



# 2023

SPONSORSHIP  
OPPORTUNITIES

SANTA BARBARA  
**MUSEUM**  
*of*  
**NATURAL  
HISTORY**

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# ABOUT THE MUSEUM

## 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.

## EXHIBITS AND LEARNING CENTERS

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

- Santa Barbara Gallery
- Courtyard Gallery (revolving)
- Minerals Hall (reopening spring 2023)
- 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
- Dive In: Our Changing Channel (Sea Center)
- Shark Cove (Sea Center)
- Wet Deck (Sea Center)
- Intertidal Wonders (Sea Center)

## COLLECTIONS AND 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 other disciplines. 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.

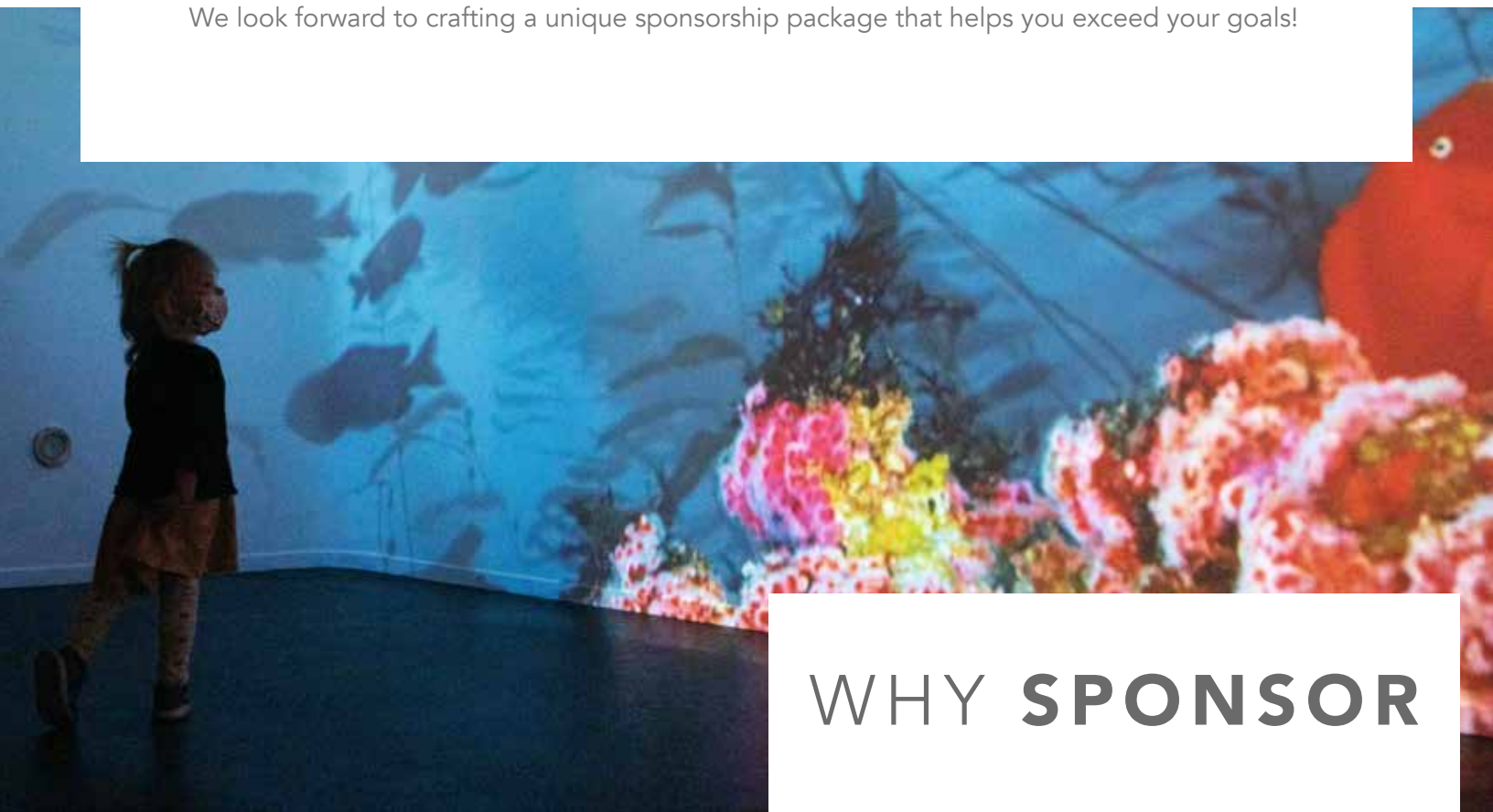


With over 6,300 Members and more than 240,000 annual visitors across two campuses, the Santa Barbara Museum of Natural History and Sea Center is our region's definitive source of nature information. Consistently recognized by locals, tourists, and the media, the Museum is the proud recipient of numerous 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.

**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.

We look forward to crafting a unique sponsorship package that helps you exceed your goals!



**WHY SPONSOR**

# SOMETHING FOR EVERYONE

Collectively, our programs engage a wide audience, but each one is unique. Who do you want to reach? Find out where you can make the greatest impact with your sponsorship.

