

ENCHANTED
FOREST OF LIGHT

CELEBRATING
10 YEARS
OF WONDER

2026 PARTNERSHIP
OPPORTUNITIES



Descanso Gardens Enchanted Forest of Light

Ten years ago, **Enchanted Forest of Light** first lit up Descanso Gardens, wowing visitors with magical areas like Flower Power, The Garden of Good Fortune, and the Ancient Forest. Those experiences remain, but Enchanted has grown, adding even more dazzling surprises—and turning into a holiday tradition for countless fans who return year after year.

Enchanted Forest of Light was specifically designed to showcase the landscape's natural beauty. By day, Descanso is just as dazzling, with world-class botanical collections,

seasonal horticultural displays, and serene green spaces perfect for a leisurely stroll. Accredited by the American Alliance of Museums as a museum of living collections, the Gardens are operated by the Descanso Gardens Foundation, Inc., a 501(c)(3) nonprofit, in partnership with Los Angeles County. Whether bathed in sunlight or shimmering with lights, Descanso Gardens is pure magic from start to finish.

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



By the numbers

Enchanted Forest of Light

1.1 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

10 years of magic

Descanso Gardens

1 million+ people visit the Gardens annually

35,000 tulip bulbs are planted each spring

31,000+ members

300+ cities represented in our membership

60,000 plants call the Gardens home

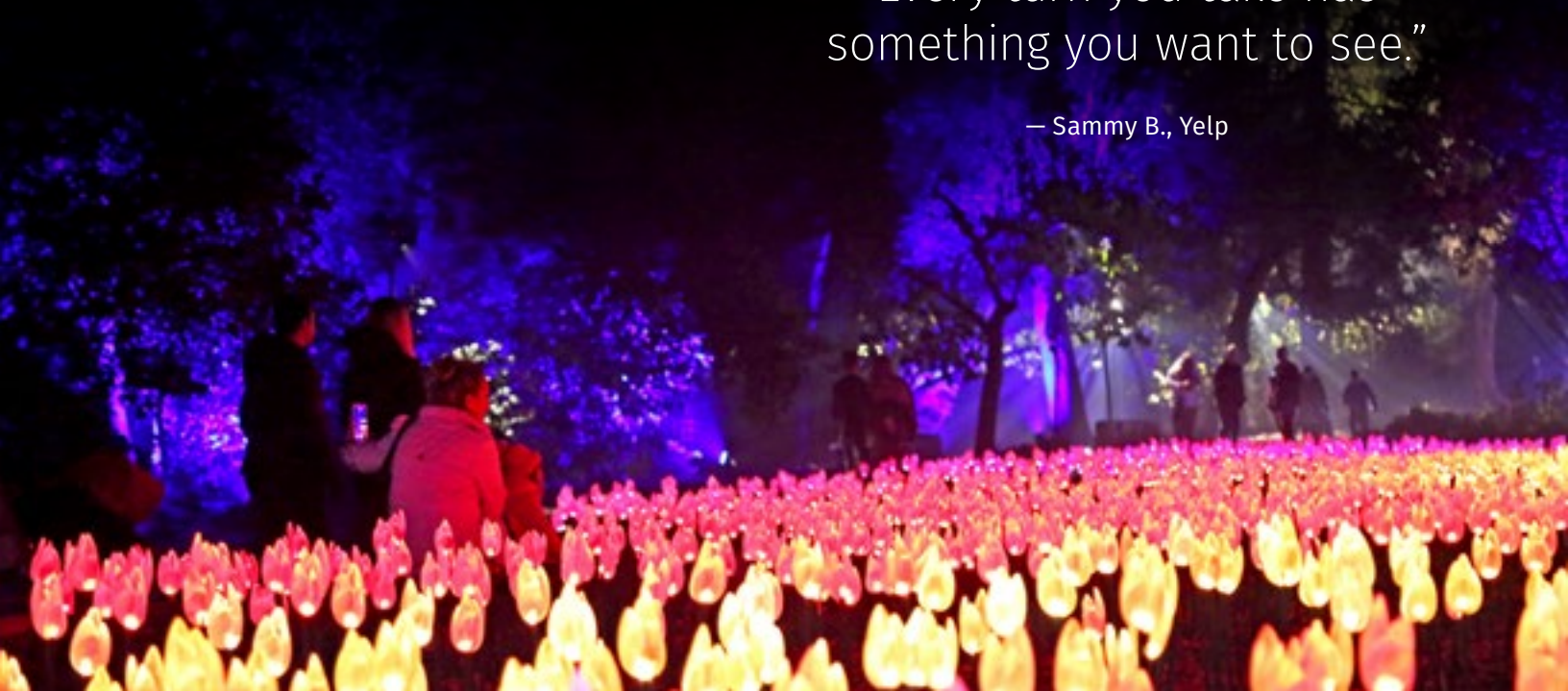
Social Media

96,000 Facebook followers

152,000 Instagram followers

“Each space felt like a story... from the full moon reflecting over a pond to the stained glass houses illuminating the fluorescent benches nearby. Every turn you take has something you want to see.”

— Sammy B., Yelp



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

— **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**



Corporate Sponsorship Opportunities

Incandescent Title Sponsor—\$500,000

- Naming recognition as Title Sponsor—Enchanted Forest of Light, brought to you by [Company Name], featured on promotional materials and signage
- 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 for November 21, 2026
- VIP lounge for your guests during the preview party
- 200 anytime 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, and digital invitations
