



# 2025

SPONSORSHIP  
OPPORTUNITIES  
**MISSION CREEK BEER 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.



MISSION CREEK  
**BEER FESTIVAL**  
A FLAVOR FIELD GUIDE

*Presented by*  
**SANTA BARBARA MUSEUM OF NATURAL HISTORY**

**October 18, 2025**  
**2:00–5:00 PM**

Get ready to embark on a delicious expedition at the Mission Creek Beer Festival, where nature meets flavor in the most unexpected ways. This one-of-a-kind intimate tasting experience transforms our forested campus into a living field guide to your palate. Enjoy local craft brews, artisanal food pairings, and four flavor zones: Bitter, Sweet, Sour, and Umami & Beyond. Whether you're a beer enthusiast or a curious foodie, your taste buds are in for an adventure.

Let your senses lead the way.

One hundred percent of the net proceeds from the Mission Creek Beer Festival supports the Museum's nature and science education programs.

**GENERAL ADMISSION \$95**

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**Tickets on sale now**



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.

**This event is made possible through the generous support of the following sponsors:**  
Flowers & Associates, Inc. • HUB International • Frank Schipper Construction Co.

# SPONSORSHIP LEVELS AND BENEFITS



On **Saturday, October 18, 2025**, the **Santa Barbara Museum of Natural History** will host its **second annual Mission Creek Beer Festival**—a curated afternoon of craft beer, gourmet bites, and outdoor discovery.

Set beneath the sweeping oaks along Mission Creek, this distinctive fundraiser will allow guests to explore the nature of taste through a wild journey of artisan brewers and local food.

- **Limited-edition craft brews** from premier regional breweries
- **Thoughtfully paired small plates** from Santa Barbara's top culinary talent
- **Live acoustic music** and casual conversations with brewers and chefs
- An **immersive tasting journey** through our oak woodland and creek-side paths

This private event is expected to welcome **over 500 guests** who share a passion for community, quality, and conservation.

## DEMOGRAPHICS

- 70% of attendees are female
- 72% of attendees are over 45
- 81% of attendees reported annual income of over \$100,000, 20% of whom reported annual income over \$200,000)
- 87% have a Bachelor or Graduate degree
- 72% live locally
- 94% of attendees are "very likely" to recommend the festival to friends and family.

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# SPONSORSHIP LEVELS AND BENEFITS

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

- Name and/or logo listed in print and/or digital advertising
- Recognition on event signage and event collateral
- Recognition on Museum website
- 20 tickets to the Mission Creek Beer Festival
- 5 Early Entry tickets to the 2026 Santa Barbara Wine + Food Festival®
- 3 Patron's Circle-level memberships
- 50 Museum / Sea Center passes
- Behind-the-scenes tour of the Museum's collections for up to 8 people
- Complimentary wine/cheese reception for up to 40 guests at the Museum or Sea Center
- Product / vehicle placement
- Name and logo on event beer glass.

## Grizzly Bear - \$10,000

- Name and/or logo listed in print and/or digital advertising
- Recognition on event signage and event collateral
- Recognition on Museum website
- 10 tickets to the Mission Creek Beer Festival
- 2 Early Entry tickets for the 2026 Santa Barbara Wine + Food Festival®
- 2 general admission tickets to the 2026 Santa Barbara Wine + Food Festival®
- 2 Patron's Circle-level memberships
- 30 Museum / Sea Center guest passes
- Behind-the-scenes tour for up to 10 guests with wine and cheese reception

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## Grey Wolf - \$5,000

- Name and/or logo listed in print and/or digital advertising
- Recognition on event signage and event collateral
- Recognition on Museum website
- 5 tickets to the Mission Creek Beer Festival
- 4 general admission tickets for the 2026 Santa Barbara Wine + Food Festival®
- 1 Patron's Circle-level membership
- 2 Explorer level memberships
- 20 Museum / Sea Center guest passes

## Island Fox - \$2,500

- Name and/or logo listed in print and/or digital advertising
- Recognition on event signage and event collateral
- Recognition on Museum website
- 4 tickets to the Mission Creek Beer Festival
- 2 general admission tickets for the 2026 Santa Barbara Wine + Food Festival®
- 1 Patron's Circle-level membership
- 10 Museum / Sea Center guest passes

## 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
- 4 tickets to the Mission Creek Beer Festival
- 1 Explorer-level membership
- 5 Museum / Sea Center guest passes
- Private tour of the Sprague Butterfly Pavilion

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## 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 ADVERTISING



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 2024 SPONSORS



PRESENTING  
SPONSOR



BLUE WHALE

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

GRIZZLY BEAR



**PURE WATER SYSTEMS**  
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GREY WOLF



**VILLAGE**  
PROPERTIES

ISLAND FOX

**EL ENCANTO**  
A BELMONT HOTEL  
SANTA BARBARA



**VILLAGE**  
PROPERTIES



RATTLESNAKE

**SWELL CLUBS**

**LA CUMBRE PLAZA**



**Mullen & Henzell**  
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MEDIA SPONSOR:



**Santa Barbara**  
**Independent**





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