SPONSORSHIP OPPORTUNITIES

When you support Lotusland through sponsorship, you are aligning your brand with a revered Santa Barbara cultural institution that boasts an impressive international reputation. Sponsorships offer the opportunity to make a charitable gift while also gaining recognition for your business, both inside the garden and throughout our community via Lotusland’s extensive marketing and communications channels.

In-kind and cash sponsorship opportunities exist at a variety of levels, with generous benefits available to our corporate partners. Sponsor packages are curated to meet the specific marketing needs of each individual sponsor, maximizing your investment no matter what your sponsorship budget is.

VISIBILITY
Introduce your brand to the Central Coast’s most influential and affluent residents through mentions on Lotusland’s social media, website, and digital and printed communications. Lotusland reaches full- and part-time Santa Barbara county residents as well as visitors and international tourists who appreciate homes and gardens, architecture, food and wine, fashion, arts, history, and more. Your investment provides maximum exposure to this exclusive network of residents, tastemakers, and philanthropists.

PROMOTION
Lotusland events enjoy media exposure in national and local publications such as LA Times, Martha Stewart Living, California Homes, Architectural Digest, Financial Times, C Magazine, VOGUE.com, Women’s Wear Daily, Santa Barbara Magazine, 805 Living, Montecito Magazine, Santa Barbara Independent, and more.

REACH
With your affiliation, you gain access to a large, diverse, engaged audience via Lotusland’s 10,000 Instagram followers, 1,800+ member households, mailing list of more than 5,000 supporters, and 14,000 unique visitors to the Lotusland website each month.
**PROGRAM SPONSORSHIPS**

**RESEARCH AND COLLECTIONS SPONSORSHIP**
Support Lotusland’s education, curation, collection, and professional development programs with a gift to promote the advancement of horticulture and conservation.

**PLANT CONSERVATION SPONSORSHIPS**
The nursery, where the next generation of rare and endangered plants is housed, is one of the many crucial behind-the-scenes operations at Lotusland, responsible for introducing new plants to the garden, acting as a hospital for declining plants from the collections, and producing rare plants to share with gardens worldwide.

**SUSTAINABLE HORTICULTURE SPONSORSHIP**
Lotusland’s groundbreaking Sustainable Horticulture program is focused on nurturing our naturally balanced ecosystem, maintaining over 90% reduction in disease and pests, and increasing available nutrients for plants, ensuring visitors and staff a safe and healthy environment.

**FOURTH GRADE OUTREACH SPONSORSHIP**
Serving more than 2,500 students from 80+ classrooms in more than 50 Santa Barbara County schools, Lotusland’s Fourth Grade Outreach Program integrates the state of California’s curriculum for life science for the greatest possible impact for each fourth grader in Santa Barbara County. The program is provided at no cost to the schools and culminates in a customized tour at Lotusland.

**ENVIRONMENTAL HORTICULTURE WORK EXPERIENCE SPONSORSHIP**
This work experience program provides crucial hands-on training and education for Santa Barbara City College students pursuing a degree in the field, readying them for careers in landscaping, ornamental horticulture, conservation, curation, and ecological restoration.

**SUSTAINABLE PLANT HEALTH CARE STUDENT INTERNSHIP SPONSORSHIP**
Our internship program provides a qualified college or university horticulture student the opportunity to work with Lotusland’s horticulture staff to learn the ecologically sound horticultural practices that are the basis of our Sustainable Horticulture Program.
EVENT SPONSORSHIPS

Our largest events offer incredibly rich media and marketing exposure and allow you to promote and position your brand in meaningful ways alongside the revered Lotusland name. For event dates and further event information, please visit lotusland.org/events.

LOTUSFEST!
On a Sunday in high summer, guests visit Lotusland for a summer celebration at the peak of the Lotus season, complete with wine and beer tastings along with light bites and live music on the Great Lawn.

LOTUSLAND CELEBRATES GALA
In its 25th year and selling out every year, Lotusland Celebrates dazzles attendees with unique themed entertainment, a seated dinner, and a lively auction.

EXCEPTIONAL PLANTS: LOTUSLAND AUCTION & SALE
A unique opportunity for plant lovers to get their hands on rare, unusual, and very special plants, Exceptional Plants culminates in a spirited live auction.

MEMBER PROGRAM SPONSORSHIPS

Members are key stewards of the Garden and each year Lotusland hosts a myriad of events for Members, including Members’ Appreciation Barbecues, educational Focus Tours, art and conservation lectures, exclusive farm-to-table dinners, and specialty trunk shows and shopping events.

EXHIBITIONS

For three months each year, Lotusland offers thought-provoking exhibitions as a part of the regular garden tours at no additional cost to visitors. Each exhibition is designed to advance Lotusland’s mission by educating the public about the history of the Garden and its horticulture, the life and passions of its founder, Madame Ganna Walska, and rare and endangered plant life.

LEARN MORE

To learn more or to begin creating your custom sponsorship package today, contact Sarah Haselschwardt, Strategic Partnerships Manager at 805.969.3767 x129 or events@lotusland.org.
ABOUT GANNA WALSKA LOTUSLAND

Nestled in the heart of Montecito, California, Ganna Walska Lotusland is a botanic garden that has repeatedly been recognized as one of the top gardens in the world by *The Telegraph, Better Homes & Gardens*, and others. Beginning as a commercial nursery in the 1880s, the property was purchased by well-known Polish opera singer and socialite Madame Ganna Walska in 1941. She then poured her energy, resources, and natural artistic talent into creating a botanical garden of rare and exotic plants, resulting in a fantasy world of exquisite beauty. The spectacular collections of more than 3,000 exotic plants, organized into 20 distinct gardens throughout the 37-acre property, are a very personal expression of Madame Ganna Walska’s penchant for the dramatic, the unexpected, and the whimsical.

Following her death in 1984, Madame left her garden to the public charity that would become Ganna Walska Lotusland to ensure that her legacy would remain in her gardens. Nine years later, in 1993, Lotusland opened to the public. A rich fabric of garden lore, along with extraordinary design and scientifically important plant collections make Lotusland an internationally-renowned garden and treasure of California’s Central Coast.