institutions and get behind-the-scenes tours/access. Three trips are offered per year, with 15-30 people in attendance, and include Museum scientists and curators. Invitees comprise the Museum's most dedicated group of donors whose support is strongly based on their commitment to the Museum's mission and who don't often take advantage of any benefits, with the exception of these trips. In fact, some specifically join Leadership Circles because they want access to this benefit. A representative of your organization will be invited to participate in each trip. Your logo will be included on printed materials, emails, and other communications about this program. Please note that the marketing for this program is focused exclusively on high net-worth donors, so it does not get lost in mix of other Museum communications.



- **Annual Members' party - \$4,000**

The Annual Members' Party (June 1, 2018) is an invitation-only event targeted to Museum members and other Museum supporters. Communications are sent specifically to the Museum's 6,200+ members via email, a mailed postcard, and a mailed invitation, as well as posted in the Museum e-newsletter, on the website, and on social media. The 2018 Party will celebrate the opening of the Museum's summer show, renovated galleries, and Backyard. There will also be crafts for kids, face painting, and other fun activities. An average of 400 people attend this event each year.

- **Free admission family passes - \$5,000 per quarter, or \$15,000 for a full school year**

Free admission passes are given out to students who attend a field trip at the Museum or Sea Center; they are good for admission for the student and his/her entire family. About 20,000 school children attend field trips to the Museum or Sea Center each year – each student receives one of these passes to use when returning to the Museum; about ¼ of them return within a month with their families. The total cost of this program for a school year is \$15,000. Your company could sponsor a full year, half a year, or quarter of a year. Your company's logo will be added to the passes handed out for the year, or the portion of it that you choose to sponsor.

- **Cocktails with a Curator - \$1,500**

Cocktails with a Curator (March 22, 2018) is open to Museum Members. Communication is sent to the Museum's 6,200+ members via email, a mailed postcard, and is posted in the Museum e-newsletter, on the website, and via social media. This event is free to members at the Naturalist level and above (\$150 level), but is open to regular members who want to purchase a ticket (cost=\$35). There are interactive science educational activities, and the Museum scientists are on hand to answer questions and educate people. There is also an adult craft activity. About 170 people regularly attend this event.

- **Live Dive programming - \$3,500 for 6 events total**

Participants are able to become immersed in the world below the ocean's surface without getting wet! SCUBA divers explore local coastal ecosystems such as sea grass beds, kelp forests, and pier pilings while Sea Center visitors watch LIVE and interact with the divers. Guests are able to ask the divers questions while they learn about the habitats and organisms under Stearns Wharf and beyond. Six Live Dive events are scheduled for 2018; your sponsorship will support all of them while enabling you to reach a very curious and captivated audience.

- **Other Museum programs - \$500-\$2,500**

The Museum hosts a variety of programs throughout the year, including "I Wonder" Wednesdays, Science on Site programs, "Bug Boot Camp," and more. These opportunities can help to get your company in front of our audience, while providing vital support for the program. With sponsorship opportunities as low as \$500, these programs are a great way to explore the possibilities of a Museum partnership. Please contact Melissa Baffa, Development Officer, for more information.

How Would You Like to Sponsor?

There are many different options for supporting the Museum as a sponsor. Depending on the type of exposure your organization is interested in, you can choose to participate in a number of ways:

Overall corporate sponsorship

Cash sponsorship of an exhibit or event provides vital operating funds for the Museum and its programs. Through your sponsorship, your organization will be provided with unique exposure that demonstrates your commitment to our community, while positioning your brand in front of our guests, donors, and other sponsors.

The Museum offers industry exclusivity to Presenting level sponsors, and a variety of benefits at all levels of sponsorship. These benefits include private tours, VIP access, Museum memberships, and more, in addition to exposure through our marketing efforts of the exhibit or event you've chosen to support. Please refer to benefits table for more information.

Sponsorship of specific items / event components

As a sponsor of a specific item or component of an event, you are placing your company logo in front of event attendees in a unique and potentially long-lasting way. Organizations may sponsor or co-sponsor the following items and/or components for the Santa Barbara Wine + Food Festival:

- Official Tasting Glass - \$25,000 (includes all Presenting level benefits, including industry exclusivity)
- Official Event Wristband - \$25,000 (includes all Presenting level benefits, including industry exclusivity)
- VIP Pavilion Sponsor - \$10,000 (includes all Platinum level benefits)
- Festival Shuttle Sponsor - \$10,000 (includes all Platinum level benefits)
- Designated Driver ticket sponsor - \$5,000 (includes all Gold level benefits)
- Sparkling Way Sponsor - \$2,500 (includes all Silver level benefits, and your logo on the champagne flutes)
- Lanyard Sponsor - \$2,500 (includes all Silver level benefits)

In-kind sponsorships

By donating items the Museum would normally have to purchase in order to stage an event, you are boosting our fundraising efforts, which enables us to put more funding back into our facility, exhibits, and programs. Here is a partial list of items that would qualify. If you can provide something not on our list, let us know!

