

La Luz *de las* Noches

Santa Fe 
BOTANICAL GARDEN

DECEMBER 17–31 CLOSED DECEMBER 24 & 25

Become a sponsor of a new family tradition and experience the SPARKLE of **La Luz de las Noches** at Santa Fe Botanical Garden!

13 evenings of dazzling holiday lights and farolitos, live music, festive drinks, light bites, and plenty of holiday cheer.

Perfect for family gatherings, a night out with friends, or a cozy date under the stars, **La Luz** is a celebration of light, community, and nature.

With an anticipated 5,000 members, local visitors and out of state visitors expected to attend, your business will be associated with an unforgettable winter fiesta!



La Luz Sponsorship Levels and Benefits

RECOGNITION		Presenting Sponsor \$10,000	Lead Sponsor \$5,000	Supporting Sponsor \$2,500	Contributing Sponsor \$1,000
	On-site and in print* and digital advertisements, as appropriate	●	●	●	●
	In event-related press releases	●	●	-	-
	On the La Luz and sponsor webpages	●	●	●	●
	In Clippings, the Garden's monthly e-newsletter to 14,400 households from September–January	●	●	●	-
	In the Garden's monthly Member e-newsletter to over 1,500 member households from September–January	●	●	●	-
	In a sponsor-level social media post and story to over 20,000 followers on Facebook and Instagram	●	●	●	-
Complimentary La Luz Passes		25 (\$750 Value)	15 (\$450 Value)	10 (\$300 Value)	5 (\$150 Value)

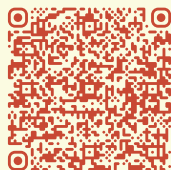
*Subject to print deadlines.

In-Kind Sponsorship

Decorative elements, advertising, printing, and promotional materials are valuable to Santa Fe Botanical Garden. We will design a sponsorship package that highlights your contribution. Please contact sponsorship@VisitSFBG.org to learn more.

Contact

For more information, please contact:
sponsorship@VisitSFBG.org



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Santa Fe Botanical Garden is a nonprofit 501(c)(3) corporation
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