

2019

SPONSORSHIP OPPORTUNITIES



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SANTA BARBARA
MUSEUM
of
**NATURAL
HISTORY**



MUSEUM OVERVIEW

MISSION STATEMENT

The Santa Barbara Museum of Natural History and Sea Center 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.



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 thousands more benefit from the Museum's Nature Collection. Programs include:

School and Teacher Services (STS)

These programs provide 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.

Astronomy Programs

The Museum's Astronomy Programs include live, interactive presentations in the Gladwin Planetarium, and events that facilitate access to state-of-the-art telescopes in the Palmer Observatory, including monthly Star Parties with the Santa Barbara Astronomical Unit.

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 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 4–14. Programs are designed to provide children with opportunities to experiment, experience, and observe the natural world while engaging in the scientific process.



EXHIBITS AND LEARNING CENTER



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 Hall
- Maximus Art Gallery
- Library
- Space Sciences Hall & Gladwin Planetarium
- Sukinani'oy Garden
- Museum Backyard
- Sprague Butterfly Pavilion
- Palmer Observatory
- Intertidal Wonders (Sea Center)
- Shark Cove (Sea Center)
- Wet Deck (Sea Center)
- Jellies & Friends (Sea Center)
- Channel Theater (Sea Center)



The Museum's Collections and Research Center (CRC) preserves over 3.5 million specimens and artifacts. The CRC and 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.



SUMMER TOUR

PREHISTORIC FOREST

Roam the Museum's prehistoric wilds and come face to face with enormous beasts bound to capture your imagination! Running from Saturday, May 25, through Monday, September 2, 2019, this exhibit will attract at least 40,000 visitors, giving your brand prime exposure to both local residents and summer visitors. Marketing efforts will include print and online advertisements, signage at the Museum, and promotion on social media.



BUTTERFLIES ALIVE!

2019 will be the first full run of *Butterflies Alive!* in the brand-new Sprague Butterfly Pavilion. Featuring 15-22 different species of butterflies, this amazing experience allows guests to get up-close and personal with over a thousand butterflies. *Butterflies Alive!* will run from May 25 to September 2, 2019 and will include advertisements in print and online, signage at the Museum, and promotion on social media.

Sponsor the 2019 Summer Tour and support teen programs at the same time! See page 9 for more information.





* Acceptable items include rocks, minerals, shells, bones and plants. Current wildlife regulations prohibit individuals from possessing bird bones, feathers, nests or eggs as well as marine mammal bones. Living animals or plants are not accepted. No items are allowed from federal lands, Bureau of Land Management property or state parks.

Sponsor this popular and innovative program for six months to a whole year!

\$5,000–\$10,000

Think back to the first time you found something wondrous in nature. You might have carefully collected it and taken it to an adult to identify. You yearned to know more about it: what it was called, what its life was like, and where you could find more. If you were really lucky, you consulted someone who was just as excited by your discovery as you were. That adult's enthusiasm served as confirmation that nature is cool and worth exploring, and that your curiosity and observation skills were valuable.

The Nature Exchange program (created and licensed by Science North) enables nature enthusiasts to learn more about the things they find in nature, and to build their own natural history collections. Located within the Museum's Curiosity Lab, it's like a natural trading center or swap shop, where guests can exchange their own natural items for others in the constantly changing Nature Exchange collection.

Guests bring their natural object to our naturalists and fill out a tag indicating where the object is from, when it was collected, and by whom. The trader then shares what they know about the specimen. Guests can conduct further research and earn more points by using resources in the Curiosity Lab or the Museum Library.





After a brief discussion, and if the natural item meets all ethical criteria*, the naturalist will assign a point value for the session. Assignment of points is based on three factors:

Uniqueness: What distinguishes the item?

Quality: What condition is it in?

Information: What knowledge can the guest share about it?



Points are also given out for leaving objects where they were found, and providing pictures and stories about them instead. In searching for things to collect and trade, observations and discoveries are made which encourage the individual to ask questions and explore the natural world. Guests can use awarded points to immediately choose a natural object to take home from the Nature Exchange collection, or bank their points to save up for items of higher value.

Nature Exchange is free and operates during the Curiosity Lab's regular hours. This innovative program was recently featured on KCLU.

Your support of the Nature Exchange program will fund the purchase of items to restock the trading supply, marketing to promote the program, and the labor of the naturalists who run it.

OTHER EVENTS AND OPPORTUNITIES



There are a variety of other ways to ensure your brand message is prominently displayed to our various audiences. Perhaps you are looking for exclusivity, or an opportunity to reach our audience for a longer period of time. On the next six pages are several other opportunities that may fit your business's needs.