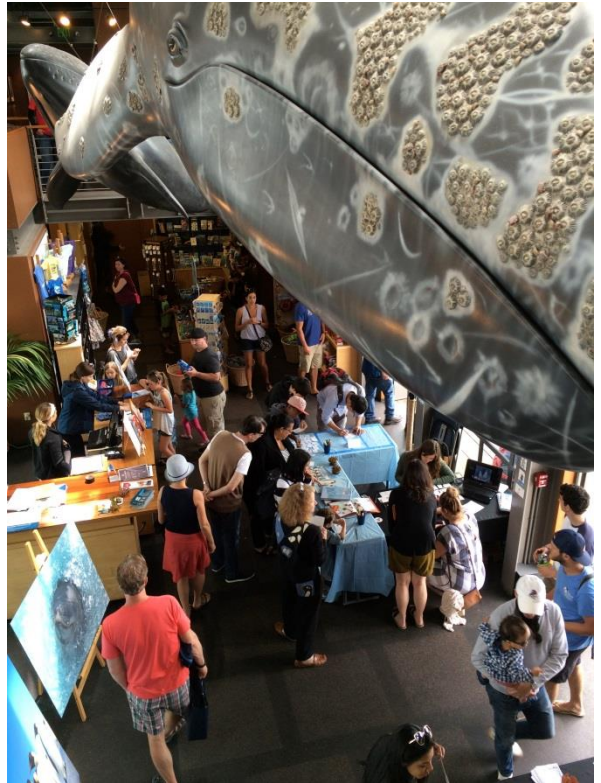
- Fruit / snacks for event
- Water / dispensers / cups
- Ice
- Shuttle service
- Electric carts
- Printing
- Party rentals
- Festival takeaways for guests



Demographics & Impact

Museum and Sea Center Attendance

- The Museum and Sea Center attract visitors from our own region, as well as from far-flung locales. From the 2016 Sea Center Survey:
 - 54% of visitors were from the Tri-County region (San Luis Obispo, Santa Barbara, and Ventura Counties)
 - 11% of visitors were from other Southern California locations
 - 13% of visitors were from Northern California
 - 17% of visitors were from out of state
 - 4.5% of visitors were from out of the U.S.
- Attendance at the Museum and Sea Center spikes during the summer and school holidays.
 - About 43% of our annual visitation occurs during the summer months (May- August).
- Adult and child attendance is nearly equal. Adults make up about 55% of our visitors; children 45%.



Santa Barbara Wine + Food Festival

Survey results tell us some interesting things about the Wine + Food Festival attendees, including:

- Women really like this event. 62% of attendees are female; 38% are male
- The Santa Barbara Wine + Food Festival is popular among middle-aged and older individuals:
 - 21-34 (12%)
 - 35-44 (20%)
 - 45-54 (20%)
 - 55-74 (44%)
 - 75+ (4%)
- Attendees of the Santa Barbara Wine + Food Festival tend to have significant household wealth:
 - \$30,000-\$45,000 (4%)
 - \$46,000-70,000 (10%)
 - \$71,000-90,000 (16%)
 - \$91,000-130,000 (23%)
 - \$131,000-\$150,000 (6%)
 - \$150,000-\$199,000 (13%)
 - \$200,000 and up (28%)
- Well-educated individuals enjoy attending the Santa Barbara Wine + Food Festival:
 - High school or equivalent (6%)
 - Some college, no degree (6%)
 - Associate degree (6%)
 - Bachelor degree (35%)
 - Graduate degree (47%)
- The majority of attendees live locally:
 - Santa Barbara County (73%)
 - Ventura County (7%)
 - Los Angeles County (12%)
 - Other (8%)

2018 Marketing Plan

A range of marketing channels

The marketing campaign for an event or exhibition begins six months prior and will utilize a cross selection of local and regional print, television, radio, emarketing, social networking, and internet venues.

The media distribution list includes media outlets in San Diego County, Orange County, Los Angeles County, Kern County, Ventura County, Santa Barbara County, San Luis Obispo County, Monterey County, and San Francisco County.

