



2020 SPONSORSHIP OPPORTUNITIES

SANTA BARBARA
MUSEUM
of
**NATURAL
HISTORY**

SANTA BARBARA
MUSEUM *of* NATURAL HISTORY
**SEA
CENTER**

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

With over 6,000 members and more than 240,000 annual visitors across two campuses, the Santa Barbara Museum of Natural History and Sea Center are the definitive sources of information about nature in the Tri-County region. Consistently recognized by locals, tourists, and the media as an iconic science- and nature-based organization, Santa Barbara Museum of Natural History is the proud recipient of several local awards over the past few years, including:

2019

Santa Barbara News-Press Readers' Choice Award – Best Museum

Santa Barbara Beautiful Award – Public Open Space

Santa Barbara Independent Best of Santa Barbara® Award – Museum

Santa Barbara Independent Best of Santa Barbara® Award – Best Summer Camp (runner-up)

2018

Santa Barbara News-Press Readers' Choice Award – Best Museum

Santa Barbara Independent Best of Santa Barbara® Award – Museum (runner-up)

Pacific Coast Business Times – Best Place to Work

2016

Santa Barbara Independent Best of Santa Barbara® Award Award – Museum

When you align your brand with the Museum or Sea Center, you are demonstrating to the community and to your employees a commitment to excellence, to education, and to our planet. You are securing valuable benefits for your company and its employees. You are investing in a renowned and time-honored institution.

You are also leveraging the power of the partnership with the Museum or Sea Center to meet your business's needs. Whether you are looking for marketing exposure, business development opportunities, to meet corporate philanthropy goals, or a combination of these objectives, the Museum has a multitude of opportunities available. Partnership comes with a wide range of benefits for your organization that can be custom-tailored to fit your needs.

To learn more about the Museum and why the community keeps awarding it as one of the best, please flip to the end of this packet.

Please read on to learn more about sponsorship opportunities and benefits.
We look forward to crafting a unique sponsorship package that helps you to meet and exceed your goals!

IF YOU'RE LOOKING TO CONNECT WITH...

Let us sit down with you to learn about your marketing and business development needs, and how our audience overlaps with yours! In the meantime, this may help you figure out what you might want to sponsor:

	FAMILIES	ADULTS ONLY	LOCALS	TOURISTS	FOODIES	OCEAN LOVERS	ARTISTS	HIGH NET-WORTH	LOW-INCOME	MUSEUM MEMBERS	GENERAL COMMUNITY	WIDEST POSSIBLE AUDIENCE
SUMMER EXHIBITION	X	X	X	X				X		X	X	X
<i>BUTTERFLIES ALIVE!</i>	X	X	X	X			X	X		X	X	X
SB WINE + FOOD FESTIVAL™		X	X	X	X		X			X	X	
NATURE EXCHANGE	X	X	X	X		X		X		X	X	
2019 SUMMER TOUR	X	X	X	X		X				X	X	
FREE ADMISSION DAYS	X	X	X	X		X			X		X	X
MERMAIDS & BUCCANEERS DAY	X		X	X		X				X	X	
UNDERWATER PARKS DAY	X	X	X	X		X			X	X		
WORLD OCEANS DAY	X	X	X	X		X			X	X		
MAXIMUS GALLERY OPENING RECEPTIONS		X	X		X		X	X		X		
ART INSPIRED BY...		X	X				X			X	X	
SCIENCE PUB		X	X		X	X			X	X	X	
ANNUAL MEMBERS' PARTY	X	X	X							X		
LEADERSHIP CIRCLES EXPLORATIONS		X	X					X		X		
COCKTAILS WITH A CURATOR		X	X		X	X		X		X	X	
ADULT PROGRAMMING		X	X					X	X	X		
SO CAL MUSEUMS FREE-FOR-ALL DAY	X	X	X	X		X			X	X	X	X
FREE ADMISSION FAMILY PASSES	X		X						X	X	X	
PLANETARIUM SHOW ADMISSIONS	X	X	X	X						X	X	
LIVE DIVE	X	X	X	X		X			X	X	X	
OTHER MUSEUM PROGRAMS	X	X	X	X					X	X	X	

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

There are many different options for supporting the Museum as a sponsor. Depending on the type of exposure your organization seeks, 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 OR EVENT COMPONENTS

As a sponsor of a specific item or component of the Santa Barbara Wine + Food Festival™, you are placing your company logo in front of 1,000 event attendees in a unique and potentially long-lasting way. Please see the list of opportunities on page 6.

