



SPONSORSHIP OPPORTUNITIES



Santa Barbara
Botanic Garden

**SATURDAY
2023**

SBBotanicGarden.org/beer



ABOUT

As the Garden's main fundraising event of the year, the Beer Garden supports core programs in environmental education, conservation and research, and native plant horticulture. Surrounded by the natural beauty of Mission Canyon, 400 ticket holders are invited to explore the Garden's 5.5 miles of walking trails while enjoying one-of-a-kind beers uniquely paired with California native plants. Guests can engage with our beer curator and expert docents to learn more about the selection of beers and The Garden's living collection. Acoustic music performances, nature education tables, and paired finger foods supplied by area restaurants add to this multi-sensory, outdoor experience.

Sponsors help fund Garden programs and receive recognition in many ways before, during, and after the event. Your commitment and payment must be received on or before **February 2023** to ensure full sponsorship privileges and tickets.

EVENT HIGHLIGHTS

- Local brewers create custom beers designed exclusively for this event - many using plant materials right from the Garden
- Local restaurants offer complementary small bites at stations throughout the Garden
- Acoustic musicians enhance your tasting journey with performances in unexpected places
- Poppy sponsors and above are invited to attend our exclusive, pre-event Grand Cru Experience featuring unique beer and food pairings that will not be available at the main event. Sponsors will also have early access to the Beer Garden.

2023 TICKET PRICES

- Sponsorship packages include premium tickets – donations of \$1,000 to \$15,000
- Premium ticket – \$275 (includes Grand Cru Experience featuring unique beer and food pairings and early access to the Beer Garden)
- General admission – \$125





REDWOOD SPONSOR – (Exclusive) \$15,000

- Grand Cru Experience Premium event tickets – 10
- Logo/name on event beer glasses and event tasting program
- Logo/name on banner and invitation to 7,000+ Garden supporters
- Logo/name on event web page and in print and social media promotions
- Listing in summer edition of Ironwood magazine, bi-weekly e-newsletter, and annual report
- Early access to The Beer Garden
- Reserved parking spaces – 4

MEDIA SPONSOR – IN KIND

- Grand Cru Experience Premium event tickets – 2
- Logo/name on event tasting program
- Logo/name on banner and invitation to 7,000+ Garden supporters
- Logo/name on event web page and in print and social media promotions
- Logo/name listed in summer edition of Ironwood magazine, bi-weekly e-newsletter, and annual report
- Early access to The Beer Garden
- Reserved parking spaces – 1

OAK SPONSOR – \$10,000

- Grand Cru Experience Premium event tickets – 6
- Logo/name on event tasting program
- Logo/name on banner and invitation to 7,000+ Garden supporters
- Logo/name on event web page and in print and social media promotions
- Logo/name listed in summer edition of Ironwood magazine, bi-weekly e-newsletter, and annual report
- Early access to The Beer Garden
- Reserved parking spaces – 2

IRONWOOD SPONSOR – \$7,500

- Grand Cru Experience Premium event tickets – 4
- Logo/name in event tasting program
- Logo/name on banner and invitation to 7,000+ Garden supporters
- Logo/name on event web page and in print and social media promotions
- Logo/name listed in summer edition of Ironwood magazine and bi-weekly e-newsletter, and annual report
- Early access to The Beer Garden
- Reserved parking spaces – 2

MANZANITA SPONSOR – \$5,000

- Grand Cru Experience Premium event tickets – 4
- Logo/name in event tasting program
- Logo/name on banner and invitation to 7,000+ Garden supporters
- Logo/name on event web page and in print and social media promotions
- Listing in bi-weekly e-newsletter
- Early access to The Beer Garden
- Reserved parking space – 2

RESERVE YOUR SPONSORSHIP

— by —
February 2023

See form on final page



Sponsorships are tax deductible less the fair market value of tickets received. Each Sponsor/Grand Cru Experience Premium ticket cost \$275 and the estimated fair market value is \$125. General Admission tickets cost \$125 and the estimated fair market value is \$75.



SAGE SPONSOR – \$2,500

- Grand Cru Experience Premium event tickets – 2
- Logo/name in event tasting program
- Logo/name on banner and invitation to 7,000+ Garden supporters
- Logo/name on event web page and in print and social media promotions
- Listing in bi-weekly e-newsletter
- Early access to The Beer Garden
- Reserved parking space – 1

POPPY SPONSOR – \$1,000

- Grand Cru Experience Premium event tickets – 2
- Logo/name in event tasting program
- Logo/name on banner and invitation to 7,000+ Garden supporters
- Logo/name on event web page and in print and social media promotions
- Early access to The Beer Garden
- Reserved parking space – 1

GOLDFIELDS SPONSOR: In-kind donations valued at \$500+

- Logo/name on event web page and in print and social media promotions
- Listing in spring edition of Ironwood Magazine and bi-weekly e-newsletter



SPONSORSHIP FORM

- ☐ REDWOOD SPONSOR (*Exclusive*) – \$15,000
- ☐ MEDIA SPONSOR – IN KIND
- ☐ OAK SPONSOR – \$10,000
- ☐ IRONWOOD SPONSOR – \$7,500
- ☐ MANZANITA SPONSOR – \$5,000
- ☐ SAGE SPONSOR – \$2,500
- ☐ POPPY SPONSOR – \$1,000
- ☐ GOLDFIELDS SPONSOR: *In-kind donations valued at \$500+*

PLEASE SUBMIT COMPLETED
FORM AND PAYMENT
INFORMATION TO RITA
BARTON BY **JANUARY 14**

rbarton@sbbg.org

or mail to:

Santa Barbara Botanic
Garden 1212 Mission Canyon
Road Santa Barbara, CA
93105 Attn: Rita Barton

Contact Name and Title

Business Name

(as I would like acknowledged in all publicity)

Email

Phone

☐ My sponsorship check is enclosed, payable to Santa Barbara Botanic Garden

Please charge my: ☐ Visa ☐ MC ☐ Amex ☐ Discover

Name on Card

Card Number

Exp. Date

Signature

Billing Zip Code

