



2022

SPONSORSHIP OPPORTUNITIES

SANTA BARBARA WINE + FOOD FESTIVAL[®]

SANTA BARBARA
MUSEUM
of
**NATURAL
HISTORY**

For information contact
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With over 6,600 members and more than 240,000 annual visitors across two campuses, the Santa Barbara Museum of Natural History and Sea Center is the definitive source of information about nature in the Tri-Counties region. Consistently recognized by locals, tourists, and the media as an iconic science- and nature-based organization, Santa Barbara Museum of Natural History is the proud recipient of several local awards over the past few years, including:

2016

Santa Barbara Independent Best of Santa Barbara® Award – Museum

2018

Santa Barbara News-Press Readers’ Choice Award – Best Museum
Santa Barbara Independent Best of Santa Barbara® – Best Museum (Runner-up)
Pacific Coast Business Times – Best Place to Work

2019

Santa Barbara News-Press Readers’ Choice Award – Best Museum
Santa Barbara Beautiful Award – Public Open Space
Santa Barbara Independent Best of Santa Barbara® – Best Museum
Santa Barbara Independent Best of Santa Barbara® – Best Summer Camp (Runner-up)

2020

Santa Barbara News Press Readers’ Choice Award – Best Museum
Santa Barbara Independent Best of Santa Barbara® – Best Museum
Highest four-star rating from Charity Navigator for financial health, accountability, and transparency

2021

Santa Barbara Independent Best of Santa Barbara® – Best Museum
Highest four-star rating from Charity Navigator for financial health, accountability, and transparency

When you align your brand with the Museum and Sea Center, you are demonstrating to the community and to your employees a commitment to excellence, to education, and to our planet. You are securing valuable benefits for your company and its employees. You are investing in a renowned and time-honored institution.

You are also leveraging the power of the partnership with the Museum and Sea Center to meet your business’s needs. Whether you are looking for marketing exposure, business development opportunities, to meet corporate philanthropy goals, or a combination of these objectives, the Museum has a multitude of opportunities available. Partnership comes with a wide range of benefits for your organization that can be custom-tailored to fit your needs.

To learn more about the Museum and why the community keeps awarding it as one of the “Best,” please flip to the end of this packet.

Please read on to learn more about sponsorship opportunities and benefits.
We look forward to crafting a unique sponsorship package that helps you to meet and exceed your goals!

There are many different options for supporting the Museum as a sponsor. Depending on the type of exposure your organization seeks, you can choose to participate in a number of ways:

OVERALL CORPORATE SPONSORSHIP

Cash sponsorship of an exhibit or event provides vital operating funds for the Museum and its programs. Through your sponsorship, your organization will be provided with unique exposure that demonstrates your commitment to our community, while positioning your brand in front of our guests, donors, and other sponsors.

The Museum offers industry exclusivity* to Presenting Level Sponsors, and a variety of benefits at all levels of sponsorship. These benefits include private tours, VIP access, Museum memberships, and more, in addition to exposure through our marketing of the exhibit or event you've chosen to support. Please refer to benefits table on page 12 for more information.

IN-KIND SPONSORSHIP

By donating items that the Museum would normally have to purchase in order to stage an event, you are boosting our fundraising effort, which enables us to put more funding back into our facilities, exhibits, and programs. Here is a partial list of items that would qualify. If you can provide something not on our list, let us know!

- Fruit or snacks for event
- Water, dispensers, cups
- Ice
- Shuttle service
- Electric carts
- Printing
- Party rentals
- Festival takeaways for guests

SPONSORSHIP OF SPECIFIC ITEMS OR EVENT COMPONENTS

As a sponsor of a specific item or component of the Santa Barbara Wine + Food Festival®, you are placing your company logo in front of 1,000 event attendees in a unique and potentially long-lasting way. Please see the list of opportunities on page 4.

* Industry exclusivity for Presenting Level Sponsors means that your brand will be the only one represented for your industry. When you become a Presenting Level Sponsor, you are providing essential funding for the Museum's exhibits and programs, and positioning yourself as the only sponsor from your industry in marketing and communications about the event, program, or exhibition you are sponsoring.

SANTA BARBARA WINE + FOOD FESTIVAL®

On June 25, 2022, 1,000 guests 21 years and older will mingle along the shaded banks of Mission Creek with chefs, bakers, and winemakers, sampling and celebrating the delicious food and wine at the center of this iconic Santa Barbara event. 100% of the net proceeds support the Museum's science education programs for adults and children. Marketing efforts will include print and digital advertisements, signage at the Museum, and promotion on social media.