IN-KIND SPONSORSHIP

By donating items the Museum would normally have to purchase in order to stage an event, you are boosting our fundraising effort, which enables us to put more funding back into our facilities, 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 or snacks for event
- Water, dispensers, cups
- Ice
- Shuttle service
- Electric carts
- Printing
- Party rentals
- Festival takeaways for guests

* Industry exclusivity for Presenting Level Sponsors means that your brand will be the only one represented for your industry. When you become a Presenting Level Sponsor, you are providing essential funding for the Museum's exhibits and programs, and positioning yourself as the only sponsor from your industry in marketing and communications about the event, program, or exhibition you are sponsoring.

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



SUMMER EXHIBITION

This exhibit held in Fleischmann Auditorium will explore humankind's fascination with beauty, minerals, and fossils. It will take visitors on a journey from Santa Barbara to China and beyond, and reflect upon humans' innate love of the curious, the rare, and the astonishing.

The summer exhibition will include a 4,000-square-foot space filled with well-lit, newly-refurbished display cases, and a central area where large crystals are available to touch, while rare finds are secured under glass. The stories of our connection to the treasures of the earth will unfold through a combination of artifacts, interpretation, and media. Guests will experience the greatest diversity of unique gems shown in their natural state, and perfectly cut stones that dazzle and surprise.

Running from Saturday, May 23 through early September 2020, this exhibit will attract at least 60,000 visitors, giving your brand prime exposure to both local residents and out-of-town visitors. Marketing efforts will include print and digital advertisements, signage at the Museum, and promotion on social media.

BUTTERFLIES ALIVE!

The extremely popular exhibition of *Butterflies Alive!* will return to the Sprague Butterfly Pavilion on Saturday, May 23 and run through Monday, September 7, 2020. Featuring a variety of butterflies, this amazing experience allows guests to get up-close and personal with nearly a thousand butterflies. One of the most popular summertime attractions in the Tri-County area, *Butterflies Alive!* is expected to draw over 60,000 visitors! Your brand will be featured in *Butterflies Alive!* print and digital advertisements, signage at the Museum, and promotion on social media.

Sponsor the 2020 Summer Tour and support Teen Programs at the same time! See page 7 for more information.

SANTA BARBARA WINE + FOOD FESTIVAL™

On June 27, 2020, 1,000 guests 21 years and older will mingle along the shaded banks of Mission Creek with chefs, bakers, and winemakers, sampling and celebrating the delicious food and wine at the center of this iconic Santa Barbara event. 100% of the net proceeds support the Museum’s science education programs for all ages. Marketing efforts will include print and digital advertisements, signage at the Museum, and promotion on social media.

This event sells out months in advance – become an early sponsor to receive full marketing benefits!

Organizations may sponsor or co-sponsor the following items and/or components of the Santa Barbara Wine + Food Festival™:

- Presenting Sponsor: Official Tasting Glass & Event Wristband - \$25,000 (includes all Presenting-level benefits*, including industry exclusivity)
- Festival Shuttle Sponsor - \$10,000 (includes all Platinum-level benefits*)
- Designated Driver Ticket Sponsor - \$5,000 (includes all Gold-level benefits*)
- Lanyard Sponsor - \$2,500 (includes all Silver-level benefits*)



Photos by Baron Spafford

*see table on page 14.

