



2025

SPONSORSHIP
OPPORTUNITIES

**SANTA BARBARA
WINE + FOOD FESTIVAL®**

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 or 805-682-4711 ext. 111.

SANTA BARBARA *Wine + Food* FESTIVAL®

Santa Barbara Museum of Natural History



Saturday, June 28, 2025

Join us in 2025 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: \$130 / 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



On June 28, 2025, one thousand guests 21 years and older, along with 200 volunteers, vendors and members of the press, will mingle along the shaded banks of Mission Creek with chefs, bakers, and winemakers, sampling and celebrating the delicious food and wine at the iconic Santa Barbara Wine + Food Festival event now in its 37th year. One hundred percent of the net proceeds support the Museum's science education programs for adults and children. This year's event has nearly sold out.

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
- 10 early entry tickets for Santa Barbara Wine + Food Festival
- 6 general admission tickets for Santa Barbara Wine + Food Festival
- 10 tickets to the Museum's Members' Party, July 11, 2025
- 3 Patron Circle level Memberships
- 50 Museum / Sea Center passes
- Opportunity to participate in a live butterfly release in the summer exhibit *Butterflies Alive!*
- 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
- Product/Vehicle placement

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
- 6 early entry tickets for Santa Barbara Wine + Food Festival
- 6 general admission tickets for Santa Barbara Wine + Food Festival
- 8 tickets to the Museum's Members' Party, July 11, 2025
- 2 Patron 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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SPONSORSHIP LEVELS AND BENEFITS



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
- 2 early entry tickets for Santa Barbara Wine + Food Festival
- 4 general admission tickets for Santa Barbara Wine + Food Festival
- 6 tickets to the Museum's Members' Party July 11, 2025
- 1 Patron's Circle level Membership
- 2 Explorer level Membership
- 20 Museum / Sea Center guest passes
- Private tour of the Sprague Butterfly Pavilion

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 general admission tickets for Santa Barbara Wine + Food Festival
- 4 tickets to the Museum's Members' Party July 11, 2025
- 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
- 2 general admission tickets for Santa Barbara Wine + Food Festival
- 2 tickets to the Museum's Members' Party July 11, 2025
- 1 Explorer Membership
- 5 Museum / Sea Center guest passes



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SPECIAL OFFER: DISCOUNT SPONSORSHIP OPPORTUNITY – ADD-ON



IF YOU SPONSOR THE
SANTA BARBARA
WINE + FOOD FESTIVAL...

**You can also sponsor the Mission
Creek Beer Festival for only
\$2,500 to receive similar benefits:**

- Name and/or logo in print and/or digital advertising
- Recognition on event signage and event collateral
- Complimentary Tickets

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

To see the list of participating wineries and culinary delights, please visit our sbnature.org/winefestival



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

Mission Wealth is proud of our long relationship and ongoing support of the Santa Barbara Museum of Natural History. Our shared mission to give back to our community, to protect the environment, and to provide for the education of future generations makes our partnership with the Museum a natural fit. We are thrilled to have supported the recent solarization project at the Sea Center and are hopeful this project continues to serve as inspiration for others to act on climate change.

—Matthew Adams, Mission Wealth

The Museum of Natural History has been a wonderful part of the Santa Barbara community for over 100 years. Its mission to “inspire a thirst for discovery and a passion for the natural world” is more important now than ever. You can hear that passion in the excited voices of children exploring in the Museum’s Backyard and in the stories of adults who have had a lifelong connection to the Museum as children, as parents, as volunteers, and as supporters. Deckers Brands is proud to support the Museum so that it can continue to carry out its mission for generations to come.

—Brad Willis, Deckers Brands

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

Of all the wine events we do around the world, The Santa Barbara Museum of Natural History’s Wine + Food Festival is our favorite and it’s in our backyard. It’s the one event we have never missed. Beautiful location and a wonderful community of people who appreciate great wine.

-Isabelle Clendenen

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.



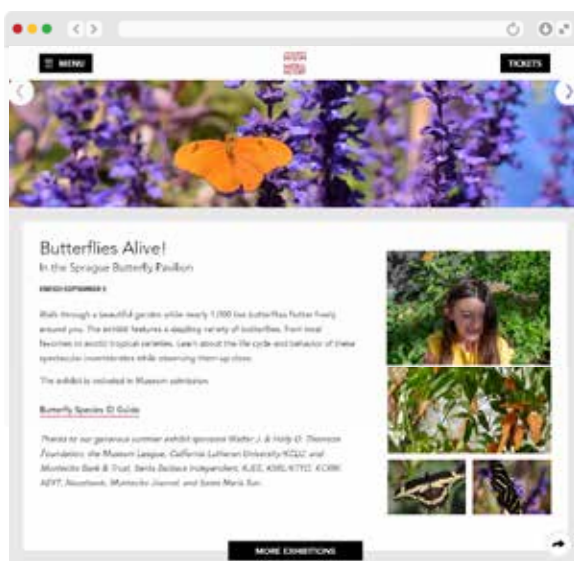
MARKETING CHANNELS

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.

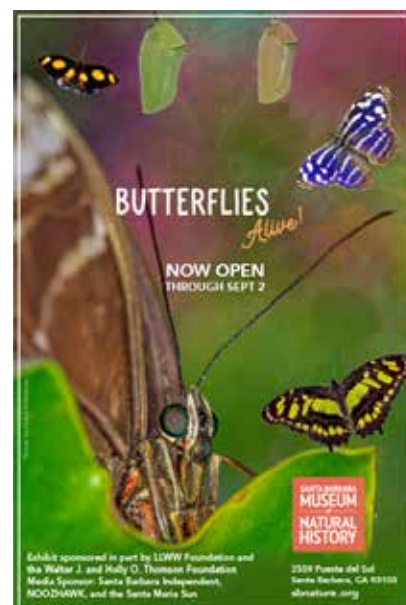
We also leverage website visitors, e-mail contacts, and social media accounts. The Museum's website receives over 234,000 unique visitors annually, and e-blasts are distributed to 36,000+ active subscribers weekly. The Museum and Sea Center have 20,000+ followers on Facebook, 9,800+ on Instagram, and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



SAMPLES OF PRINT & WEB ADVERTISING



sbnature.org exhibition recognition



print ad recognition

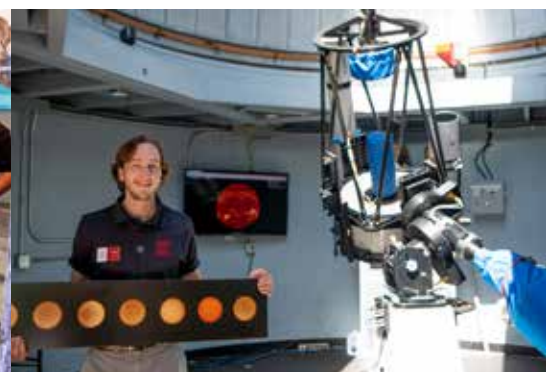
WHY BECOME A SPONSOR

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 2024 SPONSORS



PRESENTING
SPONSOR



BLUE WHALE

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

GRIZZLY BEAR



PURE WATER SYSTEMS
MATILIJA



GREY WOLF



VILLAGE
PROPERTIES

ISLAND FOX



VILLAGE
PROPERTIES



RATTLESNAKE

SWELL CLUBS

LA CUMBRE PLAZA



MEDIA SPONSOR:





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