

ENCHANTED

FOREST OF LIGHT

2024

PARTNERSHIP
OPPORTUNITIES



Descanso Gardens

Descanso Gardens is a place of year-round natural beauty, with internationally renowned botanical collections and spectacular seasonal horticultural displays. Accredited by the American Alliance of Museums as a museum of living collections, Descanso Gardens welcomes 950,000 visitors annually. The principal collections include California native plants and oak woodlands; one of the largest concentrations of camellia plants in the Western Hemisphere; a rose garden with specimens of modern and old roses; and significant presentations of lilacs, maple trees and cherry trees. The Gardens are operated by the Descanso Gardens Foundation, Inc., a 501(c)(3) nonprofit organization, in a public-private partnership with Los Angeles County.

Enchanted Forest of Light

Descanso by day has its own green and leafy charms. But when night cloaks the Gardens in darkness and the lights come up, the real magic begins. **Enchanted Forest of Light** is a light-show experience that highlights the natural beauty of Descanso Gardens' botanical collections. Making its debut in 2016, Enchanted has become a Southern California tradition attracting visitors from all over the country.

Our Mission At Descanso Gardens we connect people with nature and one another.



By the numbers

Enchanted Forest of Light

1 million visitors have experienced Enchanted

1 million lights (It feels like it anyway)

1/2 the electricity it takes to power a rock concert used in one night of Enchanted

4,000 electric tulips light up the Promenade

Descanso Gardens

980,000 people visit the Gardens annually

30,000 tulip bulbs are planted each spring

30,000+ members

300+ cities represented in our membership

60,000 plants call the Gardens home

Social Media

91,000 Facebook followers

126,000 Instagram followers

“If you’ve ever wished that *Alice in Wonderland* and *Tron* had a baby that lived underneath the Northern Lights...that’s pretty much what the Forest of Light feels like.”

— Christina Huntington, Sirens and Scoundrels blog



Everyone loves Enchanted

In the news

The Atlantic	New York Times
CBS Online	OC Register
Daily News	Park La Brea News
DoLA	Pasadena Now
Eye on LA	Pasadena Weekly
Fox 11-Los Angeles	People.com
I Heart Radio	Reuters
KABC-TV News	Southern California Newsgroup
KCRW	Spectrum
KFI-AM 640	Thrillist
KPCC	The Today Show
KTLA	USA Today (10 Best)
LA Magazine	Visit Pasadena
LA Parent	Vogue
LA Times	We Like LA
LA Weekly	Westways
Mommy Nearest	What's Up, Pasadena?
Mommy Poppins	Where Los Angeles
NBC Online	Yahoo! News

Social Media

It feels like you're in a movie or a fantasy world. Like a dinosaur could come rambling out of the trees

— Roger on Yelp

Descanso Gardens basically takes you on a magical-another-planet adventure where you feel like you are swimming in so much sparkly light

— ByronFlitsch, Instagram

It was really beautiful! Grab a hot chocolate and cruise around with your sweetie

— Caysi on Facebook

Beautiful, amazing, creative and unique to say the least... Wow! Wow! Wow!

— Gretta on Facebook

If you haven't gone to Enchanted Forest of Light at #descansogardens I don't know what you are doing with your life

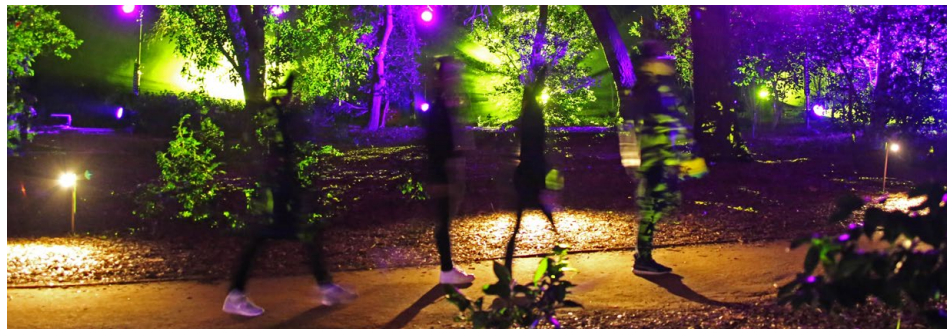
— Hauntedmazesurvior on Instagram

Made me feel like I escaped reality and walked into a fantasy

— Liz G. on Yelp

The Upside Down or Descanso Gardens?