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2020 SUMMER TOUR - \$2,000

Developed by teens in the work/study/volunteer program Quasars to Sea Stars and delivered by teens in the VolunTEENS program, the summer tour is a 45-minute interactive tour incorporating the permanent and temporary exhibits at the Museum. These tours are included in Museum admission, and reach an average of 700 guests per summer. Your sponsorship helps to support the Quasars to Sea Stars and VolunTEENS programs for students 13–17 years old, and will be featured in electronic communications about the tour (e-blasts, Museum website, and social media), as well as signage onsite.

FREE ADMISSION DAYS - \$2,500 FOR ONE EVENT, \$20,000 FOR THE ENTIRE YEAR (8 DATES)

The Museum's Mission Canyon campus offers one free weekend day per month from September through April. With a projected attendance of 3,500-4,000 Free Admission Day visitors in 2020, this is a great opportunity to show your support for the community while calling attention to your brand. Your sponsorship of Free Admission Days will enable you to reach not only Museum visitors on these days, but the community at large as well, as it will be featured in communications about the free admission event(s) you sponsor (e-blasts, Museum website, and social media), as well as signage onsite.

MERMAIDS & BUCCANEERS DAY - \$2,500

Mermaid Day will be held at the Sea Center in September 2020 in partnership with the Santa Barbara Maritime Museum. Participants will meet the Little Mermaid and her living ocean friends, enjoy interactive mermaid activities, entertainment, and education. Mermaid and pirate costumes are welcome for this fun, family-friendly event. It will be promoted via e-blasts, flyers, the Museum's website, and social media.

MAXIMUS GALLERY OPENING RECEPTIONS - \$2,000 PER EVENT

The John and Peggy Maximus Gallery features antique natural history art prints; three exhibitions are planned each year, and each offers an opening reception for Museum Members at the Naturalist level and above. These elegant receptions feature beverages and appetizers, and an opportunity to market to and interact with some of the Museum’s most dedicated patrons. Your brand will be featured on event communications (including the printed invitation) and event signage, and representatives from your organization will be invited to attend the opening reception.

NATURE EXPLORATION / JUNIOR PALEONTOLOGIST BACKPACKS \$1,000 FOR A FULL YEAR

Backpacks loaded with tools for exploration and observation are available for check-out by Museum guests in the Curiosity Lab and Nature Clubhouse. The Museum’s young visitors check these packs out and utilize them to explore the natural wonders of the Museum’s Backyard and other wild spaces, and to excavate their very own fossils in the Museum’s Backyard. Your sponsorship of these fun tools for learning will be recognized on the packs themselves, in the Curiosity Lab and Nature Clubhouse, and through the Museum’s communication channels (e-blasts, website, and social media).

UNDERWATER PARKS DAY / WORLD OCEANS DAY (SEA CENTER) \$2,500 PER EVENT

Underwater Parks Day (January 18) and World Oceans Day (June 6) are days to celebrate and learn about the amazing ocean environment, and where better to do that than the Sea Center 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 per day. Your brand will be featured in event marketing via print and digital ads, e-blasts, flyers, the Museum’s website, and social media.



SCIENCE PUB - \$1,000 PER QUARTER (3 EVENTS) OR \$3,500 FOR ONE FULL YEAR (12 EVENTS)

Science Pub is a free public program with the goal of connecting research to the general community. We invite everyone to join our fun and friendly conversation, and quench their thirst for knowledge about science and nature. This free evening lecture takes place every second Monday of the month at Dargan's Irish Pub & Restaurant in Santa Barbara. The Museum invites an expert to give a 45–60 minute talk about a science topic that is accessible and appealing to the general public, followed by questions from the audience.

Science Pub typically attracts upwards of 150 participants per month; 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, flyers, e-blasts, and social media.

