



Santa Fe
BOTANICAL
GARDEN



La Luz *de las* Noches

DEC 18 - 31 CLOSED DEC. 24 & 25

Become a sponsor of our annual holiday celebration benefiting the garden! We expect 3,000+ visitors to attend.

Your business will be on prominent display as guests enjoy a spectacular festival of lights, farolitos, and performances with seasonal drinks, sweets, and Santa!



info@visitSFBG.org visitSFBG.org/Explore/LaLuz

PRESENTING SPONSOR _____ **\$10,000** (1 AVAILABLE)

- ✓ Recognition as a Presenting Sponsor on-site during the festival and in all La Luz communications (print, digital, social media, news releases)
- ✓ Recognition in the Garden's monthly digital newsletter, Clippings
- ✓ Top-level advertising space in the La Luz program
- ✓ 25 comped tickets to the festival

LEAD SPONSOR _____ **\$5,000** (5 AVAILABLE)

- ✓ Recognition as a Lead Sponsor on-site during the festival and in all La Luz communications (print, digital, social media, news releases)
- ✓ Recognition in the Garden's monthly digital newsletter, Clippings
- ✓ Prominent advertising space in the La Luz program
- ✓ 15 comped tickets to the festival

SUPPORTING SPONSOR _____ **\$2,500**

- ✓ Recognition as a sponsor on-site during the festival and in all La Luz communications (print, digital, social media, news releases)
- ✓ Recognition in the Garden's monthly digital newsletter, Clippings
- ✓ Advertising space in the La Luz program
- ✓ 10 comped tickets to the festival

CONTRIBUTING SPONSOR _____ **\$1,000**

- ✓ Sponsorship recognition at La Luz & in all La Luz communications (print, digital, social media, news releases)
- ✓ Recognition in the Garden's monthly digital newsletter, Clippings
- ✓ 5 comped tickets to the festival

EVENT SUPPORTER _____ **\$500**

- ✓ Recognition in all La Luz communications (print, digital, social media, news releases)
- ✓ Recognition in the Garden's monthly digital newsletter, Clippings
- ✓ 2 comped tickets to the festival

IN-KIND SPONSORSHIP

Support La Luz with in-kind donations of advertising, catering, decorations, printing, or promotional materials. We'll design a sponsorship package that highlights your contribution.

Email info@santafebotanicalgarden.org for more information.