This event sells out months in advance – become an early sponsor to receive full marketing benefits!

Organizations may sponsor or co-sponsor the following items and/or components of the Santa Barbara Wine + Food Festival®:

- Presenting Sponsor – \$25,000 (includes all Presenting-level benefits, including industry exclusivity)
- Festival Shuttle Sponsor – \$10,000 (includes all Platinum-level benefits)
- Early Entry VIP Event – \$5,000 (includes all Gold-level benefits)
- Lanyard Sponsor – \$2,500 (includes all Silver-level benefits)



Photos by Baron Spafford

SPONSORSHIP LEVELS

Benefits can be tailored to meet your organization's needs. This generalized chart of benefits and sponsorship levels, can be used as a starting point in determining the best sponsorship benefits package for you.

	\$25,000 PRESENTING	\$10,000 PLATINUM	\$5,000 GOLD	\$2,500 SILVER	\$1,000 BRONZE	\$500 FRIEND
Industry exclusivity	X					
Name or logo listed on title panel of the exhibit	X					
Complimentary Museum facility rental	X					
Behind-the-scenes tour of Museum/Sea Center	X	X	X			
Photo opportunity with Museum president and CEO receiving your check at your business or the Museum	X	X	X			
Name listed in advertising (exhibits)	X	X	X			
Recognition on Museum signage (exhibits)	X	X	X	X		
Name or logo listed in advertising (programs/events)	X	X	X	X	X	
Recognition on Museum signage (programs/events)	X	X	X	X	X	
Recognition as a sponsor on Museum website (with link to your website)	X	X	X	X	X	X
Recognition in Annual Report	X	X	X	X	X	X
Booth space at event (based on availability)	X	X	X	X	X	
Tickets to Sponsor Recognition Party	X	X	X	X	X	X
Tickets to Folk & Tribal Arts Marketplace VIP Night	X	X	X	X	X	X
Santa Barbara Wine + Food Festival® VIP access	6	4	2			
Tickets to Museum's Members' Party	10	4	2			
President's Circle membership	1					
Honorary patron memberships	2	1	1	1		
Family memberships	5	4	3	2	1	1
Museum / Sea Center guest passes	*	*	*	*	*	*

*Limited passes upon request

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MUSEUM & SEA CENTER ATTENDANCE

The Museum and Sea Center attract visitors from our own region, as well as from far-flung locales. From the 2019 Sea Center survey:

- 39% of visitors were from the Tri-County region (San Luis Obispo, Santa Barbara, and Ventura Counties)**
- 36% of visitors were from other California locations**
- 20% of visitors were from out of state**
- 5% of visitors were from out of the U.S.**

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.

- 52.7% of visitors are age 18 and under**
- 11.4% are ages 46–66**
- 4.9% are ages 19–25**
- 5.2% are ages 67 and older**
- 25.8% are ages 26–45**

SANTA BARBARA WINE + FOOD FESTIVAL®

Survey results tell us some interesting things about the festival attendees, including:

- Women really like this event. **70%** of attendees are female; **30%** are male.
- The Santa Barbara Wine + Food Festival® is popular among middle-aged and older individuals:

21–34 (12%)	55–74 (51%)
35–44 (16%)	75+ (3%)
45–54 (18%)	
- Attendees of the Santa Barbara Wine + Food Festival™ reported annual income:

Under \$50,000 (7%)	\$100,000–200,000 (44%)	Over \$250,000 (19%)
\$50,000–100,000 (16%)	\$200,000–\$250,000 (14%)	
- Well-educated individuals enjoy attending the Santa Barbara Wine + Food Festival®:

Some college, no degree (7%)	Bachelor degree (43%)
Associate degree (6%)	Graduate degree (44%)
- The majority of attendees live locally:

Santa Barbara County (72%)	Los Angeles County (13%)
Ventura County (7%)	Other (8%)
- 94% of visitors are “very likely” to recommend the festival to friends and family.



MARKETING CHANNELS

Marketing campaigns for major events or exhibitions begin at least six months in advance and utilize a wide range of local and regional print, television, radio, digital, social media, and e-mail advertisements, and public relations.