ART INSPIRED BY...\$2,500 FOR ONE YEAR (4 SESSIONS)

The "Art Inspired by..." series provides an opportunity for community members to connect with nature through art workshops offered at the Museum. Each workshop is conducted by two experts: one is a scientist or expert on the theme of the workshop, while the other is an art instructor. All supplies are included in the ticket price. These programs provide education, inspiration, and social connection while assisting participants with forging closer bonds with the natural world through artistic expression. Your sponsorship will enable the Museum to offer deeply-discounted tickets for participants, increasing accessibility, and will be featured on communications about the event, including the Museum's website, flyers, e-blasts, and social media.

ANNUAL MEMBERS' PARTY - \$4,000

The Annual Members' Party (to be held on Friday, May 22, 2020) is an invitation-only event targeted to Museum Members and supporters. Communications are sent directly to the Museum's 6,600+ Members via email and a mailed postcard, as well as promoted in Museum e-blasts, website, and social media. The event includes catered food, hands-on STEM activities, crafts for kids, face painting, and other fun activities. An average of 400 people attend this event each year.

LEADERSHIP CIRCLES EXPLORATIONS (FIELD TRIPS) - \$2,000 FOR ONE TRIP, OR \$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 and Sea Center, visit unique areas or institutions and get behind-the-scenes tours. Three trips are offered per year, with 15–30 people in attendance, led by 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, invitations, and other communications about this program. The marketing for this program is focused exclusively on high net-worth donors, rather than being included with other Museum communications.

COCKTAILS WITH A CURATOR - \$2,000 FOR ONE OR \$3,500 FOR BOTH

Cocktails with a Curator (scheduled for March 26, 2020 and October 15, 2020) is open to Museum Members age 21 years and older. These events feature talks by Museum and Sea Center experts about their original research in a casual, cocktail-party setting. Communications are sent to the Museum's 6,600 Members via email, a mailed postcard, the website, flyer, and 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 (ticket cost is \$35). There are interactive science educational activities, and Museum experts are on hand to answer questions and educate attendees. About 170 people regularly attend this event. Communications are sent to Museum Members via email; the event is also promoted in the Museum e-blast, on the website, and through social media.

ADULT PROGRAMMING, \$750-\$1,500

The Museum offers a variety of field trips and educational programs for adults, with topics like birding, astrophotography, geology field courses, and more. Support a day or a season! Marketing for these programs varies, but may include flyers, e-blasts, the website, and social media. Inquire for more information.



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

SOCAL MUSEUMS FREE-FOR-ALL DAY - \$2,500

Scheduled for Saturday, January 25, 2020, this day of free access coordinated by SoCal Museums provides free admission to all. Be recognized for your generosity in making this available for the community through our marketing efforts: e-blasts, printed materials, website, and social media recognition.

FREE ADMISSION FAMILY PASSES - \$5,000 PER QUARTER; \$15,000 FOR A FULL SCHOOL YEAR

About 20,000 schoolchildren attend field trips to the Museum or Sea Center each year. Each student receives a free pass good for admission for the student and his/her entire family. The total cost of this program for a school year is \$15,000. You can sponsor a full year, half a year, or quarter of a year. Your logo will be added to the passes for the period of time you choose to sponsor.

PLANETARIUM SHOW ADMISSIONS - \$7,500 SUMMER ONLY; \$10,000 SCHOOL YEAR; \$20,000 FULL YEAR

The Gladwin Planetarium is the only planetarium between Los Angeles and San Francisco. Full-dome movies and live, interactive presentations with relevant and up-to-date information on cosmic discoveries and missions in aerospace entertain and educate the general public throughout the year, with a more robust schedule during the busier summer months. Museum guests can tour the constellations of the night sky, fly through the Milky Way galaxy, or explore the surface of the Earth's Moon. Our most popular shows are the live presentations driven by the suggestions and requests of guests. Your sponsorship can make these programs free for all attendees; recognition will be provided via e-blasts, website, flyers, announcements during the planetarium programs, and via social media.