2019 Summer Tour

\$5,000

Developed by participants in the Quasars to Sea Stars program and delivered by teens in the VolunTEENS program, the summer tour is a 45-minute interactive tour incorporating the permanent and temporary exhibits at the Museum. These tours are offered free with paid admission, and reach an average of 700 guests per summer.

Your sponsorship helps to support the Quasars to Sea Stars and VolunTEENS programs for students 13–17 years old.

Free Family Nature Day

\$2,500 for one event, \$20,000 for the entire year (8 dates)

Family Nature Day, held on the third Sunday of the month from September-April (8 Sundays total), offers free admission to all at the Museum's Mission Canyon campus. With a projected attendance of 3,500-4,000 Family Nature Day visitors in 2019, this is a great opportunity to show your support for the community while calling attention to your brand. Your sponsorship of Free Family Nature Days will enable you to reach not only the Museum visitors on these days, but the community at large as well.



OTHER EVENTS AND OPPORTUNITIES



SUPAK'A

\$1,000–10,000

2019 will mark the fourth annual SUPAK'A – Sharing Chumash Culture celebration. This event brings together members of the Santa Ynez Band of Chumash Indians, Barbareño Band of Chumash Indians, Barbareño/Ventureño Band of Mission Indians, and yak tityu tityu yak tiłhini (Northern Chumash Tribe). Guests learn about Chumash history and culture through ceremonies, musical and dance presentations, storytelling sessions, programs for teachers, panel discussions, and ongoing interactions, including: the historic tomol replica Helek, tribal information booths, exhibit panels, native craft activities and games, basketweaving and cordage-making, flintknapping demonstrations, and Chumash vendors. Museum admission is free for the day. Marketing for these programs will utilize the Museum's website, newsletter, and social media. Additionally, flyers advertising these programs will be produced. This event typically attracts more than 1,000 people in attendance.

Mermaid Day

\$2,500

Mermaid Day, scheduled for August 24, 2019, will be held at the Sea Center. Participants will meet the Little Mermaid, and her living ocean friends, enjoy interactive mermaid activities, entertainment, and education. Mermaid and pirate costumes are welcome for this fun, family-friendly event. It will be promoted via e-blasts, flyers, the Museum and Sea Center website, and social media.



Sea Center Events and Festivals

\$2,500 for one event, \$5,000 for two, or \$7,000 for all 3 events

Underwater Parks Day (January 19), World Oceans Day (June 8), and the Sea Center's Tales and Scales Halloween celebration (October 26) are days to celebrate and learn about the amazing ocean environment, and where better to do that than the Sea Center on Stearns Wharf? The Sea Center will offer hands-on, fun activities and demonstrations, and admission will be FREE thanks to the generosity of your sponsorship. Past free admission events have drawn more than 2,000 visitors for the day. Your brand will be featured in event marketing, including direct marketing to families, and displayed on site for all guests to see.



Astrovaganza

\$2,500

Held at the Museum in partnership with the Santa Barbara Astronomical Unit, this annual event is scheduled for September 8, 2019. Other participants have included Santa Barbara City College, UC Santa Barbara, and the Santa Barbara Ham Radio Club. The event celebrates astronomy with open access to the Gladwin Planetarium and Palmer Observatory, as well as a variety of all-day, astronomy-related activities including a comet demo, rocket launches, solar viewing, a liquid nitrogen activity, mirror grinding, and a star party at night. This event is free with paid admission to the Museum and attracted nearly 1,000 people total in 2018. Marketing for this program will utilize the Museum's website, e-news, and social media, as well as printed flyers. This event has also attracted attention through local TV and radio stations in the past.

Art Inspired by...

\$2,500 for one year (4 sessions)

The "Art Inspired by..." program series provides an opportunity for community members to connect with nature through art workshops offered at the Museum. Each workshop is conducted by two experts: one is a scientist or expert in the theme of the workshop, while the other is an art teacher. All supplies are included. These programs provide education, inspiration, and social connection while assisting participants with forging closer bonds with the natural world through artistic expression. Your sponsorship will enable the Museum to offer deeply-discounted tuition for participants.

