SPONSORSHIP OPPORTUNITIES

BEER the GARDEN

Santa Barbara Botanic

SATURDAY
APRIL 2, 2022

SANTA BARBARA BOTANIC GARDEN • SBBG.ORG/BEER
ABOUT

The Beer Garden is back. As The Garden's main fundraising event of the year, The Beer Garden supports core programs in environmental education, conservation and research, and native plant horticulture. Surrounded by the natural beauty of Mission Canyon, 400 ticket holders are invited to explore the Garden’s 5.5 miles of walking trails while enjoying one-of-a-kind beers uniquely paired with California native plants. Guests can engage with our beer curator and expert docents to learn more about the selection of beers and The Garden's living collection. Acoustic music performances, nature education tables, and paired finger foods supplied by area restaurants add to this multi-sensory, outdoor experience.

Sponsors help fund Garden programs and receive recognition in many ways before, during, and after the event. Your commitment and payment must be received on or before January 14, 2022 to ensure full sponsorship privileges and tickets.

EVENT HIGHLIGHTS

• Local brewers create custom beers designed exclusively for this event - many using plant materials right from The Garden
• Local restaurants offer complementary small bites at stations throughout The Garden
• Acoustic musicians enhance your tasting journey with performances in unexpected places
• Poppy sponsors and above are invited to attend our exclusive pre-festival Grand Cru Experience featuring unique beer and food pairings that will not be available at the main event. Sponsors will also have early access to The Beer Garden.

2022 TICKET PRICES

• Sponsorship packages include premium tickets – donations of $1,000 to $15,000
• Premium ticket – $275 (includes Grand Cru Experience featuring unique beer and food pairings and early access to The Beer Garden)
• General admission – $125

SBBG.ORG/BEER
**REDWOOD SPONSOR - (Exclusive) $15,000**
- Grand Cru Experience Premium event tickets – 10
- Logo/name on event beer glasses and event tasting program
- Logo/name on banner and invitation to 7,000+ Garden supporters
- Logo/name on event web page and listing in print and social media promotions
- Listing in summer edition of Ironwood magazine, bi-weekly e-newsletter, and annual report
- Early access to The Beer Garden
- Reserved parking spaces – 4

**MEDIA SPONSOR - IN KIND**
- Grand Cru Experience Premium event tickets – 2
- Logo/name on event tasting program
- Logo/name on banner and invitation to 7,000+ Garden supporters
- Logo/name on event web page and listing in print and social media promotions
- Logo/name listed in summer edition of Ironwood magazine, bi-weekly e-newsletter, and annual report
- Early access to The Beer Garden
- Reserved parking spaces – 1

**OAK SPONSOR - $10,000**
- Grand Cru Experience Premium event tickets – 6
- Logo/name on event tasting program
- Logo/name on banner and invitation to 7,000+ Garden supporters
- Logo/name on event web page and listing in print and social media promotions
- Logo/name listed in summer edition of Ironwood magazine, bi-weekly e-newsletter, and annual report
- Early access to The Beer Garden
- Reserved parking spaces – 2

**IRONWOOD SPONSOR - $7,500**
- Grand Cru Experience Premium event tickets – 4
- Logo/name in event tasting program
- Logo/name on banner and invitation to 7,000+ Garden supporters
- Logo/name on event web page and listing in print and social media promotions
- Listing in bi-weekly e-newsletter
- Early access to The Beer Garden
- Reserved parking spaces – 2

**MANZANITA SPONSOR - $5,000**
- Grand Cru Experience Premium event tickets – 4
- Logo/name in event tasting program
- Logo/name on banner and invitation to 7,000+ Garden supporters
- Logo/name on event web page and listing in print and social media promotions
- Listing in bi-weekly e-newsletter
- Early access to The Beer Garden
- Reserved parking space – 2

Sponsorships are tax deductible less the fair market value of tickets received. Each Sponsor/Grand Cru Experience Premium ticket cost $275 and the estimated fair market value is $125. General Admission tickets cost $125 and the estimated fair market value is $75.
**SAGE SPONSOR - $2,500**

- Grand Cru Experience Premium event tickets – 2
- Logo/name in event tasting program
- Logo/name on banner and invitation to 7,000+ Garden supporters
- Logo/name on event web page and in print and social media promotions
- Listing in bi-weekly e-newsletter
- Early access to The Beer Garden
- Reserved parking space – 1

**POPPY SPONSOR - $1,000**

- Grand Cru Experience Premium event tickets – 2
- Logo/name in event tasting program
- Logo/name on banner and invitation to 7,000+ Garden supporters
- Logo/name on event web page and in print and social media promotions
- Early access to The Beer Garden
- Reserved parking space – 1

**GOLDFIELDS SPONSOR: In-kind donations valued at $500+**

- Logo/name on event web page and in print and social media promotions
- Listing in spring edition of Ironwood Magazine and bi-weekly e-newsletter
SPONSORSHIP FORM

☐ REDWOOD SPONSOR (Exclusive) – $15,000
☐ MEDIA SPONSOR – IN KIND
☐ OAK SPONSOR – $10,000
☐ IRONWOOD SPONSOR – $7,500
☐ MANZANITA SPONSOR – $5,000
☐ SAGE SPONSOR – $2,500
☐ POPPY SPONSOR – $1,000
☐ GOLDFIELDS SPONSOR: In-kind donations valued at $500+

Contact Name and Title

Business Name
(as I would like acknowledged in all publicity)

Email Phone

☐ My sponsorship check is enclosed, payable to the Santa Barbara Botanic Garden

Please charge my: ☐ Visa ☐ MC ☐ Amex ☐ Discover

Name on Card

Card Number Exp. Date

Signature

Billing Zip Code

PLEASE SUBMIT COMPLETED FORM AND PAYMENT INFORMATION TO RITA BARTON BY JANUARY 14
rbarton@sbbg.org
or mail to:
Santa Barbara Botanic Garden
1212 Mission Canyon Road
Santa Barbara, CA 93105
Attn: Rita Barton

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