SPRAGUE BUTTERFLY PAVILION - SEASONAL EXHIBITIONS, INCLUDING DIA DE LOS MUERTOS - \$2,500 PER EXHIBITION

When *Butterflies Alive!* is not being hosted in the Sprague Butterfly Pavilion, this versatile space is used for other events and programming, including holiday-themed and community-based exhibits and activities. Depending on the exhibition you choose to support, your generosity could be recognized through signage onsite, program collateral, e-blasts, website, and social media.

LIVE DIVE - \$2,500 FOR FIVE EVENTS

Participants in this program are immersed in the world below the ocean's surface without getting wet! SCUBA divers explore the ecosystem beneath Stearns Wharf while guests watch live underwater footage and interact with the divers via skilled interpretive staff. Live Dives are free to attend, extending access to our unique underwater resources to all parts of our community. Five Live Dive events are scheduled for 2020; your sponsorship will support all of them while enabling you to reach a very curious and captivated audience. Promotion for the Live Dive program occurs via electronic communications (website, e-blasts, and social media), as well as flyers and signs at both campuses.

OTHER MUSEUM PROGRAMS - \$500-\$2,500

The Museum hosts a variety of programs throughout the year, including opportunities that emerge after this sponsorship packet has been produced. These opportunities can help to get your company in front of our audience, while providing vital support for programs. With sponsorship opportunities as low as \$500, these programs are a great way to explore the possibilities of a Museum partnership. Please inquire for more information.



Photo by Baron Spafford



Photo by Baron Spafford



NATURE EXCHANGE

Sponsor this popular and innovative program for six months to a whole year! \$2,500–\$5,000

The Nature Exchange program (created and licensed by Science North) enables nature enthusiasts of all ages to learn more about the things they find in nature, and to responsibly build their own natural history collections. Located within the Museum's Curiosity Lab, Nature Exchange is like a natural trading post, where guests can exchange their own natural items for others in the constantly-changing Nature Exchange collection.

Guests bring their natural object to our naturalists and fill out a tag indicating where the object is from, when it was collected, and by whom. The trader then shares what they know about the specimen.

After a brief discussion, and if the natural item meets all ethical criteria*, the naturalist will assign a point value for the session. Guests can conduct further research and earn more points by using resources in the Curiosity Lab or the Museum Library. Points are also given for leaving objects where they were found, and providing photos and stories about them instead. In searching for things to collect and trade, observations and discoveries are made which encourage the individual to ask questions and explore the natural world. Guests can use awarded points to immediately choose a natural object to take home from the Nature Exchange collection, or bank their points to save up for items of higher point value.

Nature Exchange is included in Museum admission and operates during the Curiosity Lab's regular hours. As one of the most popular year-round exhibition spaces, the Curiosity Lab draws a significant number of the more than 140,000 annual visitors to the Museum's Mission Canyon campus. Not all participants in Nature Exchange are kids! While this innovative program supports the natural curiosity of our young visitors, many adult participants take advantage of this resource as well.

Communication surrounding your sponsorship of this popular attraction will include the Museum's website, e-blast, signage onsite for the duration of your sponsorship, and other promotion of Nature Exchange.

* Acceptable items include rocks, minerals, shells, bones and plants. Current wildlife regulations prohibit individuals from possessing bird bones, feathers, nests, or eggs as well as marine mammal bones. Living animals or plants are not accepted. No items are allowed from federal lands, Bureau of Land Management property, state parks, or the Museum campus.

SPONSORSHIP BENEFITS

Benefits can be tailored to meet your organization's needs. This generalized chart of benefits and sponsorship levels, can be used as a starting point in determining the best sponsorship benefits package for you.