In addition to media relations, the Museum participates in a number of community relations events where the Museum hosts an interactive booth promoting its summer shows, children's science programs, and family activities. These events include the Santa Barbara Kids Expo, Ventura Kids Expo, Earth Day Festival, National Astronomy Day, California Coastal Clean-Up, and Science Nights at a number of regional schools.

Print materials

A variety of flyers, posters, and banners will also be used to promote the event and/or exhibition.

Print materials will be produced in the following quantities:

- Event Brochure/Rack Cards: 20,000
- Festival Poster: 1,000
- Festival Program (on-site): 1,000

Extensive reach, across many platforms

In addition, events and festivals at the Museum, including the 2018 Santa Barbara Wine + Food Festival and summer exhibition of "50 Greatest Photographs" will be promoted through:

- Radio, Print, Online, and Television Advertising
- The Museum's monthly Electronic Newsletter (distributed to 14,000 subscribers, including attendees, trade, media and exhibitors, twelve times a year)
- The Museum's website (over 13,000 unique visitors/month)
- Web banner ads with Noozhawk.com, edhat.com, SantaBarbara.com, Independent.com, and Division D (digital marketing agency).
- Local, regional, and national media partnerships with the Santa Barbara Independent, Santa Barbara NewsPress, Noozhawk, Cox Communications, Rincon Broadcasting, and Santa Barbara Chamber of Commerce.
- Extensive public relations outreach
- Social Media promotion across all platforms (12,600+ Facebook followers, 1877+ Instagram followers)



Samples of Print & Web Advertising

(Below) Examples of print advertising

Bugs...
Outside the Box

May 27–September 10, 2017
at the Museum

The Santa Barbara Museum of Natural History is crawling with excitement as it presents its newest exhibit, *Bugs... Outside the Box*. Don't miss your chance to examine all the intricacies of the insect world without a microscope! From beetles to butterflies, the exhibition features a literal army of giant bug sculptures with one aim in mind - shining a light on Museum collections, taxonomy, and the power of magnification. Come experience where SCIENCE and ART collide!

Santa Barbara
WINE FESTIVAL

SATURDAY, JUNE 25, 2016
2:00–5:00 PM

Swirl, sip, and savor tastings from premier Central Coast wineries complemented by sweet and savory delights from local food purveyors. VIP Lounge ticket holders enter one hour early.

Members \$75; non-members \$100
VIP Lounge: Members \$125; non-members \$150

SANTA BARBARA MUSEUM OF NATURAL HISTORY
2559 Puesta del Sol, Santa Barbara, CA 93105
805.682.4711 · sbnature.org/winefestival

Butterflies
Alive!
FLUTTERING FOR 100 DAYS
May 28–September 11, 2016
at the Museum

SANTA BARBARA MUSEUM OF NATURAL HISTORY
2559 Puesta del Sol, Santa Barbara, CA 93105
805.682.4711 · sbnature.org

SANTA BARBARA
Wine+Food FESTIVAL

Saturday, June 24, 2017
2:00–5:00 PM
at the Museum

Celebrating our 30th anniversary!

Swirl, sip, and savor tastings from premier Central Coast Wines, complemented by savory and sweet bites from our top local food purveyors.

Members \$75; non-members \$100
VIP Lounge: Members \$125; non-members \$150
1:00 PM VIP Early Access

Proceeds benefit Museum exhibits and education programs.

(Below) Examples of event flyers

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SANTA BARBARA MUSEUM OF NATURAL HISTORY
2559 Puesta del Sol, Santa Barbara, CA 93105 · 805.682.4711 · sbnature.org/winefestival

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2559 Puesta del Sol, Santa Barbara, CA 93105
805.682.4711 · sbnature.org/winefestival

UNDERWATER PARKS DAY

SATURDAY, JANUARY 21
10:00 AM–3:00 PM
at the Sea Center

Celebrate the biodiversity and abundance of animals living in Marine Protected Areas. Dive into the world of marine science with our interactive activities and ocean-themed crafts.

- Investigate a Micro-Marine Ecosystem 10:00 AM–1:00 PM
- Join the Jelly Craft Creation Station 10:00 AM–3:00 PM
- Embark on a Manly Adventure Trek 10:00 AM–3:00 PM
- Meet Live Birds of Prey 11:00 AM–1:00 PM
- Discover Team Abalone 1:00–3:00 PM

Information: Call Jackie Hunt at 805-962-2526 ext. 110 or jhunt@sbnature2.org.
FREE WITH ADMISSION.

