



# Ironwood Magazine of Santa Barbara Botanic Garden Sponsorship Opportunities

## Issue Sponsor | \$30,000

Sponsor the Garden's official magazine and show readers your commitment to conservation.

- Masthead sponsor mention (approx. 1.5 x 3 in)
- Two-page native content\* emphasizing sponsors' commitment to the Garden's mission.
- One full-page advertisement\*\* promoting the sponsor
- Sponsor acknowledged by Executive Director in Director's Message
- One box of printed magazines for distribution (approx. 60 copies)

## Supporting Sponsor | \$20,000

Share your commitment with readers and promote your business

- One-page native content emphasizing sponsors' commitment to the Garden's mission.
- Half-page advertisement promoting the sponsor
- Sponsor acknowledged by Executive Director in Director's Message
- One box of printed magazines for distribution (approx. 60 copies)

## Advertising Sponsor | \$15,000

Promote your business and show readers your commitment to conservation.

- One full-page advertisement\*\* promoting sponsoring
- One box of printed magazines for distribution (approx. 60 copies)





# Ironwood

## Magazine of Santa Barbara Botanic Garden

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## Ironwood Stats

- The Garden prints and distributes two issues of Ironwood every year (June and November).
- 6,500 copies of Ironwood are mailed and distributed via street teams every season.
- Ironwood is promoted via email to a growing list of 24,000 subscribers.
- Ironwood is promoted via social to a growing audience of 50,000 followers.
- A digital copy of Ironwood is made available via Issuu in perpetuity online.

## Sponsorship Considerations

- Sponsored content provided by the sponsor and copy edited in partnership with the Garden.
- Advertisement provided by the sponsor or the Garden designs “thank you” advertisement acknowledging the sponsor’s contribution.



Santa Barbara  
Botanic Garden

[SBBotanicGarden.org](http://SBBotanicGarden.org)



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## The Impact of Ironwood

I just finished reading issue 33 of Ironwood and wanted to let you know what a great publication that is. It is among the most impressive collection of articles I've encountered in any publication from a botanical garden! It beautifully highlights the important activities of your staff, has stunning photographs, and makes a wonderful case for the significance of native plants, ecosystem interactions/networks, and the relevance of the Garden's vital goals. Congratulations!

*Thomas F. Daniel, Curator Emeritus, Botany, California Academy of Sciences*

The Ironwood has turned into a must-read, every article is concise, well-written, and INTERESTING! Very readable. You are expressing our mission in everything you send out.

*Elaine Gibson, Volunteer*

You've created another beautiful issue of the Ironwood! Thank you and others for the wonderful layout, interesting articles, artistry, and for enjoyably conveying the heartfelt purpose of the Garden.

*Dida Merrill, Garden Member*

The new format [of Ironwood] lives up to and even goes beyond what could be expected of an outstanding botanical garden. Kudos to all of you and much appreciation for a publication that is well worth reading ... and then re-reading.

*Alyse Steidler, Garden Guest*



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