	\$25,000 PRESENTING	\$10,000 PLATINUM	\$5,000 GOLD	\$2,500 SILVER	\$1,000 BRONZE	\$500 FRIEND
Industry exclusivity	X					
Complimentary Museum facility rental	X					
Behind-the-scenes tour of Museum/Sea Center	X	X	X			
Photo opportunity with Museum president and CEO receiving your check at your business or the Museum	X	X	X			
Name listed in advertising (exhibits)	X	X	X			
Recognition on Museum signage (exhibits)	X	X	X	X		
Name or logo listed in advertising (programs/events)	X	X	X	X	X	
Recognition on Museum signage (programs/events)	X	X	X	X	X	X
Recognition as a sponsor on Museum website (with link to your website)	X	X	X	X	X	X
Recognition in Annual Report	X	X	X	X	X	X
Booth space at event (based on availability)	X	X	X	X	X	X
Tickets to sponsor recognition party	X	X	X	X	X	X
Tickets to Folk & Tribal Arts Marketplace VIP Night	X	X	X	X	X	X
Santa Barbara Wine + Food Festival™ VIP access	6	4	2			
Tickets to Members' Party	10	4	2			
President's Circle membership	1					
Honorary patron memberships	2	1	1	1		
Family memberships	5	4	3	2	1	1
Museum / Sea Center guest passes	250	125	75	50	25	15

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

MUSEUM & SEA CENTER ATTENDANCE

The Museum and Sea Center attract visitors from our own region, as well as from far-flung locales. From the 2019 Sea Center survey:

- 39% of visitors were from the Tri-County region (San Luis Obispo, Santa Barbara, and Ventura Counties)**
- 36% of visitors were from other California locations**
- 20% of visitors were from out of state**
- 5% of visitors were from out of the U.S.**

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.

- 52.7% of visitors are age 18 and under**
- 11.4% are ages 46-66**
- 4.9% are ages 19-25**
- 5.2% are ages 67 and older**
- 25.8% are ages 26-45**

SANTA BARBARA WINE + FOOD FESTIVAL™

Survey results tell us some interesting things about the festival attendees, including:

- Women really like this event. **70%** of attendees are female; **30%** are male.
- The Santa Barbara Wine + Food Festival™ is popular among middle-aged and older individuals:

21-34 (12%)	55-74 (51%)
35-44 (16%)	75+ (3%)
45-54 (18%)	
- Attendees of the Santa Barbara Wine + Food Festival™ tend to have significant household wealth:

Under \$50,000 (7%)	\$100,000-200,000 (44%)	Over \$250,000 (19%)
\$50,000-100,000 (16%)	\$200,000-\$250,000 (14%)	
- Well-educated individuals enjoy attending the Santa Barbara Wine + Food Festival™:

Some college, no degree (7%)	Bachelor degree (43%)
Associate degree (6%)	Graduate degree (44%)
- The majority of attendees live locally:

Santa Barbara County (72%)	Los Angeles County (13%)
Ventura County (7%)	Other (8%)
- 94% of visitors are “very likely” to recommend the festival to friends and family.

MARKETING CHANNELS

Marketing campaigns for major events or exhibition begin at least six months in advance and utilize a wide range of local and regional print, television, radio, digital, social media, and e-mail advertisements and PR.

The Museum has excellent relationships with media outlets in the Tri-County (SLO, SB, Ventura) area and subscribes to a media database with thousands of local and national journalists to ensure information about the event reaches the most appropriate audiences.

In addition to media relations, the Museum participates in a number of community outreach events at which 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, PEP Touch-A-Truck, Boo at the Zoo, National Astronomy Day, California Coastal Clean-Up, and science nights at a number of regional schools.

The Museum’s website receives over 160,000 visitors annually, and our e-blasts are distributed to +20,000 subscribers (including visitors, Members, donors, and trade and media contacts) three to four times per month.