The Museum has excellent relationships with media outlets in the Tri-County (SLO, SB, Ventura) area and subscribes to a media database with thousands of local and national journalists to ensure information about the event reaches the most appropriate audiences.

The Museum’s website receives over 228,000 visitors annually, and e-blasts are distributed to 35,000+ active subscribers at least three to four times per month. The Museum and Sea Center have 20,000+ followers on Facebook and 8,500+ on Instagram.



RINCON BROADCASTING



EXTENSIVE REACH, ACROSS MANY PLATFORMS

In addition, events, festivals, and summer exhibitions will be promoted through:

- Radio, print, digital, and television advertising
- Museum e-blasts distributed to 35,000+ subscribers, including attendees, trade, media and exhibitors (3–4 times per month)
- The Museum’s website (228,000+ unique visitors per year)
- Digital banner ads with independent.com, noozhawk.com, santabarbaraca.com (Visit Santa Barbara), and Google Display Network.
- Local, regional, and national media partnerships with Santa Barbara Independent, Santa Barbara News-Press, Noozhawk, KEYT/KKFX, KTYD, KLITE, KJEE, KCRW, KCLU, and Visit Santa Barbara.
- Extensive public relations outreach
- Paid and organic promotion across Facebook and Instagram

SAMPLES OF PRINT & WEB ADVERTISING



sbnature.org/winefestival event recognition



print ad recognition



WHAT OUR SPONSORS ARE SAYING

"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 take action 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

"Cal Lutheran is honored to partner with the Santa Barbara Museum of Natural History. As a higher education institution, we love that the Museum inspires visitors to learn by doing as they explore the natural world. We sponsor their annual summer exhibitions, but applaud and enjoy the Museum all year long!"

—Lynda Fulford, California Lutheran University

"Town & Country Event Rentals is honored and proud to be a sponsor of the Santa Barbara Museum of Natural History's Wine + Food Festival®. We are over the moon that the proceeds raised at this event will allow adults and students to participate in the educational programs offered by the Museum and the Sea Center. For I was one of those students who benefited from my exposure to the Museum when I attend Washington Elementary on the Mesa. I am now one of the adults that gets to enjoy the Wine + Food Festival®. The Museum has enriched my life, and nourished my soul. Plus, it is the rite of passage for every student to press the giant red button, and activate the rattle on the snake that greets everyone just inside the Museum entrance."

—Adam Martin, Town & Country Event Rental Services

"HUB International Insurance Services is delighted to be a sponsor to one of Santa Barbara's most remarkable treasures. The Santa Barbara Museum of Natural History provides young and old education and knowledge that goes beyond the classroom walls. Their team of dedicated experts, volunteers and community giving, enables this particular museum to be one of the best in the country. We are proud to be affiliated with this wonderful organization."

—Steve Woodward, HUB International Insurance Services



Photo by Baron Spafford



WHAT OUR SANTA BARBARA WINE AND FOOD FESTIVAL® VENDORS ARE SAYING

“This is such a well-attended, energetic, fun-spirited community event that I would never miss! It’s an ideal outdoor strolling venue that offers great conversation with access to local winemakers, their wines and their stories. I take great pride in supporting this exceptionally entertaining and educational Museum.”

—Kathy Joseph, Owner-Winemaker-Grower, Fiddlehead Cellars/Fiddlestix Vineyard

“Hands down the best food and 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

“Santa Barbara Wine + Food Festival® event is one that we look forward to participating in 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 & Fork

“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.

“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 Santa Barbara Museum of Natural History has become the local winemakers’ favorite tasting venue. Not to be missed!”

—Richard Sanford, Alma Rosa Winery



Photo by Baron Spafford



WHAT OUR GUESTS ARE SAYING

Highlights of the comments submitted by 2019 Santa Barbara Wine + Food Festival® guests:

"I appreciate the fact that the winemaker/owner is there pouring the wine and can answer my questions I might have. It shows how important and fun this event is for the winemaker. I told everyone that this is my favorite event of the year anywhere!"

"Thank you for this winefest! It's my absolute favorite winefest in town!"

"We had such a lovely time and can't wait until next year! The venue was perfect, even though it was sold out it did not feel too crowded, and we had a blast!"

"The venue was beautiful and I enjoyed all the shade the beautiful trees provided."

