



# 2026 Summer Serenade Series

## Sponsorship Opportunities

July 17, July 31, August 14 | 5:30-7 PM

Showcase your community support during this vibrant 3-part event series with live music, winetasting, and panoramic ocean views in our picturesque Island View Section. As a sponsor, you'll connect with Santa Barbara's most engaged cultural patrons in an unforgettable setting, while supporting the Garden's vital horticulture, education, and conservation programs.

**In-person reach: 250+ guests of all ages**

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

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

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

### Santa Barbara | \$15,000

- Tabling opportunity at all three events
- Prominent recognition in on-site signage at all three events
- Sponsor recognition during opening remarks at all three events
- Thirty (30) priority seating tickets in a roped off section with branded blankets \*One-time use. Can be redeemed at any of the three events.
- Branded cooler with drinks and gourmet snacks to enjoy during the performance
- Premier sponsor listing in the Garden's e-newsletter
- Sponsor recognition in social posts associated with the event
- Logo recognition on the Garden website event landing pages

### Santa Cruz | \$10,000

- Sponsor name recognition in on-site signage at all three events
- Sponsor recognition during opening remarks at all three events
- Twenty (20) priority seating tickets in a roped off section with branded blankets \*One-time use. Can be redeemed at any of the three events.
- Branded cooler with drinks and gourmet snacks to enjoy during the performance
- Sponsor listing in the Garden's e-newsletter
- Sponsor recognition in social posts associated with the event
- Sponsor name recognition on the Garden website event landing pages

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## Catalina | \$5,000

- Sponsor name recognition in on-site signage at all three events
- Twelve (12) priority seating tickets in a roped off section \*One-time use. Can be redeemed at any of the three events.
- Tote bags with drinks and gourmet snacks per guest
- Sponsor name recognition on the Garden website event landing pages

## Anacapa | \$2,500

- Name recognition in on-site signage at all three events
- Eight (8) priority seating tickets in a roped off section \*One-time use. Can be redeemed at any of the three events.
- Tote bags with drinks and gourmet snacks per guest
- Sponsor name recognition on the Garden website event landing pages

## Santa Rosa | \$1,000

- Name recognition in on-site signage at all three events
- Six (6) priority seating tickets in a roped off section \*One-time use. Can be redeemed at any of the three events.
- Tote bags with drinks and gourmet snacks per guest
- Sponsor name recognition on the Garden website event landing pages

**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)