A variety of flyers, posters, and banners are also be used to promote events and/or exhibition. Print materials will be produced in the following quantities for major events:

- Event Brochure/Rack Cards: 2,000
- Festival Program (on-site): 1,000



RINCON BROADCASTING

KFYZ 94.5 FM KIST 107.7 FM KSBL 101.7 FM KSPE 1490 AM KTMS 990 AM KYD 99.9 FM

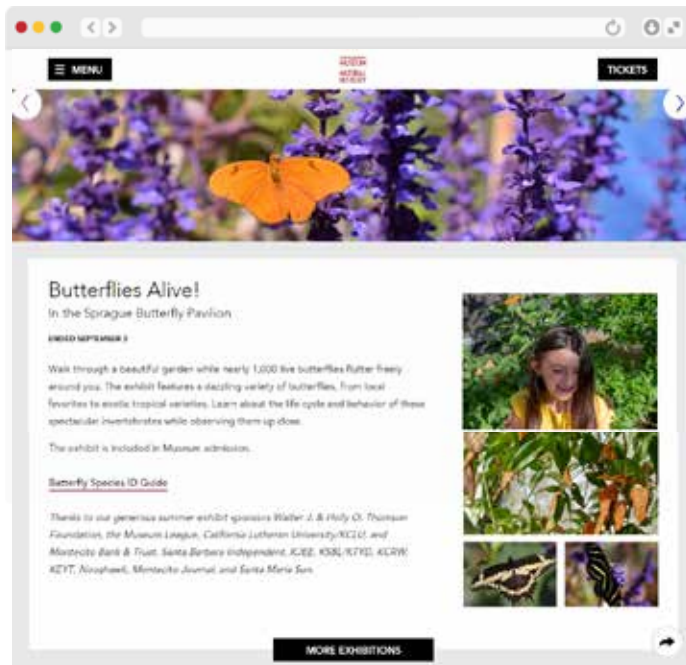


EXTENSIVE REACH, ACROSS MANY PLATFORMS

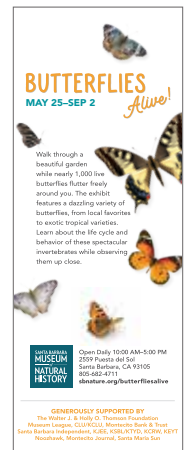
In addition, events and festivals at the Museum—including the 2020 Santa Barbara Wine + Food Festival™ and summer exhibitions—will be promoted through:

- Radio, print, digital, and television advertising
- Museum e-blasts (distributed to +20,000 subscribers, including visitors, donors, Members, and media, 3–4 times per month)
- The Museum’s website (over 160,000 unique visitors/yr)
- Digital banner ads with Noozhawk.com, edhat.com, SantaBarbaraCA.com, and Google Display Network.
- Local, regional, and national media partnerships with the *Santa Barbara Independent*, *Santa Barbara News-Press*, Noozhawk, KEYT/KKFK, KTYD, KLITE, KJEE, KCRW, KCLU, and Santa Barbara Chamber of Commerce, and Visit Santa Barbara.
- Extensive public relations outreach
- Paid and organic promotion across Facebook (+16,600 followers) and Instagram (+5,300 followers).

SAMPLES OF PRINT & WEB ADVERTISING



sbnature.org exhibition recognition



print ad recognition

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

WHAT OUR SPONSORS ARE SAYING

“Cal Lutheran is honored to partner with the Santa Barbara Museum of Natural History. As a higher education institution, we love that the Museum inspires visitors to learn by doing as they explore the natural world. We sponsor their annual summer exhibitions, but applaud and enjoy the Museum all year long!”

—Lynda Fulford, California Lutheran University

“Town & Country Event Rentals is honored and proud to be a sponsor of the Santa Barbara Museum of Natural History’s Wine + Food Festival™. We are over the moon that the proceeds raised at this event will allow adults and students to participate in the educational programs offered by the Museum and the Sea Center. For I was one of those students who benefited from my exposure to the Museum when I attend Washington Elementary on the Mesa. I am now one of the adults that gets to enjoy the Wine + Food Festival™. The Museum has enriched my life, and nourished my soul. Plus, it is the rite of passage for every student to press the giant red button, and activate the rattle on the snake that greets everyone just inside the Museum entrance.”

