

Santa Barbara
**FALL TASTING
FESTIVAL**
Nov. 7 2026

2026

SPONSORSHIP
OPPORTUNITIES

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 **FALL TASTING FESTIVAL**

SANTA BARBARA MUSEUM OF NATURAL HISTORY



November 7, 2026 / 2:00–5:00 PM

Celebrate the flavors of the season at the inaugural Santa Barbara Fall Tasting Festival, a new outdoor culinary experience for curious minds and locovores aged 21 and up. Join us for an afternoon of seasonal abundance as you support the community in one of Santa Barbara's most beautiful natural settings.

Enjoy tastings of wine, craft beer, non-alcoholic beverages, and inspired food offerings from a diverse lineup of regional producers. Pair exceptional flavors with discovery as you meet the makers and learn more about the stories, science, and regional traditions behind what you taste.

This is a celebration with purpose: proceeds support the Museum's science and nature education programs for children, helping inspire the next generation of scientists and stewards.

Early Entry: \$165 / Early entry at 1:00 PM

Get there early and enjoy an extra hour of amazing wine, beer, food, and nature without the crowds. Includes a free commemorative glass.

General Admission: \$125 / Entry at 2:00 PM

Enjoy wineries, breweries, and food purveyors across the Museum's beautiful outdoor spaces. Includes a free commemorative glass.

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



Five hundred guests (21+)—along with more than 100 volunteers, vendors, and members of the press—will gather along the shaded banks of Mission Creek to mingle among dinosaurs and butterflies. Sip and savor your way through the region’s best wine and craft beer tastings, paired with irresistible savory bites from top local chefs and bakers, at the inaugural Santa Barbara Fall Tasting Festival at the Santa Barbara Museum of Natural History. Even better, 100% of net proceeds support the Museum’s science and nature education programs for children.

DEMOGRAPHICS

- 70% of attendees are female
- 72% of attendees are over 45
- 28% of attendees reported an annual income of between \$125,000–\$200,000 and 41% reported an annual income of over \$200,000
- 87% have a bachelor’s or graduate degree
- 72% live locally



SPONSORSHIP LEVELS AND BENEFITS



Presenting Sponsor Blue Whale

\$25,000

- Recognition as Presenting Sponsor across event branding
- Featured storytelling spotlight on Museum website and *SBnature Journal*
- Recognition in print and digital advertising
- Recognition on event signage and collateral
- 10 early entry and 10 general admission tickets to Santa Barbara Fall Tasting Festival
- 2 Patron's Circle memberships
- 50 passes for the Museum or Sea Center
- Behind-the-scenes Museum collections experience for up to 8 guests
- Hosted reception for up to 20 guests
- Product/vehicle placement at event (if applicable)

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
- 5 early entry tickets for Santa Barbara Fall Tasting Festival
- 5 general admission tickets for Santa Barbara Fall Tasting Festival
- 2 Patron Circle level Memberships
- 30 Museum / Sea Center guest passes
- Behind-the-scenes tour of the Museum's collections for up to 10 people



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 Fall Tasting Festival
- 4 general admission tickets for Santa Barbara Fall Tasting Festival
- 1 Patron 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 Fall Tasting Festival
- 1 Patron 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 Fall Tasting Festival
- 1 Explorer level Membership
- 5 Museum / Sea Center guest passes



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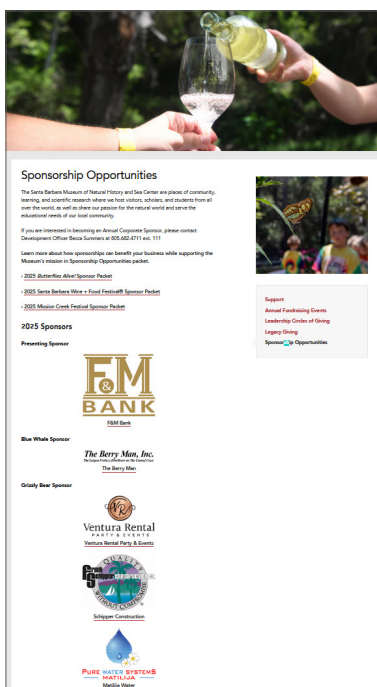
MARKETING CHANNELS

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 280,000 unique visitors annually, and e-blasts are distributed to 39,000+ active subscribers weekly. The Museum and Sea Center have 22,000+ followers on Facebook, 20,000+ on Instagram, and 8,000+ on TikTok.



SAMPLES OF PRINT & WEB ADVERTISING



sbnature.org sponsorship 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.**

When you partner with the Museum, you're doing more than placing your brand alongside ours—you're making a public statement that your company stands for science, education, and environmental stewardship.

Sponsorship offers meaningful value for your organization: increased visibility, unique engagement opportunities for employees and clients, and association with a beloved and trusted community institution. Whether your goals center on marketing reach, business development, or giving back in a tangible way, the Museum offers customizable opportunities designed to meet your needs.

Your support fuels our mission to inspire a passion for the natural world. From dynamic exhibits and innovative educational programs to groundbreaking scientific research, the Museum reaches and enriches hundreds of thousands of people each year—because of partners like you.



THANK YOU TO OUR 2025 SPONSORS



Photos by Baron Spafford

\$25,000 _____



\$12,500 _____



\$10,000 _____



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The Largest Produce Distributor on The Central Coast

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