



2025

SPONSORSHIP OPPORTUNITIES

SANTA BARBARA
MUSEUM
of
**NATURAL
HISTORY**

For information contact Philanthropy
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Relations Becca Summers
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2025 **BUTTERFLIES ALIVE!**

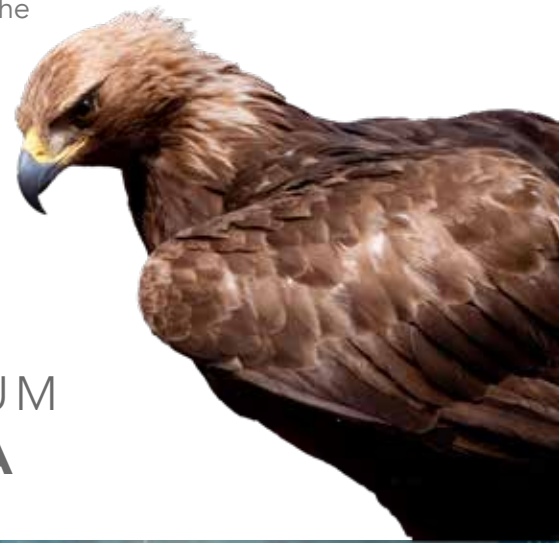
MAY 24–SEPTEMBER 1, 2025

The extremely popular *Butterflies Alive!* exhibit returns to the Sprague Butterfly Pavilion every summer. Featuring a dazzling variety of more than two dozen tropical butterfly species from Costa Rica, this immersive experience welcomes guests to walk through a beautiful garden while about 1,000 live butterflies flutter freely around them. Peer into the emergence chamber in Santa Barbara Gallery to see butterflies at an earlier stage of life. You might witness an adult butterfly popping out of its chrysalis!





With over 5,200 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

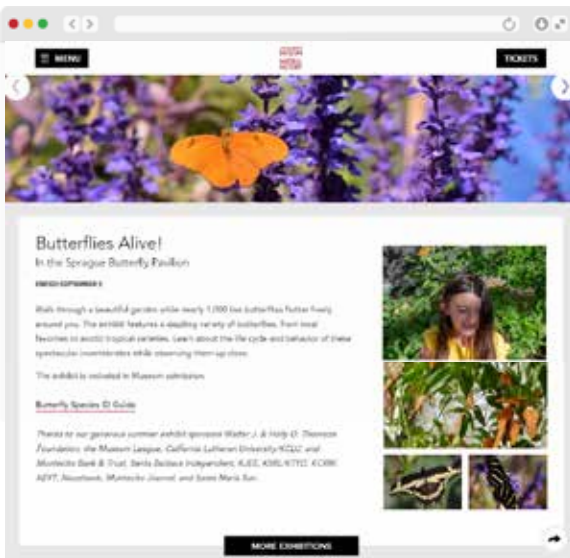
MARKETING CHANNELS

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.

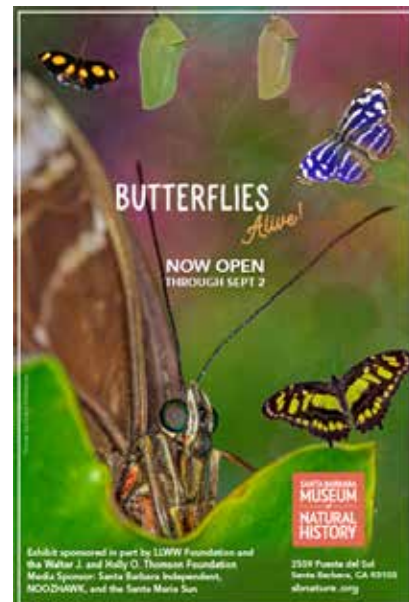
We also leverage website visitors, e-mail contacts, and social media accounts. The Museum's website receives over 234,000 unique visitors annually, and e-blasts are distributed to 36,000+ active subscribers weekly. The Museum and Sea Center have 20,000+ followers on Facebook, 9,800+ on Instagram, and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