—Adam Martin, Town & Country Event Rental Services

“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

“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



Photo by Baron Spafford



WHAT OUR VENDORS ARE SAYING

"This is such a well-attended, energetic, fun-spirited community event that I would never miss! It's an ideal outdoor strolling venue that offers great conversation with access to local winemakers, their wines and their stories. I take great pride in supporting this exceptionally entertaining and educational Museum."

—Kathy Joseph, Owner-Winemaker-Grower, Fiddlehead Cellars/Fiddlestix Vineyard

"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

"Santa Barbara Wine + Food Festival™ event is one that we look forward to participating in 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 & Fork

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

—Richard Sanford, Alma Rosa Winery



Photo by Baron Spafford



WHAT OUR GUESTS ARE SAYING

Highlights of the comments submitted by 2019 Santa Barbara Wine + Food Festival™ guests:

"I appreciate the fact that the winemaker/owner is there pouring the wine and can answer my questions I might have. It shows how important and fun this event is for the winemaker. I told everyone that this is my favorite event of the year anywhere!"

"Thank you for this winefest! It's my absolute favorite winefest in town!"

"We had such a lovely time and can't wait until next year! The venue was perfect, even though it was sold out it did not feel too crowded, and we had a blast!"

"The venue was beautiful and I enjoyed all the shade the beautiful trees provided."

"Overall the event was well organized, transportation shuttle great, plenty of food and wine. Not too crowded in any location. Water was available. Quality of food and wine was also very good thanks to the vendors. Liked that some lesser known boutique wineries attended...This was my first time at this event and hope to return in the future. Well done."

"Everything is fabulous – so well organized and executed!"

"This was our first time and we would definitely attend again. Wine and food was plentiful and the atmosphere was beyond compare! Great time!"

"We loved it! Everything was perfect. The water stations were much appreciated. Loved all the scenery. Wishing I had discovered this festival sooner!"

"Always awesome, our favorite day of the year!"

"This has turned into an annual family event over the past six years which we always look forward to!"

"Best wine festival in the county."

"Well done, the best ever, food was superb as of course the wines were."

"This was our first time and we thought it was amazing! Very organized. We didn't look at [the map] - when we left we realized we missed an entire section! We didn't realize it was so big! Can't wait till next year!"

"This was my fourth year going to this event. Every year is slightly different but always an amazing event. This is the only wine/food event that I have consistently revisited due to the way it's run, the food and wine are always top notch and the lines are small due to the vast amount of vendors. Every single year I have gone, I end up getting more and more people to go to the event with me. Very well run event."

—Alan Fishman



Photos by Baron Spafford

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

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.

EDUCATION PROGRAMS

The Museum offers a number of education 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 additional students benefit from the Museum's Nature Collection Lending Library. Programs include:

- **School and Teacher Services (STS):** These programs provide Next Generation Science Standards-aligned, inquiry-based science and social studies education for visiting schoolchildren.
- **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 live, interactive presentations in the Gladwin Planetarium, and events that facilitate access to state-of-the-art telescopes in the Palmer Observatory, including free monthly Star Parties with the Santa Barbara Astronomical Unit.
- **Teen Programs:** The Quasars to Sea Stars work/study/internship program offers an intensive three-year educational experience that motivates students toward college and careers in the sciences. Youth 13-17 years 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 and Curiosity Lab.
- **Nature Adventures:** Nature Adventures™ offers classes, workshops, and camps at the Museum and Sea Center for children ages 2–14. Programs are designed to provide children with opportunities to experiment, experience, and observe the natural world while engaging in the scientific process.

EXHIBITS & LEARNING CENTERS

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

- Santa Barbara Gallery
- Curiosity Lab
- Gem & Minerals
- 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
- Museum Backyard
- Sprague Butterfly Pavilion
- Palmer Observatory
- Intertidal Wonders (Sea Center)
- Shark Cove (Sea Center)
- Wet Deck (Sea Center)
- Jellies & Friends (Sea Center)
- Channel Theater (Sea Center)

COLLECTIONS & 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 earth sciences. 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.



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