FAMILIES	ADULTS ONLY	LOCALS	TOURISTS	FOODIES	OCEAN LOVERS	ARTISTS	HIGH NET-WORTH	LOW-INCOME	MUSEUM MEMBERS	GENERAL COMMUNITY	WIDEST POSSIBLE AUDIENCE
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## SUMMER EXHIBITION

BUTTERFLIES ALIVE!	X		X	X			X			X	X	X
CURIOUS BY NATURE	X		X	X			X			X	X	X

## EVENTS

THE ARTIST'S TABLE SOIREE AND ART SHOW		X	X				X	X		X	X	
COCKTAILS WITH A CURATOR		X	X		X	X		X			X	
CREEP THE HALLS		X	X	X	X			X		X	X	
MAXIMUS GALLERY OPENING RECEPTIONS		X	X				X	X		X		
MISSION CREEK GALA		X	X					X				
SCIENCE PUB		X	X		X	X				X	X	
SB WINE + FOOD FESTIVAL®		X	X	X	X			X		X	X	
WORLD OCEANS DAY	X		X	X		X			X	X	X	X

## MEMBER BENEFITS

ANNUAL MEMBERS' PARTY	X		X							X		
LEADERSHIP CIRCLES EXPLORATIONS		X	X					X		X		

	FAMILIES	ADULTS ONLY	LOCALS	TOURISTS	FOODIES	OCEAN LOVERS	ARTISTS	HIGH NET-WORTH	LOW-INCOME	MUSEUM MEMBERS	GENERAL COMMUNITY	WIDEST POSSIBLE AUDIENCE
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### EDUCATIONAL PROGRAMMING

ADULT PROGRAMMING		X	X					X	X	X	X	X
CHILDREN'S PROGRAMMING	X		X						X	X	X	X
TEEN PROGRAMS	X		X					X				
STAR PARTIES	X		X	X				X	X	X	X	X

### ACCESS PROGRAMS

FAMILY PASSES FOR SCHOOLCHILDREN	X		X						X		X	X
MUSEUMS FOR ALL	X	X	X	X				X		X	X	X

## SPONSORSHIP TYPES

### OVERALL CORPORATE SPONSORSHIP

Cash sponsorship of an exhibit or event 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.

Refer to Sponsorship Benefits table on page 11 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

In-kind sponsorship benefits are based on the value of your donation. Refer to Sponsorship Benefits table on page 11 for more information.