CORPORATE SPONSORSHIP

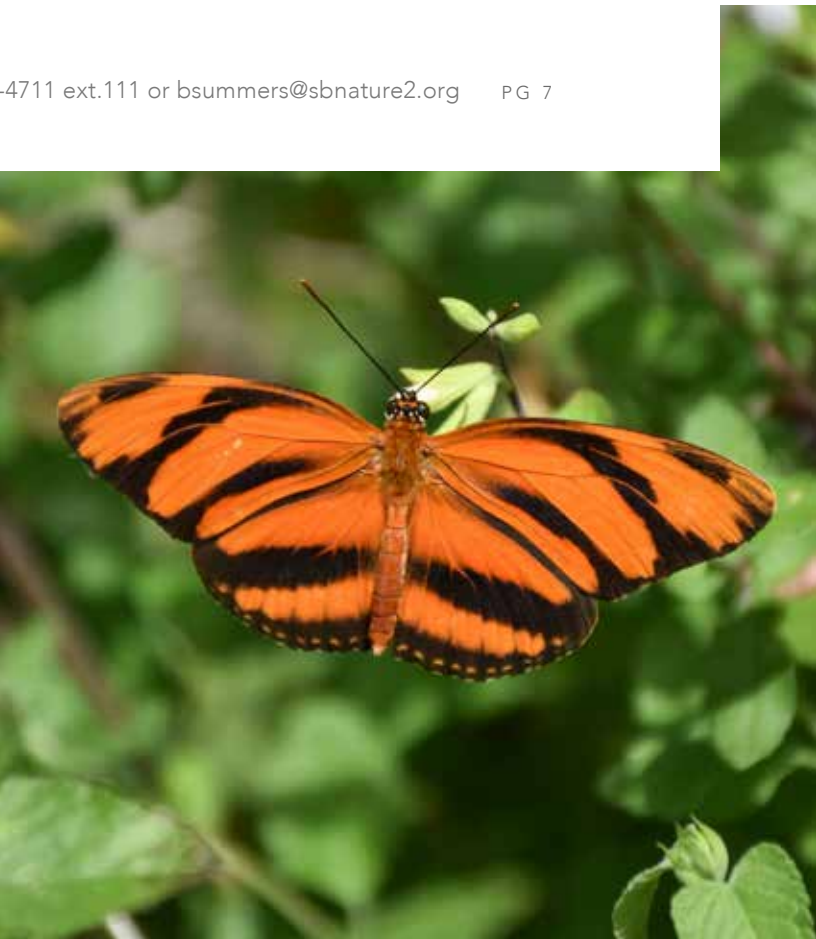
SUMMER EXHIBITIONS IN 2025

Butterflies Alive!

MAY 24–SEPTEMBER 1, 2025

Cash sponsorship of *Butterflies Alive!* positions your brand in front of our guests, donors, and other sponsors. Benefits at different levels include private tours, VIP access, Museum memberships, and more. The Museum offers industry exclusivity to Presenting Level Sponsors.

For information, please contact Becca Summers at 805-682-4711 ext.111 or bsummers@sbnature2.org PG 7



SPONSORSHIP LEVELS AND BENEFITS

BUTTERFLIES *Alive!*



Fluttering Friend – \$1,000

- Name and/or logo listed in print and/or digital advertising
- Recognition on exhibition signage and exhibit collateral
- Recognition on Museum website
- 2 tickets to the Museum's Member Party July 11, 2025
- 1 Explorer Membership
- 5 Museum / Sea Center guest passes

Winged Supporter - \$2,500

- All Fluttering Friend benefits
- 4 tickets to the Museum's Member Party July 11, 2025
- 1 Patron Circle Membership
- 10 Museum / Sea Center guest passes

Malachite Champion - \$5,000

- All Winged Supporter benefits
- 1 Explorer Membership
- 20 Museum / Sea Center guest passes
- Private tour of the Sprague Butterfly Pavilion

Monarch Patron - \$10,000

- All Malachite Champion benefits
- 2 Patron Circles Memberships
- 25 Museum / Sea Center guest passes
- Opportunity to participate in a live butterfly release
- Complimentary Museum facility rental

Blue Morpho Ambassador - \$25,000

- All Monarch Patron 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



THANK YOU

TO OUR 2024 SPONSORS



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



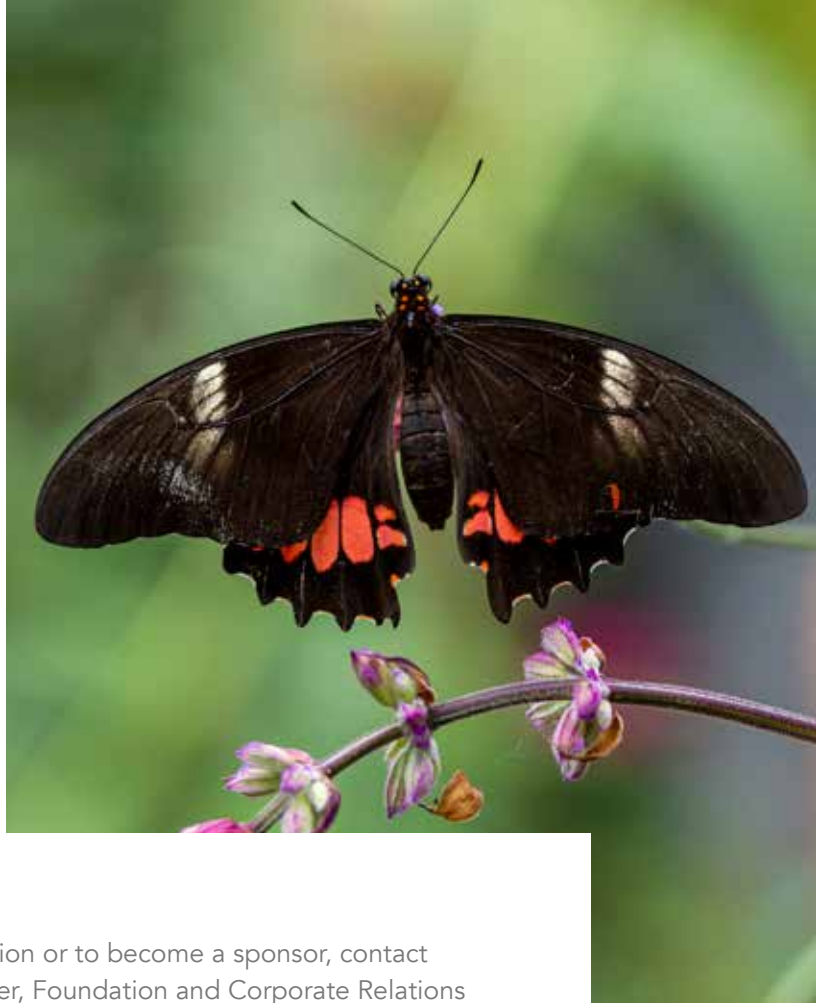
SWELL CLUBS



LA CUMBRE PLAZA

EL ENCANTO
A BELMOND HOTEL
SANTA BARBARA





For more information or to become a sponsor, contact
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