- Sponsor recognition in Enchanted press materials, including sponsor statement with logo in press release
- Logo recognition on donor signage, website, and in the annual report

Radiant Sponsor—\$250,000

- 150 preview party tickets for November 21, 2026
- VIP lounge for your guests during the preview party
- 100 anytime 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, 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

Mystic Sponsor—\$50,000

- Sponsorship of 1 Enchanted display (10 total)
- 50 preview party tickets for November 21, 2026
- 50 anytime tickets to be used during the run of Enchanted*
- Sponsor logo on display signage
- Sponsor logo on Enchanted website page, eblasts, and digital invitations
- Sponsor recognition in Enchanted press materials
- Logo recognition on donor signage, website, and in the annual report

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



Sponsorship Opportunities

Luminous—\$25,000

- Tax deductible amount \$16,450
 - 30 preview party tickets for November 21, 2026
 - 30 anytime tickets to be used during the run of Enchanted*
 - Logo recognition on donor signage, website, and in the annual report
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Magical—\$10,000

- Tax deductible amount \$4,300
 - 20 preview party tickets for November 21, 2026
 - 20 anytime tickets to be used during the run of Enchanted*
 - Logo recognition on donor signage, website, and in the annual report
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Dazzling—\$5,000

- Tax deductible amount \$2,150
 - 10 preview party tickets for November 21, 2026
 - 10 anytime tickets to be used during the run of Enchanted*
 - Recognition on signage, website, and in the annual report
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Sparkling—\$3,000

- Tax deductible amount \$1,290
 - 6 preview party tickets for November 21, 2026
 - 6 anytime tickets to be used during the run of Enchanted*
 - Recognition on signage, website, and in the annual report
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Twinkling—\$1,000

- Tax deductible amount \$430
 - 2 preview party tickets for November 21, 2026
 - 2 anytime tickets to be used during the run of Enchanted*
 - Recognition on signage, website, and in the annual report
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* Enchanted anytime tickets are valid any night from November 22, 2026 to January 9, 2027