# EXHIBITIONS

## SUMMER EXHIBITIONS IN 2023

SATURDAY, MAY 27–MONDAY, SEPTEMBER 4, 2023

### ***Butterflies Alive!***

The extremely popular *Butterflies Alive!* exhibit returns to the Sprague Butterfly Pavilion every summer. Featuring a dazzling variety of butterflies, from local favorites to exotic tropical species, this amazing experience allows guests to walk through a beautiful garden while nearly 1,000 live butterflies flutter freely around them. **Marketing for *Butterflies Alive!* is an extended multimedia campaign, helping this popular exhibit draw a diverse audience of over 60,000 visitors.**

### ***Curious by Nature***

#### ***Works by Charley and Edie Harper***

Charley Harper is world famous for his signature style of “minimal realism,” capturing the spirit of his subjects with elegantly sparse visual elements. His work is nature-based, and over his career he created pieces for many environmental organizations including the National Parks Service, Everglades National Park, and the Cincinnati Zoo. Harper’s artwork has become part of the public consciousness, having been quickly replicated on merchandise ranging from umbrellas to stationery. **Summer exhibits at the Museum receive increased visibility as this is our busiest season, with a marketing budget to match.**





## EVENTS

### The Artist's Table

The Artist's Table is a fundraiser with both exclusive and public components. The Opening Soiree Dinner Party with the artists on Friday, September 29, 2023 kicks off a multi-day public art sale. At the soiree, ticket buyers and sponsors are among the first to see the art, and enjoy delicious wines and a gourmet three-course dinner. Each artist hosts a table of eight guests, who receive a piece of the host's art created just for the table! Art will be available for sale, with at least 50% of the sale price supporting the Museum's education programs. The Artist's Table Art Show is open to the public from Saturday, September 30 to Sunday, October 15, 2023 (closed Tuesday, October 3), 10:00 AM–5:00 PM. **The soiree is marketed directly to an exclusive, high-net-worth audience; the show is marketed robustly to a wide audience through a variety of media. The show is seen by over 2,500 visitors.**

### Cocktails with a Curator

Cocktails with a Curator (scheduled for February 9, 2023 and October 12, 2023) is a series of talks by Museum experts in a casual, cocktail-party setting. The series is open to Members ages 21 and up, and their guests. **These events are marketed directly to the Museum's 6,300 Members, and typically reach capacity at about 170 attendees.** This event is free to high-level Members, but is open to regular Members who want to purchase a ticket (typically \$35).

### Creep the Halls

Our second annual Creep the Halls fundraiser is scheduled for October 28, 2023. Guests at this adults-only party will eat, drink, and be scary as they creep through some of our favorite exhibit halls. Special lighting and décor create a frightening (but fun) mood as guests enjoy entertainment, dancing, and the unique ambiance. All net proceeds support the Museum's nature and science education programs. **Creep the Halls is marketed robustly to a diverse adult audience.** 2022 survey data indicated that 87% of attendees live in Santa Barbara County, 75% earn \$125K or more per year, and 88% have a college degree or higher. The most notable difference is that this event skewed younger, with 60% being 54 years or younger.

## Leadership Circles of Giving Explorations

Explorations are exclusive opportunities for Members of the Museum's Leadership Circles of Giving. This group of major donors plays a critical role in sustaining the Museum and Sea Center, and they are rewarded by Explorations: intimate, behind-the-scenes visits to unique areas and institutions. Three trips are offered per year, with 15–30 people in attendance, accompanied by Museum scientists. **Explorations are marketed exclusively to this core group of 200 high-net-worth donors.** A representative of your organization may be invited to participate in each trip.

## Members' Party

The annual Members' Party (to be held on Friday, May 26, 2023) is an invitation-only celebration for Museum Members and supporters. **Members enjoy summer exhibit previews, catered food, hands-on STEM activities, and face painting.** This Members-only event is marketed directly to the Museum's 6,300+ Members, typically selling out at an average of 400 attendees.