"Overall the event was well organized, transportation shuttle great, plenty of food and wine. Not too crowded in any location. Water was available. Quality of food and wine was also very good thanks to the vendors. Liked that some lesser known boutique wineries attended...This was my first time at this event and hope to return in the future. Well done."

"Everything is fabulous – so well organized and executed!"

"This was our first time and we would definitely attend again. Wine and food was plentiful and the atmosphere was beyond compare! Great time!"

"We loved it! Everything was perfect. The water stations were much appreciated. Loved all the scenery. Wishing I had discovered this festival sooner!"

"Always awesome, our favorite day of the year!"

"This has turned into an annual family event over the past six years which we always look forward to!"

"Best wine festival in the county."

"Well done, the best ever, food was superb as of course the wines were."

"This was our first time and we thought it was amazing! Very organized. We didn't look at [the map] - when we left we realized we missed an entire section! We didn't realize it was so big! Can't wait till next year!"

"This was my fourth year going to this event. Every year is slightly different but always an amazing event. This is the only wine/food event that I have consistently revisited due to the way it's run, the food and wine are always top notch and the lines are small due to the vast amount of vendors. Every single year I have gone, I end up getting more and more people to go to the event with me. Very well run event."

—Alan Fishman



Photos by Baron Spafford



MISSION STATEMENT

The Santa Barbara Museum of Natural History inspires a thirst for discovery and a passion for the natural world.

OUR ROLE IN THE COMMUNITY

The Santa Barbara Museum of Natural History invites guests to learn about nature, culture, and the universe while exploring our oak woodland along Mission Creek. The Sea Center invites guests to interact with live marine animals from the Santa Barbara Channel, use scientific tools, and explore the waters beneath Stearns Wharf. We are the only institution in the region with a world-class collection of specimens that informs scientific research, sustains engaging historic and interactive exhibits, and supports education programs serving the entire community. Because of our expertise, we are uniquely qualified to interpret what makes the Santa Barbara region scientifically significant.

EDUCATION PROGRAMS

The Museum offers a number of education programs of immense benefit to students, teachers, families, and community members. Over 20,000 schoolchildren participate in Museum and Sea Center programs each year, while additional students benefit from the Museum's Nature Collection Lending Library. Programs include:

- **School and Teacher Services (STS):** These programs provide Next Generation Science Standards-aligned, inquiry-based science and social studies education for visiting schoolchildren.
- **Community Education:** These programs serve the entire community, adults and children alike. Includes the monthly Science Pub lecture series, seasonal regional field trips, family festivals, classes and workshops on a myriad of topics, specialized lectures and partnership programs, and more.
- **Teen Programs:** The Quasars to Sea Stars work/study/internship program offers an intensive three-year educational experience that motivates students toward college and careers in the sciences. Youth 13-17 years in the VolunTEENS program earn community service hours while leading teen-developed engagement-based tours for the public, helping with camps, and working with Museum personnel.
- **Nature Education:** Connects children and adults using programming and interpretation spaces in the Museum's Backyard/Nature Club House and Curiosity Lab.
- **Nature Adventures™:** Nature Adventures offers classes, workshops, and camps at the Museum and Sea Center for children ages 2–14. Programs are designed to provide children with opportunities to experiment, experience, and observe the natural world while engaging in the scientific process.

EXHIBITS & LEARNING CENTERS

A variety of exhibits and venues for learning exist at the Mission Canyon campus and Sea Center, including:

- Santa Barbara Gallery
- Curiosity Lab
- Gem & Minerals
- Earth & Marine Sciences
- Chumash Life
- Mammal Hall
- Bird Habitat Hall
- Dennis Power Bird Diversity Hall
- John & Peggy Maximus Art Gallery
- Library
- Space Sciences & Gladwin Planetarium
- *Sukinani'oy* Garden
- *Prehistoric Forest*
- Museum Backyard
- Sprague Butterfly Pavilion
- Palmer Observatory
- Intertidal Wonders (Sea Center)
- Shark Cove (Sea Center)
- Wet Deck (Sea Center)

COLLECTIONS & RESEARCH

The Museum's Collections and Research Center (CRC) curates over 3.5 million specimens and artifacts. The CRC employs scientists actively engaged in curation, research, and fieldwork in anthropology, invertebrate zoology, vertebrate zoology, and earth sciences. Our curators and collection managers facilitate access to the collections for scholars from institutions all over the world, as well as visitors and educators in our local community.



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