



2026

SPONSORSHIP
OPPORTUNITIES
SANTA BARBARA WINE 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 FESTIVAL®

SANTA BARBARA MUSEUM OF NATURAL HISTORY



Saturday, June 27, 2026

Join us in 2026 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: \$180 / Early entry at 1:00 PM

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

General Admission: \$135 / Entry at 2:00 PM

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

One hundred percent of the net proceeds from the Santa Barbara Wine Festival® support the Museum's nature and science educational programming for children.

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 27, 2026, 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 Festival® event now in its 38th year. One hundred percent of the net proceeds support the Museum's science and nature educational programming for 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's or graduate degree
- 72% live locally
- 94% of attendees are "very likely" to recommend the festival to friends and family.



SPONSORSHIP LEVELS AND BENEFITS



Presenting 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 Festival®
- 6 general admission tickets for Santa Barbara Wine Festival®
- 10 tickets to the Museum's Members' Party, May 29, 2026
- 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 10 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 Festival®
- 6 general admission tickets for Santa Barbara Wine Festival®
- 8 tickets to the Museum's Members' Party, May 29, 2026
- 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 Wine Festival®
- 4 general admission tickets for Santa Barbara Wine Festival®
- 6 tickets to the Museum's Members' Party May 29, 2026
- 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 Wine Festival®
- 4 tickets to the Museum's Members' Party May 29, 2026
- 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 Wine Festival®
- 2 tickets to the Museum's Members' Party May 29, 2026
- 1 Explorer level Membership
- 5 Museum / Sea Center guest passes



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WHAT OUR **VENDORS** ARE SAYING ABOUT **SANTA BARBARA WINE FESTIVAL®**

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 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, Au Bon Clement

Hands down the best 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 Restaurant

We look forward to participating in the Santa Barbara Wine Festival® 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 and Fork Restaurant

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 39,000+ active subscribers weekly. The Museum and Sea Center have 21,000+ followers on Facebook, 16,500+ on Instagram, and 6,800+ 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

PRESENTING
SPONSOR



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

GRIZZLY BEAR



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MATILIJA



GREY WOLF



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CALIFORNIA
PROPERTIES

ISLAND FOX



RATTLESNAKE

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Your goals. Our mission.

MEDIA PARTNERS





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