## Maximus Gallery Opening Receptions

The John and Peggy Maximus Gallery features antique natural history art prints; two exhibitions are planned for 2023, and each offers an opening reception for Museum Members at the Naturalist level and above. These elegant receptions feature beverages and appetizers, and an **opportunity to market to and interact with some of the Museum's most dedicated patrons.** Your brand will be featured on event communications (including the printed invitation) and event signage, and representatives from your organization will be invited to attend the opening reception.

## Santa Barbara Wine + Food Festival®

On June 24, 2023, 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 this iconic Santa Barbara event. 100% of the net proceeds support the Museum's science education programs for adults and children.

Survey results tell us some interesting things about the festival attendees. The majority (70%) are female, half (51%) are between 55–74 years old, 80% have a household income of \$100K or more, and 72% live in Santa Barbara County. 87% have a college degree or higher, and 94% are "very likely" to recommend the festival to friends and family.

**The festival is marketed via a variety of media throughout the year, often selling out the 1,000 attendee capacity months in advance. Act early to fully benefit from your sponsorship.**

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

- Presenting Sponsor – \$25,000 (Presenting-level benefits)
- Festival Shuttle Sponsor – \$10,000 (Polar Bear-level benefits)
- Early Entry VIP Event – \$5,000 (Grey Wolf-level benefits)
- Lanyard Sponsor – \$2,500 (Island Fox-level benefits)

See table on page 11 for more details.



## Science Pub

Science Pub is a free public program that aims to connect our community with current and fascinating scientific research. This free evening event takes place every second Monday of the month (except January and August) at Dargan's Irish Pub & Restaurant in Santa Barbara. Guests can enjoy food, beverages, and a 45–60-minute engaging lecture with Q & A from a science professional. Your sponsorship will provide support for three Science Pub events, or you can choose to support the entire year of programming.

**Science Pub is marketed digitally to a wide audience, attracting about 150 participants per talk.**

## World Oceans Day

World Oceans Day (June 10, 2023) is a day to celebrate and learn about the amazing ocean environment, and where better to do that than the Sea Center on Stearns Wharf? Admission is free thanks to the generosity of your sponsorship. **World Oceans Day typically attracts over 2,000 visitors.**

# EDUCATIONAL PROGRAMMING

## Adult Education

The Museum offers a variety of field trips and educational programs for adults, with topics like birding, astrophotography, geology, and more. Support a day or a season! These courses for 20–30 people often sell out rapidly. **Sponsorship is a good way to make a personal impression on an intimate group of lifelong learners who are dedicated to nature and science.**

## Children's Programs

The Museum provides educational programming to children through Nature Adventures™ children's camps and classes, and our School and Teacher Services Department's field trips. Field trips offer hands-on, standards-aligned science education for thousands of schoolchildren from San Luis Obispo, Santa Barbara, and Ventura Counties each year. The Museum offers discounts and scholarships to low-income (Title-1) schools. **Sponsors supporting camps and classes will be recognized in eblasts to a wide audience of approximately 36,000, and on our Nature Adventures™ webpage. Sponsors supporting field trips will be recognized in eblasts to approximately 3,000 teachers, and on our field trip webpage.**

## Teen Programs

The Quasars to Sea Stars work/study/intern program provides an intensive three-to-four-year educational experience that motivates students toward college and careers in the sciences. This program offers students the opportunity to work alongside Museum scientists, providing a unique educational and vocational opportunity. Through the Museum's Counselors in Training program, another 40–50 teens earn community service hours while acting as camp counselors. These programs are provided at no cost to the teens thanks in part to your sponsorship. **Sponsors will be recognized on social media and printed collateral.**



# ACCESS PROGRAMS

## Museums for All

The Museum and Sea Center are proud to offer discounted everyday admission to guests from low-income households by participating in Museums for All, a national initiative of the Institute of Museum and Library Sciences. **Be recognized for your generosity in making this available for the community through our marketing to build wide community awareness of this initiative.**

## Family Passes for Schoolchildren

Up to 15,000 schoolchildren attend field trips to the Museum or Sea Center each year. Each student receives a free pass 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. **Full-year sponsors receive recognition on passes and in our social media.**



