



Dear supporters,

Mendocino Coast Botanical Gardens (MCBG) is proud to present the 12th annual Festival of Lights.

It's only September but the planning has begun! MCBG staff and volunteers are ordering new lights, drafting plans for additional structures, and mapping the route.

The Festival is enjoyed by more than 9,000 community members and travelers each holiday season. We truly strive to make this an event for all with low ticket prices, free admission for kids, and tickets donated to our local nonprofits. Becoming a sponsor is a great opportunity to support the Gardens in our efforts to brighten this holiday season.

We are pleased to offer a range of sponsorship opportunities for individuals and businesses. If you would like to support the 2022 Festival of Lights, please call 707-964-4352 x 10 or mail a check payable to "Mendocino Coast Botanical Gardens" and note that it is for Festival of Lights.

We are excited to host our community and the visitors this event brings to Mendocino County. We look forward to connecting with you as we prepare for this beloved community event.

**Festival of Lights will run rain or shine each Friday, Saturday, and Sunday from November 25 through December 18. Advanced tickets are required, timed entry tickets and event details can be found at [gardenbythesea.org/FOL](https://gardenbythesea.org/FOL).**

Thank you in advance for your consideration of our request,

Jamie Campione  
Event Coordinator, Mendocino Coast Botanical Gardens  
[events@gardenbythesea.org](mailto:events@gardenbythesea.org)  
707-964-4352 x19



## 2022 SPONSORSHIP LEVELS

### Presenting Sponsor

**\$10,000 single sponsor**

- Custom lighted vignette featuring company-relevant icon at Festival of Lights 2022
- Display company's logo and brand colors at Festival of Lights 2022
- 1 interpretative sign at your display (24" x 36" yard sign or sign provided by company)
- 2 gift memberships to the Gardens at the Household Level (\$170 value)
- Recognition on event-related social media (23,000 followers), e-news (13,600 subscribers), and print media
- Logo on Festival of Lights event page on the Gardens' website and event-related e-news
- 1 year of Membership to the Gardens at the Business Sponsor Level (\$200 value)
- Logo recognition on the lighted pathways during Festival of Lights 2022
- 25 tickets to Festival of Lights (\$250 value)
- Recognition on Festival of Lights page on the Gardens' website

### Premier Sponsor

**\$7,500**

- Display company's logo and brand colors at Festival of Lights 2022
- 1 gift membership to the Gardens at the Household Level (\$85 value)
- Recognition on event-related social media (23,000 followers), e-news (13,600 subscribers), and print media
- Logo on Festival of Lights event page on the Gardens' website
- 1 year of Membership to the Gardens at the Business Sponsor Level (\$200 value)
- Logo recognition on the lighted pathways during Festival of Lights 2022
- 15 tickets to Festival of Lights (\$150 value)
- Recognition on Festival of Lights page on the Gardens' website

### Evergreen Sponsor

**\$5,000**

- 1 gift membership to the Gardens at the Household Level (\$85 value)
- Logo on Festival of Lights event page on the Gardens' website
- Recognition on event-related social media (23,000 followers) and e-news (13,600 subscribers)
- 1 year of Membership to the Gardens at the Business Sponsor Level (\$200 value)
- Logo recognition on the lighted pathways during Festival of Lights 2022
- 10 tickets to Festival of Lights (\$100 value)
- Recognition on Festival of Lights page on the Gardens' website



## 2022 SPONSORSHIP LEVELS

### Mistletoe Sponsor

**\$2,500**

- 1 year of Membership to the Gardens at the Business (\$125 value) or Household (\$85 value) level
- Logo recognition on the lighted pathways during Festival of Lights 2022
- Recognition on event-related social media (23,000 followers) and e-news (13,600 subscribers)
- 8 tickets to Festival of Lights (\$80 value)
- Recognition on Festival of Lights page on the Gardens' website

### Poinsettia Sponsor

**\$1,000**

- 1 year of Membership to the Gardens at the Business or Household level
- Recognition on the lighted pathways during Festival of Lights 2022
- Recognition on event-related social media and e-news
- 6 tickets to Festival of Lights (\$60 value)
- Recognition on Festival of Lights page on the Gardens' website

### Holly Sponsor

**\$500**

- 4 tickets to Festival of Lights (\$40 value)
- Recognition on event-related social media and e-news
- Recognition on Festival of Lights page on the Gardens' website

### Amaryllis Sponsor

**\$250**

- 2 tickets to Festival of Lights (\$20 value)
- Recognition on event-related social media and e-news
- Recognition on Festival of Lights page on the Gardens' website

**We value your support of this cherished annual community event!**

For more information or to discuss designing a specific sponsorship package, please contact 707-964-4352 ext 10.