



Backcountry Casitas

Sponsorship Opportunities

The Backcountry Casitas program at Santa Barbara Botanic Garden brings nature and art together to create magical spaces where young imaginations can flourish. By supporting this program, you'll help the Garden collaborate with talented architects, contractors, design-build teams, artists, hobbyists, or students, to build whimsical, nature-inspired playhouses that engage young visitors (and young at heart) foster early connections to California's native plants. Sponsor today to nurture the next generation of stewards through interactive, experiential programming.

In-person reach: 110,000 annual visitors

Digital reach (Newsletter): 35K+ subscribers

Digital reach (Social Media): 50K+ followers

Digital reach (Website): 17K+ unique monthly visitors

Casitas Underwriters | \$15,000

Sponsor a new Backcountry Casita installation!

- Sponsor recognition on signage at a casita for up to two (2) years
- (10) tickets to opening celebration (historically, a sold out event!) with an opportunity to meet the artist and Garden team behind the casita build
- Sponsor recognition in press release for opening weekend
- Premier sponsor recognition on signage during the opening celebration
- Premier sponsor listing in the Garden's e-newsletter
- Sponsor recognition in social posts associated with the event
- Sponsor logo recognition on the Garden website Backcountry Casitas program page

Continued...

Backcountry Buddies | \$10,000

- Sponsor recognition on signage at a casita for up to two (2) years
- (8) tickets to opening celebration (historically, a sold out event!) with an opportunity to meet the artist and Garden team behind the casita build
- Sponsor recognition on signage during the opening celebration
- Sponsor listing in the Garden's e-newsletter
- Sponsor recognition in social posts associated with the event
- Sponsor recognition on the Garden website Backcountry Casitas program page

Outdoor Adventurers | \$5,000

- (4) tickets to the opening celebration (historically, a sold out event!) with an opportunity to meet the artist and Garden team behind the casita build
- Sponsor recognition on signage during the opening celebration
- Sponsor listing in the Garden's e-newsletter
- Sponsor recognition in social posts associated with the event
- Sponsor recognition on the Garden website Backcountry Casitas program page

Nature Explorers | \$2,500

- (6) tickets to opening celebration (historically, a sold out event!) with an opportunity to meet the artist and Garden team behind the casita build
- Sponsor recognition on signage during the opening celebration
- Sponsor listing in the Garden's e-newsletter
- Sponsor recognition in social posts associated with the event
- Sponsor recognition on the Garden website Backcountry Casitas program page

Discovery Scouts | \$1,000

- (2) tickets to opening celebration (historically, a sold out event!) with an opportunity to meet the artist and Garden team behind the casita build
- Sponsor recognition on signage during the opening celebration
- Sponsor listing in the Garden's e-newsletter
- Sponsor recognition on the Garden website Backcountry Casitas program page

Are you ready to grow?

Contact Melissa Ha-Navarro at mhanavarro@SBBotanicGarden.org



Santa Barbara
Botanic Garden

SBBotanicGarden.org