# SPONSORSHIP BENEFITS

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

	\$25,000 PRESENTING	\$20,000 BLUE WHALE	\$10,000 POLAR BEAR	\$5,000 GREY WOLF	\$2,500 ISLAND FOX	\$1,000 RATTLESNAKE
Industry exclusivity	X					
Name or logo listed on title panel of the exhibit/event	X					
Complimentary Museum facility rental	X	X	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				
Name and/or logo listed in print and/or digital advertising	X	X	X	X	X	X
Recognition on Museum signage	X	X	X	X	X	X
Recognition on printed collateral (if relevant)	X	X	X	X	X	X
Recognition on Museum 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	X
Santa Barbara Wine + Food Festival® early entry	4	3	2	1		
Santa Barbara Wine + Food Festival® general access	7	6	5	4	3	2
Tickets to Museum's Members' Party	8	6	5	4	3	2
President's Circle memberships	1					
Patron's Circle memberships	4	3	2	1		
Family memberships	5	4	3	2	2	1
Museum / Sea Center guest passes	50	35	20	10	5	3



## 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).

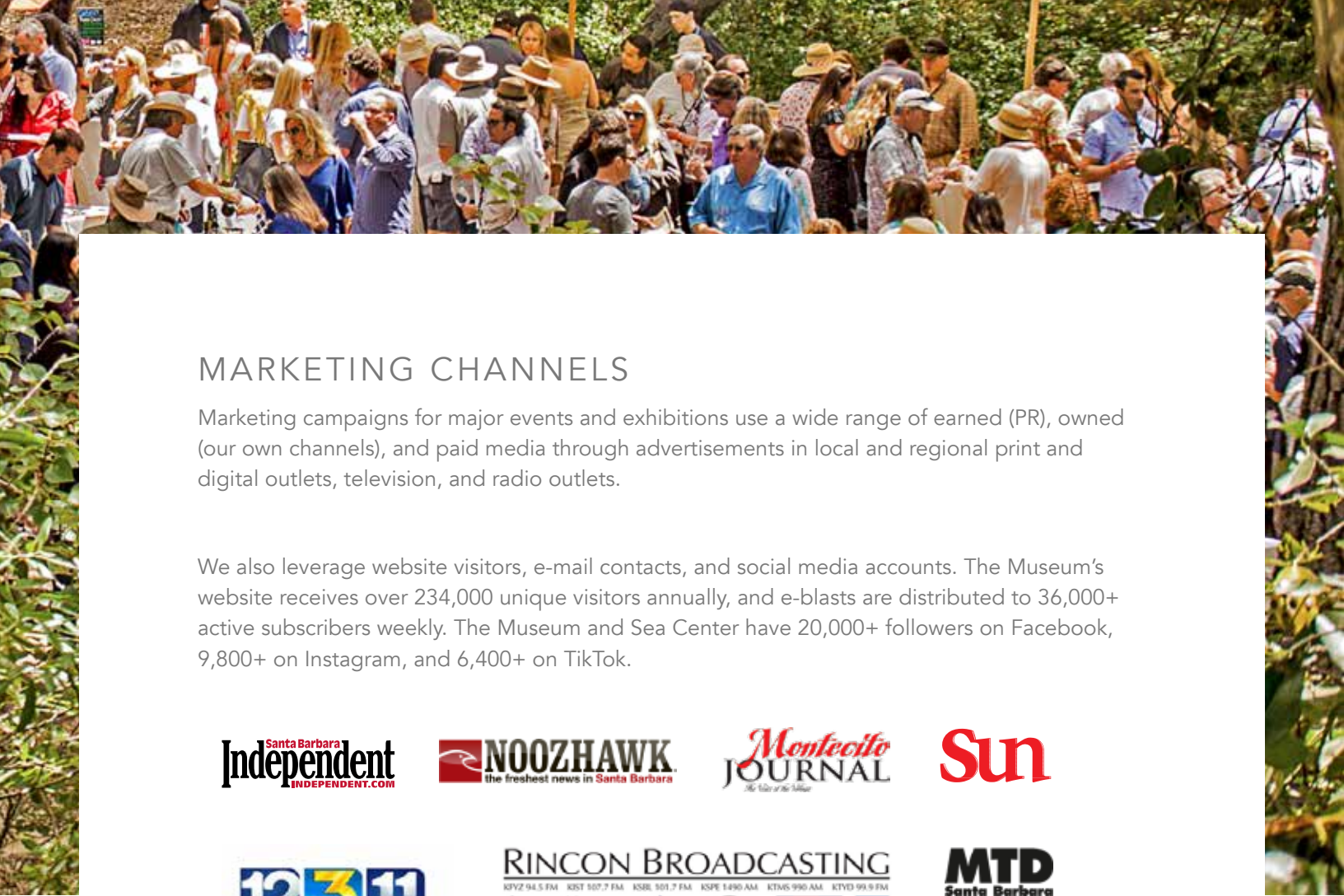
About 30% of visitors are Museum Members; 70% are not members.

