



# Native Planting Seasons

## Sponsorship Opportunities

Spring & Fall 2026

Champion California native plants and habitats by sponsoring two of the Garden's highest-traffic weekends of the year! During the Native Planting Seasons, hundreds of visitors from across the Central Coast flock to the Garden eager to bring native plants into their own backyards. Help more gardens in our community bloom, and connect with a highly engaged, environmentally conscious audience by sponsoring today.

**In-person reach: 3.5K visitors**

**Digital reach (Newsletter): 30K+ subscribers**

**Digital reach (Social Media): 50K+ followers**

**Digital reach (Website): 16K+ unique monthly visitors**

### Keystone | \$5,000

*Choice of Spring or Fall sponsorship*

- One (1) custom landscape consultation with comprehensive report for your business or home to prepare for planting season \*\$500 value
- Personalized shopping experience the day before Member Preview event at the Garden Nursery
- \$200 native plants voucher to be redeemed at the Garden Nursery
- Six (6) complimentary tickets with priority registration to a 2026 Garden class\*
- Prominent logo recognition in on-site signage for two full weeks
- 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 event landing pages

### Habitat | \$2,500

*Choice of Spring or Fall sponsorship*

- 1-hour early access to Member Preview event at the Garden Nursery
- \$100 native plants voucher to be redeemed at the Garden Nursery
- Four (4) complimentary tickets with priority registration to a 2026 Garden class\*
- Sponsor name recognition in on-site signage for two full weeks
- Sponsor name recognition on the Garden website event landing pages

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## Pollinator | \$1,000

*Choice of Spring or Fall sponsorship*

- 1-hour early access to Member Preview event at the Garden Nursery
- \$50 native plants voucher to be redeemed at the Garden Nursery
- Two (2) complimentary tickets with priority registration to a 2026 Garden class\*
- Sponsor name recognition in on-site signage for two full weeks
- Sponsor name recognition on the Garden website event landing pages

## Seedling | \$500

*Choice of Spring or Fall sponsorship*

- 1-hour early access to Member Preview event at the nursery
- \$30 native plants voucher to be redeemed at the Garden Nursery
- One (1) complimentary ticket with priority registration to a 2026 Garden class\*
- Sponsor name recognition in on-site signage for two full weeks
- Sponsor name recognition on the Garden website event landing pages

*\*Complimentary Garden class tickets exclude CNPLC, Palma Colectiva, and Channel Island Day Trips*

**Are you ready to grow?**

Contact Melissa Ha-Navarro at [mhanavarro@SBBotanicGarden.org](mailto:mhanavarro@SBBotanicGarden.org)



Santa Barbara  
Botanic Garden

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