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

<table>
<thead>
<tr>
<th>Enchanted <em>Forest of Light</em></th>
<th>Social Media</th>
<th>Descanso Gardens</th>
</tr>
</thead>
<tbody>
<tr>
<td>850,000 visitors have experienced Enchanted</td>
<td>87,000 Facebook followers</td>
<td>950,000 people visit the Gardens annually</td>
</tr>
<tr>
<td>1 million lights (it feels like it anyway)</td>
<td>120,000 Instagram followers</td>
<td>30,000 tulip bulbs are planted each spring</td>
</tr>
<tr>
<td>½ the electricity it takes to power a rock concert used in one night of Enchanted</td>
<td>5,000 Twitter followers</td>
<td>30,000+ members</td>
</tr>
<tr>
<td>4,000 electric tulips light up the Promenade</td>
<td></td>
<td>300+ cities represented in our membership</td>
</tr>
</tbody>
</table>

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

**Somer Sherwood-White**, Director of Advancement
818-952-4389
ssherwood@descansogardens.org

**Marina Erfle**, Campaign and Foundation Relations Manager
818-952-4348
merfle@descansogardens.org

**Descanso Gardens**
1418 Descanso Drive
La Cañada Flintridge, CA 91011
818-949-4200