Science Pub

\$1,000 per quarter (3 events) or \$3,500 for one full year (12 events)

Science Pub is a free public program with the goal of connecting research to the general community. We invite adults 21 and up of all backgrounds to join our fun and friendly conversation, and quench their thirst for knowledge about science and nature. This free evening lecture takes place every second Monday of the month at Dargan's Irish Pub & Restaurant in Santa Barbara. The Museum invites a science professional to give a 45–60 minute talk about a science topic that is accessible and appealing to the general public, followed by questions from the audience. Science Pub typically attracts upwards of 150 participants per session; the most popular events have attracted a standing-room audience of over 200. Your sponsorship will provide support for three Science Pub events, or you can choose to support the entire year of programming. Marketing for these programs will utilize the Museum's website, e-news, and social media. Additionally, rack cards advertising these programs will be produced.

OTHER EVENTS AND OPPORTUNITIES



Annual Members' Party

\$4,000

The Annual Members' Party (to be held on Friday, May 31, 2019) is an invitation-only event targeted to Museum members and other Museum supporters. Communications are sent specifically to the Museum's 6,200+ members via email, a mailed postcard, and a mailed invitation, as well as posted in the Museum e-newsletter, on the website, and on social media. There will be food, hands-on STEM activities, crafts for kids, face painting, and other fun activities. An average of 400 people attend this event each year.



Leadership Circles Explorations (Field Trips)

\$5,000 for one year (3 trips)

Explorations are exclusive opportunities for members of the Museum's Leadership Circles of Giving. This group of major donors, who play a critical role in sustaining the Museum, visit unique areas or institutions and get behind-the-scenes tours/access. Three trips are offered per year, with 15-30 people in attendance, and include Museum scientists and curators. Invitees comprise the Museum's most dedicated group of donors whose support is strongly based on their commitment to the Museum's mission and who don't often take advantage of any benefits, with the exception of these trips. In fact, some specifically join Leadership Circles because they want access to this benefit. A representative of your organization will be invited to participate in each trip. Your logo will be included on printed materials, emails, and other communications about this program. The marketing for this program is focused exclusively on high net-worth donors, rather than being included with other Museum communications.

OTHER EVENTS AND OPPORTUNITIES

Cocktails with a Curator

\$2,000 for one or \$3,500 for both

Cocktails with a Curator (scheduled for March 15, 2019 and October 10, 2019) is open to Museum Members age 21 and up. These events feature talks by our curatorial staff about their original research in a casual, cocktail-party setting. Communication is sent to the Museum's 6,200+ members via email, a mailed postcard, and is posted in the Museum e-newsletter, on the website, and via social media. This event is free to members at the Naturalist level and above (\$150 level), but is open to regular members who want to purchase a ticket (ticket cost is \$35). There are interactive science educational activities, and the Museum scientists are on hand to answer questions and educate people. There is also an adult craft activity. About 170 people regularly attend this event.

Adult Programming

\$750–\$1,500



A variety of field trips and educational programs are offered for adults, with topics like birding, astrophotography, geology field courses, and more. Support a day or a season!



SoCal Museums Free-for-All Day

\$2,500

Scheduled for Saturday, February 2, 2019, this day of free access coordinated by SoCal Museums will provide free admission to all. Be recognized for your generosity in making this available for the community through our marketing efforts: e-blasts, printed materials, website, and social media recognition.

Free admission family passes

\$5,000 per quarter; \$15,000 for a full school year

About 20,000 schoolchildren attend field trips to the Museum or Sea Center each year. Each student receives one of these free passes good for admission for the student and his/her entire family. The total cost of this program for a school year is \$15,000. You can sponsor a full year, half a year, or quarter of a year. Your logo will be added to the passes handed out for the year, or the portion of it that you choose to sponsor.

OTHER EVENTS AND OPPORTUNITIES

Planetarium Show Admissions

\$7,500 summer only; \$10,000 school year;
\$20,000 full year

The Gladwin Planetarium is the only planetarium on the Central Coast. Full-dome movies and live, interactive presentations with relevant and up-to-date information on cosmic discoveries and missions in aerospace entertain and educate the general public on weekends throughout the year. Other programs run during the week as well, with a more robust schedule during the busier summer months. Museum guests can tour the constellations of the night sky, fly through the Milky Way galaxy, or explore the surface of the Moon. Our most popular shows are the live presentations driven by the suggestions and requests of guests. Your sponsorship can make these programs free for all attendees; recognition will be provided via e-blasts, website, flyers, announcements during the planetarium programs, and via social media.

Portal to the Planet

\$3,500 for three months of programming,
\$7,500 for all 2019 programming

This is an interactive program offered at the Sea Center, free with paid admission. Portal to the Planet utilizes hands-on activities along with direct education to inform visitors about environmental issues and the individual actions that visitors can take to help. Portal to the Planet programming is offered two seasons per year, winter/spring (early February 2019–mid-May 2019) and fall/winter (late September 2019–early December 2019) and engages approximately 1,000 visitors annually.