— talmorningdew on Instagram



Corporate Sponsorship Opportunities

Title Sponsor—\$500,000

- Exclusive access to Enchanted for 1,500 guests for 2 hours and 10% off at the Store during the event (on a mutually agreed upon date)
 - 250 preview party tickets
 - VIP lounge for your guests during the preview party
 - 200 any-time tickets to be used during the run of Enchanted
 - Branded step and repeat at the preview party
 - Sponsor logo on all event signage and printed materials
 - Sponsor logo on Enchanted website page, eblasts, social media, and digital invitations
 - Sponsor recognition in Enchanted press materials, including sponsor statement with logo in press kit
 - Logo recognition on donor signage, website, and in the annual report
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Lead Sponsor—\$250,000

- 150 preview party tickets
 - VIP lounge for your guests during the preview party
 - 100 any-time tickets to be used during the run of Enchanted
 - Sponsor logo on all event signage and printed materials
 - Sponsor logo on Enchanted website page, eblasts, social media, and digital invitations
 - Sponsor recognition in Enchanted press materials
 - Recognition on donor signage, website, and in the annual report
 - Logo recognition on donor signage, website, and in the annual report
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Display Sponsor—\$50,000

- Sponsorship of 1 Enchanted display (10 total)
- 50 preview party tickets
- 50 anytime tickets
- Sponsor logo on display signage
- Sponsor logo on Enchanted website, eblasts, social media, and digital invitations
- Sponsor recognition in Enchanted press materials
- Logo recognition on donor signage, website, and in the annual report



Sponsorship Opportunities

Luminous—\$25,000

- Tax deductible amount \$16,750
 - 30 preview party tickets
 - 30 anytime tickets
 - Logo recognition on donor signage, website, and in the annual report
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Magical—\$10,000

- Tax deductible amount \$4,500
 - 20 preview party tickets
 - 20 anytime tickets
 - Logo recognition on donor signage, website, and in the annual report
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Dazzling—\$5,000

- Tax deductible amount \$2,250
 - 10 preview party tickets
 - 10 anytime tickets
 - Recognition on signage, website, and in the annual report
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Sparkling—\$3,000

- Tax deductible amount \$1,350
 - 6 preview party tickets
 - 6 anytime tickets
 - Recognition on signage, website, and in the annual report
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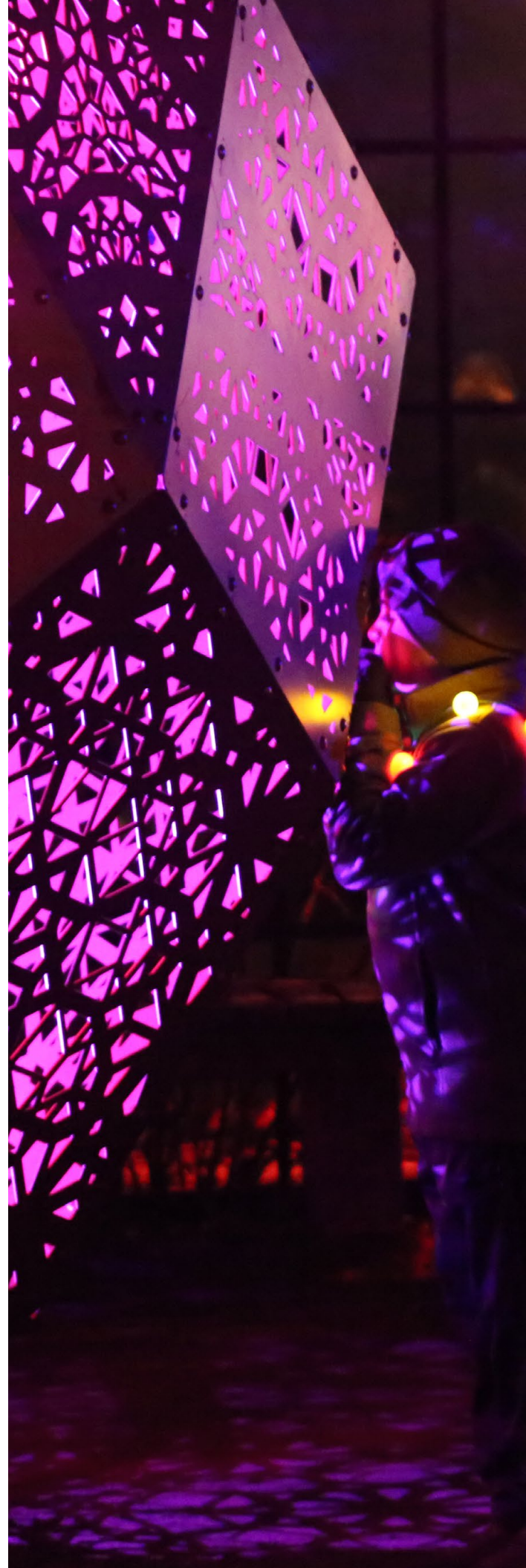
Twinkling—\$1,000

- Tax deductible amount \$450
 - 2 preview party tickets
 - 2 anytime tickets
 - Recognition on signage, website, and in the annual report
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Did you know? We offer corporate sponsorship packages tailored to businesses of all sizes.

Become a Sponsor

To secure your sponsorship of Enchanted by **October 1**, please email or call Jackie Tracey, Director of Individual Giving, at 818-952-4385 or jtracey@descansogardens.org







**For information about
Enchanted Forest of Light, contact:**

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Marina Erfle, Campaign and Foundation Relations Manager
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