



Sponsor the Garden's most sought-after event! The Beer Garden invites 400 ticket holders to explore 5.5 miles of walking trails while sampling one-of-a-kind beers, each uniquely paired with California native plants. Enjoy acoustic music, nature education tables, and small bites provided by local restaurants, all designed to create a multi-sensory outdoor experience. **The next Beer Garden takes place on March 13, 2027. Sponsorship commitments are due by January 8, 2027.**

## Why Become a Sponsor?

- **Public Recognition:** Showcase your commitment to native plant conservation and biodiversity. You will receive recognition pre-, during, and post-event.
- **Make An Impact:** Every dollar raised goes toward protecting native plants and habitats across the Central Coast.
- **Exclusive Experience:** As one of Santa Barbara's most popular event, selling out in under 10 minutes in 2026, your sponsorship guarantees tickets to the VIP Grand Cru experience, with additional drinks and food, and the main event.

## Redwood | \$25,000

- Grand Cru Experience Premium event tickets – 10
- On site parking spaces – 4
- Early access GA tickets available for purchase (optional) - 12
- Logo on event beer glasses
- Logo on information booth at event entrance
- Logo in event map
- Logo on SBBotanicGarden.org (event listing)
- Logo in ad for Ironwood Magazine, Santa Barbara Coast Magazine, and other partner publications
- Recognition in digital newsletter invite to 40,000 subscribers
- Recognition on social media (50k reach)
- Logo on main entrance and Grand Cru Experience banners
- Early access to the Beer Garden

## Oak | \$10,000

- Grand Cru Experience Premium event tickets – 4
- On site parking spaces – 2
- Early access GA tickets available for purchase (optional) - 6
- Logo in event map
- Logo on SBBotanicGarden.org (event listing)
- Logo in ad for Ironwood Magazine, Santa Barbara Coast Magazine, and other partner publications
- Recognition in digital newsletter invite to 50,000 subscribers
- Recognition on social media (50k reach)
- Logo on main entrance and Grand Cru Experience banners
- Early access to the Beer Garden



## Manzanita | \$6,000

- Grand Cru Experience Premium event tickets – 4
- On site parking spaces – 1
- Early access GA tickets available for purchase (optional) - 4
- Name in event map
- Name on SBBotanicGarden.org (event listing)
- Name in ad for Ironwood Magazine, Santa Barbara Coast Magazine, and other partner publications
- Recognition in digital newsletter invite to 40,000 subscribers
- Name on main entrance and Grand Cru Experience banners
- Early access to the Beer Garden

## Sage | \$3,000

- Grand Cru Experience Premium event tickets – 2
- On site parking spaces – 1
- Early access GA tickets available for purchase (optional) - 2
- Name in event map
- Name on SBBotanicGarden.org (event listing)
- Name in ad for Ironwood Magazine, Santa Barbara Coast Magazine, and other partner publications
- Recognition in digital newsletter invite to 40,000 subscribers
- Name on main entrance and Grand Cru Experience banners
- Early access to the Beer Garden

## Poppy | \$1,500

- Grand Cru Experience Premium event tickets – 2
- Name in event map
- Name on SBBotanicGarden.org (event listing)
- Recognition in digital newsletter invite to 40,000 subscribers
- Name on main entrance and Grand Cru Experience banners
- Early access to the Beer Garden