Live Dive

\$3,500 for 5 events total

Participants in this program are immersed in the world below the ocean's surface without getting wet! SCUBA divers explore the ecosystem beneath Stearns Wharf while guests watch live underwater footage and interact with the divers via skilled interpretive staff. Live Dives are free to attend, extending access to our unique underwater resources to all parts of our community. Five Live Dive events are scheduled for 2019; your sponsorship will support all of them while enabling you to reach a very curious and captivated audience.

Other Museum programs

\$500–\$2,500

The Museum hosts a variety of programs throughout the year, including Wonder Wednesdays, Science on Site, Bug Boot Camp, and more. These opportunities can help to get your company in front of our audience, while providing vital support for the program. With sponsorship opportunities as low as \$500, these programs are a great way to explore the possibilities of a Museum partnership.

HOW WOULD YOU LIKE TO SPONSOR?

There are many different options for supporting the Museum as a sponsor. Depending on the type of exposure your organization is interested in, 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 efforts of the exhibit or event you've chosen to support. Please refer to benefits table for more information.



Sponsorship of specific items / event components

As a sponsor of a specific item or component of an event, you are placing your company logo in front of event attendees in a unique and potentially long-lasting way. Organizations may sponsor or co-sponsor the following items and/or components for the Santa Barbara Wine + Food Festival:

- Official Tasting Glass - \$25,000 (includes all Presenting level benefits, including industry exclusivity)
- Official Event Wristband - \$25,000 (includes all Presenting level benefits, including industry exclusivity)
- VIP Pavilion Sponsor - \$10,000 (includes all Platinum level benefits)
- Festival Shuttle Sponsor - \$10,000 (includes all Platinum level benefits)
- Designated Driver ticket sponsor - \$5,000 (includes all Gold level benefits)
- Sparkling Way Sponsor - \$2,500 (includes all Silver level benefits, and your logo on the champagne flutes)
- Lanyard Sponsor - \$2,500 (includes all Silver level benefits)

In-kind sponsorships

By donating items 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 facility, 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 / snacks for event
- Water / dispensers / cups
- Ice
- Shuttle service
- Electric carts
- Printing
- Party rentals
- Festival takeaways for guests



Museum and Sea Center Attendance

The Museum and Sea Center attract visitors from our own region, as well as from far-flung locales.

From the 2018 Sea Center Survey:

- 53% of visitors were from the Tri-County region (San Luis Obispo, Santa Barbara, and Ventura Counties)
- 26% of visitors were from other California locations
- 14% of visitors were from out of state
- 7% of visitors were from out of the U.S
- Attendance at the Museum and Sea Center spikes during the summer and school holidays.
 - About 43% of our annual visitation occurs during the summer months (May-August).
- Adult and child attendance is nearly equal. Adults make up about 51% of our visitors; children 49%.

SANTA BARBARA *Wine + Food* FESTIVAL

- Survey results tell us some interesting things about the Wine + Food Festival attendees, including:
- Women really like this event. 75% of attendees are female; 25% are male
- The Santa Barbara Wine + Food Festival is popular among middle-aged and older individuals:
 - 21–34 (16%)
 - 35–44 (18%)
 - 45–54 (12%)
 - 55–74 (49%)
 - 75+ (5%)
- Attendees of the Santa Barbara Wine + Food Festival tend to have significant household wealth:
 - Under \$50,000 (10%)
 - \$50,000–75,000 (10%)
 - \$75,000–100,000 (17%)
 - \$100,000–125,000 (16%)
 - \$125,000–\$150,000 (8%)
 - Over \$150,000 (39%)



- Well-educated individuals enjoy attending the Santa Barbara Wine + Food Festival:
 - High school or equivalent (1%)
 - Some college, no degree (10%)
 - Associate degree (10%)
 - Bachelor degree (40%)
 - Graduate degree (39%)
- The majority of attendees live locally:
 - Santa Barbara County (84%)
 - Ventura County (9%)
 - Los Angeles County (4%)
 - Other (3%)
- 90% of visitors are “very likely” to recommend the Wine + Food Festival to friends and family



Marketing Channels

The marketing campaign for an event or exhibition begins at least six months prior and utilizes a cross selection of local and regional print, television, radio, digital, social media, and e-mail communications.

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.

In addition to media relations, the Museum participates in a number of community outreach events where the Museum hosts an interactive booth promoting its summer shows, children’s science programs, and family activities. These events include the Santa Barbara Kids Expo, Ventura Kids Expo, Earth Day Festival, PEP Touch-A-Truck, Boo at the Zoo, National Astronomy Day, California Coastal Clean-Up, and Science Nights at a number of regional schools.