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**



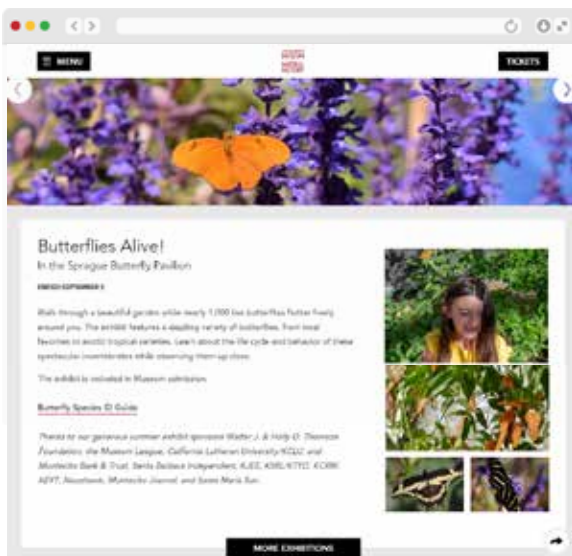
## MARKETING CHANNELS

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.



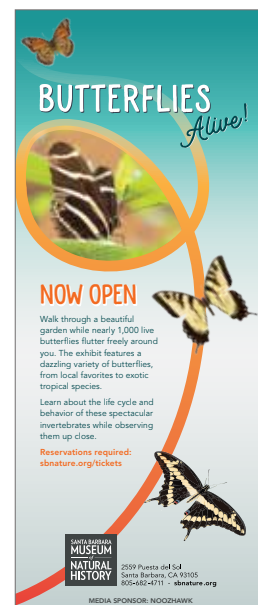
## SAMPLES OF PRINT & WEB ADVERTISING



sbnature.org exhibition recognition



print ad recognition



## WHAT OUR **SPONSORS** ARE SAYING ABOUT US



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 act 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

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 attended 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

# WHAT OUR **VENDORS** ARE SAYING ABOUT **SANTA BARBARA WINE + FOOD 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

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

We look forward to participating in the Santa Barbara Wine + Food 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.





## WHAT OUR **GUESTS** ARE SAYING ABOUT **SANTA BARBARA WINE + FOOD FESTIVAL®**

"I appreciate the fact that the winemaker/owner is there pouring the wine and can answer 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!"

"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!"