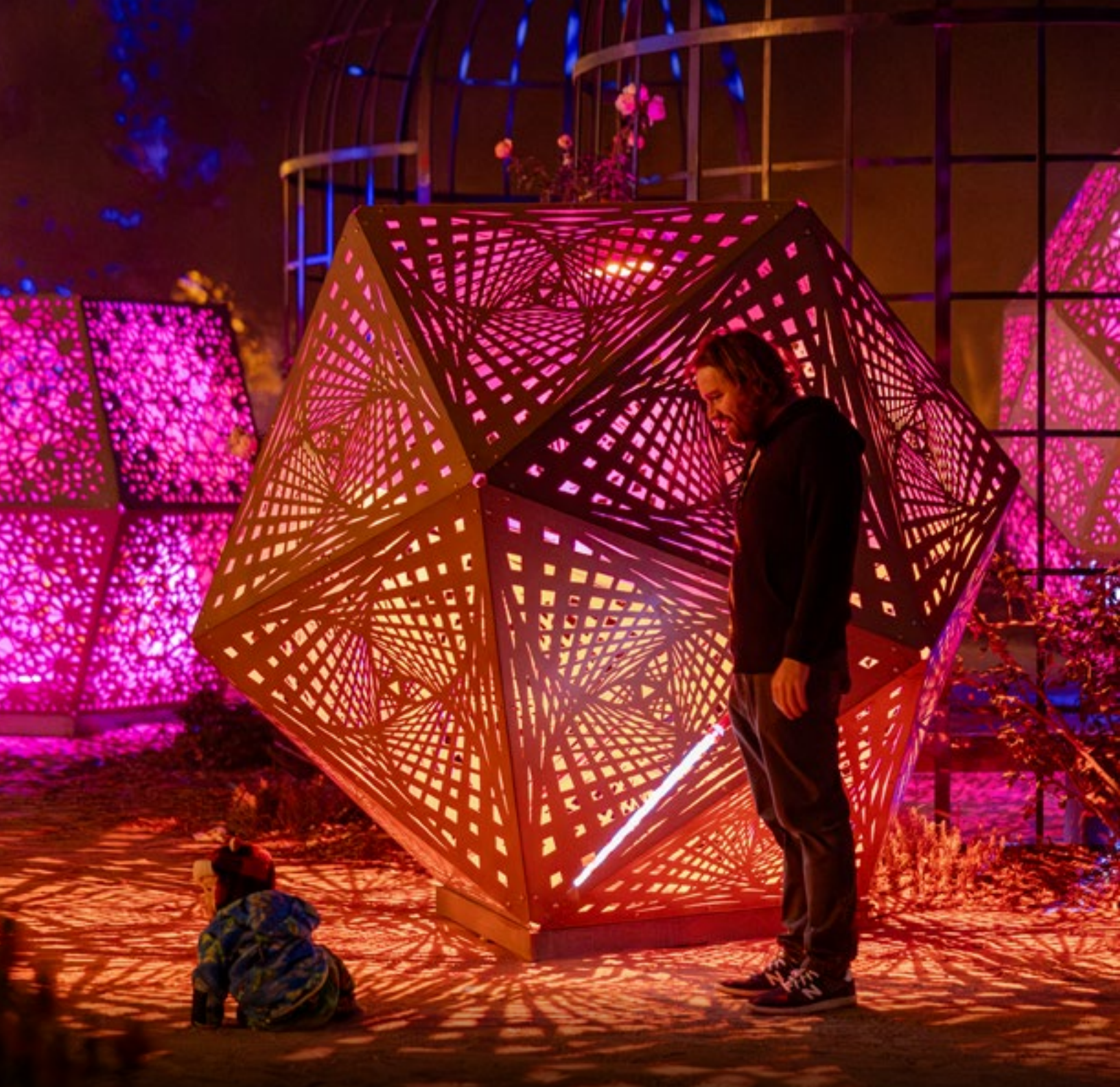
Did you know? We offer corporate sponsorship packages tailored to businesses of all sizes.

Become a Sponsor

To secure your sponsorship of Enchanted by **October 1**, please email or call Sonja Smith, Donor Relations Coordinator, at 818-952-4391 or development@descansogardens.org







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

Sonja Smith, Donor Relations Coordinator
818-952-4391
development@descansogardens.org

Amy Scop, Grants and Corporate Giving Manager
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