



ENCHANTED

FOREST OF LIGHT

2023

PARTNERSHIP
OPPORTUNITIES

Descanso Gardens

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, 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*

850,000 visitors have experienced Enchanted

1 million lights (It feels like it anyway)

$\frac{1}{2}$ 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

950,000 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

87,000 Facebook followers

120,000 Instagram followers

5,000 Twitter 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

Media Coverage	NBC Online
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	We Like LA
LA Times	Westways
LA Weekly	What's Up, Pasadena?
Mommy Nearest	Where Los Angeles
Mommy Poppins	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

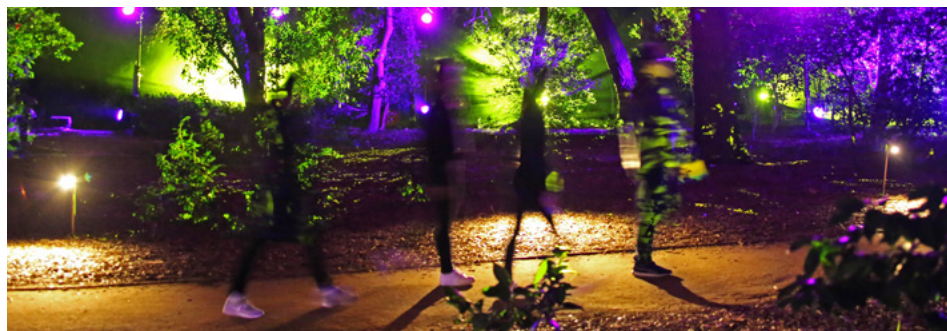
— **Hauntedmazesurvivor on Instagram**

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**



Partner With Us

As a partner supporting **Enchanted Forest of Light**, your sponsorship benefits include brand recognition, exclusive access, and event tickets.

Please contact the Development Office at development@descansogardens.org or (818) 952-4391.

\$500,000—Title Sponsor

- 250 preview party tickets
- VIP lounge for your guests during the preview party
- Exclusive access to Enchanted for 1,500 guests for 2 hours (on a mutually agreed upon date)
- 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
- Recognition on donor signage, website, and in the annual report

\$250,000—Lead Sponsor

- 150 preview party tickets
- VIP lounge for your guests during 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
- Recognition on donor signage, website, and in the annual report

\$50,000—Display Sponsor

- 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
- Recognition on donor signage, website, and in the annual report



Descanso Gardens Foundation is a 501(c)(3) non-profit organization, Federal Tax ID 95-2511202.





**For information about
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Descanso Gardens

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