SANTA BARBARA SEA CENTER
211 Stearns Wharf, Santa Barbara, CA 93101 · 805.962.2526 · sbnature.org

(Below) Examples of banners hung onsite

THANK YOU TO OUR BUSINESS, FOUNDATION, AND MEDIA SPONSORS.....SUMMER EXHIBIT BUGS... OUTSIDE THE BOX



Bugs...
Outside the Box



(Right) Example of web banner

Artwalk 2016
Artists of Distinction
SATURDAY & SUNDAY · SEPTEMBER 24 & 25



Visitor and Sponsor Testimonials

What Our Sponsors Are Saying:

"Sunrun is excited to sponsor the Museum of Natural History. SBMNH has provided many great opportunities to enjoy the museum exhibits and special events and share these with our customers as well, all while increasing our visibility with the museum's like-minded guests and members. We have thoroughly enjoyed meeting many of the wonderful and gracious staff at the museum, and look forward to a continued partnership in the future"

-Ellie Olszynski, Sunrun



"Every time I go to the Santa Barbara Museum of Natural History, I am struck by the beauty of the place and the friendliness of the people who work there. Meridith Moore has done an amazing job over the years organizing the Santa Barbara Wine + Food Festival—it just keeps getting better and better! I adore her addition of the Sparkling Way and how smoothly everything runs. The participating wineries and chefs are the cream of the crop. It's the BEST wine and food festival by far! Love it!"

-Tama Takahashi, Inside Wine Santa Barbara

"HUB International Insurance Services is delighted to be a sponsor to one of Santa Barbara's most remarkable treasures. The Santa Barbara Museum of Natural History provides young and old, education and knowledge that goes beyond the classroom walls. Their team of dedicated experts, volunteers and community giving, enables this particular museum to be one of the best in the country. We are proud to be affiliated with this wonderful organization."

-Steve Woodward, HUB International Insurance Services

"This festival is special – it is at the Museum of Natural History where truly iconic California winemakers are pouring at their booths. The atmosphere and setting are spectacular and to benefit this gem of a museum is an added bonus."

-Steve Colome, EcoPAS



What Our Vendors Are Saying:

"I can't imagine a more idyllic place to enjoy an afternoon of food and wine! The Museum of Natural History is truly a community treasure and we were honored to participate in this year's event."

-John Cox, The Bear and Star

"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.

"The most engaging event of the year, from the exciting guests, the extensive list of wineries, inspired food from all the local chefs, and the venue is the best. Always memorable and always a fun event."

-James Siao, Finch & Fork

"The First Santa Barbara Wine Tasting event is still the best! The al fresco food and wine event alongside the Mission Creek campus of the Natural History Museum has become the local winemakers favorite tasting venue. Not to be missed!"

-Richard Sanford, Alma Rosa Winery

What Our Guests Are Saying:

Highlights of the comments submitted by 2017 Wine & Food Festival guests:

- "It's our favorite event in Santa Barbara! It is so well done, kudos to all who make it happen!"
- "Of all the events to enjoy in the Santa Barbara community, this is my favorite. I can't wait until next year!"
- "The wine selection was incredible as always. And the increased amount of food participants really made this an awesome event."
- "I've come with a group of friends for five of the last six years. It continues to be a highlight of our year and really kicks the summer off in a grand style!"
- "I have been to many Santa Barbara festivals as this is by far the most well planned and well executed event I have been to. The vendors all seemed happy to be there and to get something out of the event as well, which I was glad to see."

"The type, selection and quality of the food is great. We'll be back."

-Doug Peterson, Portland, Oregon

"They give you great information about their wine. It's scientific wine-tasting."

-Joan Kurze, Santa Barbara

"The SBMNH is a gem. I have spent much time in large natural history museums such as Chicago's Field Museum and Washington D.C.'s Smithsonian National Museum of Natural History... Those are exceptional institutions. But as a visitor, I prefer the SBMNH, which offers something special lost in large institutions. Its medium size is a major factor in making it an accessible, intimate experience... It has outdoor exhibits integrated in vivo into outdoor space; some larger institutions have no outdoor exhibits. The SBMNH has a full range of natural history experiences, with a planetarium, and biological, geological, and anthropological exhibits. Although there is a range of content, there is clear commitment to local history and biology; when one learns from an exhibit then goes outside to see it in daily life, the relevance of the content becomes clear."

-Rebecca Goodman, PhD, visitor and parent of a VolunTEEN program participant