The Museum’s website receives over 10,000 visitors monthly, and our e-blasts are distributed to 19,000 subscribers (including guests, trade and media contacts, and exhibitors) three to four times per month.

A variety of flyers, posters, and banners will also be used to promote the event and/or exhibition.

Extensive reach, across many platforms

In addition, events and festivals at the Museum, including the 2019 Santa Barbara Wine + Food Festival and summer exhibition of Prehistoric Forest will be promoted through:

- Radio, print, digital, and television advertising
- Museum e-blasts (distributed to +19,000 subscribers, including attendees, trade, media and exhibitors, 3-4 times per month)
- The Museum’s website (over 10,000 unique visitors/month)
- Web banner ads with Noozhawk.com, edhat.com, SantaBarbaraCA.com, and Divisions D (digital marketing agency).
- Local, regional, and national media partnerships with the Santa Barbara Independent, Santa Barbara NewsPress, Noozhawk, Cox Communications, Rincon Broadcasting, and Santa Barbara Chamber of Commerce.
- Extensive public relations outreach
- Paid and organic promotion across Facebook (14,000 followers) and Instagram (+2,800 followers).

SAMPLES OF PRINT & WEB ADVERTISING

(Below) Examples of print advertising



(Below) Examples of event flyers



(Below) Example of banner hung on-site



What Our Sponsors Are Saying

"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

"Sunrun is excited to sponsor the Museum of Natural History. SBMNH has provided many great opportunities to enjoy the museum exhibits and special events and share these with our customers as well, all while increasing our visibility with the museum's like-minded guests and members. We have thoroughly enjoyed meeting many of the wonderful and gracious staff at the museum, and look forward to a continued partnership in the future"

-Ellie Olsztynski, Sunrun

"Every time I go to the Santa Barbara Museum of Natural History, I am struck by the beauty of the place and the friendliness of the people who work there. Meridith Moore has done an amazing job over the years organizing the Santa Barbara Wine + Food Festival—it just keeps getting better and better! I adore her addition of the Sparkling Way and how smoothly everything runs. The participating wineries and chefs are the cream of the crop. It's the BEST wine and food festival by far! Love it!"

-Tama Takahashi, Inside Wine Santa Barbara



What Our Vendors Are Saying

"I can't imagine a more idyllic place to enjoy an afternoon of food and wine! The Museum of Natural History is truly a community treasure and we were honored to participate in this year's event."

-John Cox, The Bear and Star

"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 most engaging event of the year, from the exciting guests, the extensive list of wineries, inspired food from all the local chefs, and the venue is the best. Always memorable and always a fun event."

-James Siao, Finch & Fork

"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



What Our Guests Are Saying

Highlights of the comments submitted by 2018 Wine + Food Festival guests:

- *"The food this year was TOP-Notch, a lot of people were talking about how high-end it was, so if you are wondering if people noticed, they did."*
- *"Hands down the best food and wine festival in SB!"*
- *"This Wine and Food event is my favorite and I have enjoyed it for many many years. I told my friends that I wanted to do VIP next year, so I could enjoy the venue and the event, even more. Thank you, so much for such a wonderful time."*
- *"I shared with other guests that the actual owner/winemaker was pouring their wines. I think this is very good selling point."*
- *"The BEST west coast wine and food festival."*
- *"Great location. Very nice staff. Wine and food vendors were amazing, very knowledgeable and patient. Already been recommending to all my friends. Can't wait for next year!"*
- *"We are 5 year consecutive festival attendees and have LOVED it every year. Keep up the great work. We are already looking forward to next year!"*

*"They give you great information about their wine. It's scientific wine-tasting."
-Joan Kurze, Santa Barbara*

"The SBMNH is a gem. I have spent much time in large natural history museums such as Chicago's Field Museum and Washington D.C.'s Smithsonian National Museum of Natural History...Those are exceptional institutions. But as a visitor, I prefer the SBMNH, which offers something special lost in large institutions. Its medium size is a major factor in making it an accessible, intimate experience... It has outdoor exhibits integrated in vivo into outdoor space; some larger institutions have no outdoor exhibits. The SBMNH has a full range of natural history experiences, with a planetarium, and biological, geological, and anthropological exhibits. Although there is a range of content, there is clear commitment to local history and biology; when one learns from an exhibit then goes outside to see it in daily life, the relevance of the content becomes clear."

*-Rebecca Goodman, Ph.D., visitor and parent of a
VolunTEEN program participant*