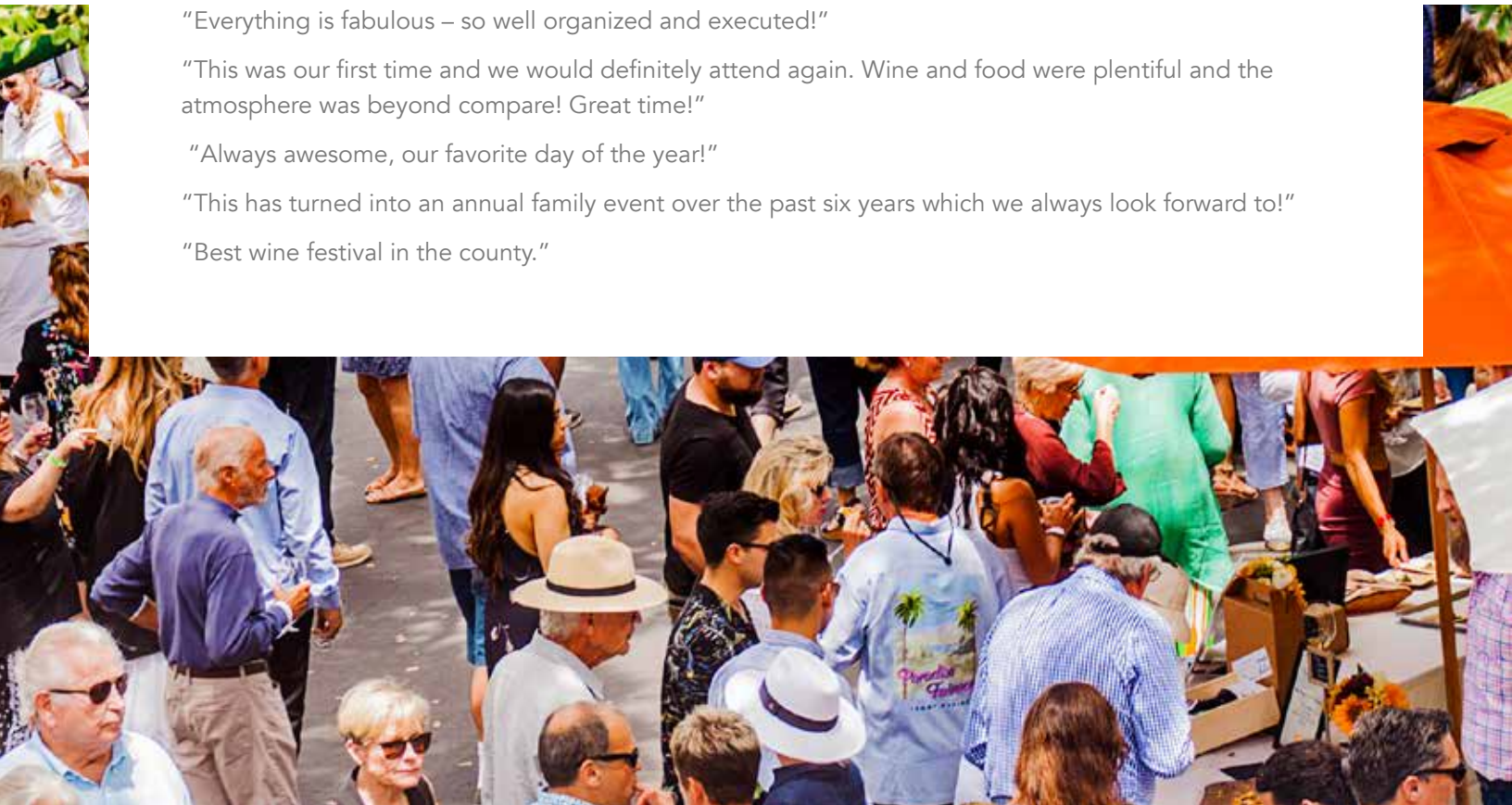
"Everything is fabulous – so well organized and executed!"

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

"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."







SANTA BARBARA  
**MUSEUM**  
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For more information or to become a sponsor, contact  
Development Officer, Foundation and Corporate Relations  
Becca Summers at [bsummers@sbnature2.org](mailto:bsummers@sbnature2.org) or  
805-682-4711 ext. 111.

