



Cultural Partner Program

Connecting visitors with the stories of Santa Monica

About us

The Santa Monica History Museum preserves more than one million artifacts and photographs telling the story of one of California's most iconic coastal communities.

- In the heart of downtown Santa Monica
- Rotating exhibitions
- Classic beach culture and entertainment history
- Historic photographs and artifacts
- Family-friendly programs



Audience



4K+

annual visitors: local residents,
cultural tourists, students,
educators, and researchers

10K+

social media followers

1.7M

social reach

3K

mailing list

Why partner?

Today's travelers increasingly seek authentic local experiences.

Benefits for Guests

- Complimentary admission
- Unique cultural attraction
- Walkable downtown location
- Family-friendly activity
- Opportunity to discover Santa Monica beyond the beach

Benefits for Hotels

- Differentiate your guest experience
- Strengthen concierge recommendations
- Partner with a trusted community nonprofit
- Demonstrate community investment

Benefits

Community Partner

\$2,500

- 200 complimentary admissions annually
- Concierge engagement and guest-facing materials
- Recognition on website

Cultural Partner

\$5,000

- 400 complimentary admissions annually
- Guest-facing materials
- Private museum orientation for concierge and guest services staff
- Recognition on website and at annual event
- Invitation to exhibition previews

Heritage Partner

\$7,500

- 600 complimentary admissions annually
- Guest-facing materials
- Private museum orientation for concierge and guest services staff
- Recognition on website and at annual event
- Invitation to exhibition previews
- Opportunity to host one private curator-led tour or VIP event annually

Impact

Your Support Enables

School Programs

Dynamic Exhibitions

Public Events

Archive Preservation



How it works

Museum provides admission vouchers

Concierge or front desk offers passes to interested guests

Guests visit the museum during regular hours

Museum tracks redemption rates and shares annual impact information

Additional Opportunities



Partners may also:

- Host private group tours
- Arrange VIP experiences for guests
- Offer exhibition-related packages
- Sponsor family programs, exhibitions, or public events

Why local history?

Give guests a deeper experience of Santa Monica

Visitors know Santa Monica's beaches.
We introduce them to:

- Diverse community stories
- Historic architecture
- The city's aviation heritage
- Route 66 history
- Muscle Beach and early beach culture
- Family-friendly exhibitions



Join us in sharing Santa Monica's stories

We welcome the opportunity to tailor sponsorships to align with your goals. Let's build a partnership that enhances your guests' Santa Monica experience while supporting local culture.

Contact

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Thank you

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