



FY 2019-20 Sonoma TID grant program

In partnership with Sonoma valley visitors bureau

APPLICATION

To be considered for support through the FY 2019-20 TID Special Event Grant Program, a completed application and all supporting documents must be submitted to the Sonoma Valley Visitors Bureau by August 31, 2019.

Please include an IRS Letter of Determination along with each application.

EVENT DETAILS

Name of Event:	Sonoma Valley Authors Festival includes Authors on the Sonoma Plaza and Students Day		
Event Date(s):	May 1-3, 2020 (always first weekend in May) please see attached for the timing of the weekend.	Time:	
Event Location:	Fairmont Sonoma Mission Inn, Sonoma Plaza, Sonoma Valley High School (with students from Hanna Boys Center), Sonoma Academy, Adele Harrison and Altimira Middle Schools with students from the Kenwood school.		
Projected Attendance:	Fairmont Hotel: 425; Students Day-2,700 students; Authors on the Plaza, 425 plus	Projected overnight rooms:	135 room nights over three nights with the majority of Friday and Saturday
Brief Event Description:	SEE ATTACHED		
Years in Sonoma, CA:	FOUNDED December, 2016		

APPLICANT/CONTACT INFORMATION

Applicant Organization:	SVAF, LLC (Sonoma Valley Authors Festival)
Name of Applicant:	R. David Freeman
Phone Number:	(415-830-1700)

Cell Phone Number:

(415-830-1700)

P.O. Box 1447

Business Address:

Sonoma

CA

95476

City:

St:

Zip:

David@svauthorsfest.org

E-Mail Address:

Marketing details

MARKETING PLAN AND BUDGET

In the space provided below, please provide the following information regarding the marketing plan for the event including but not limited to:

Target Demographic:

The **Sonoma Valley Authors Festival** attracts an audience typically over 50 years old, educated, readers with a reasonable level of affluence. **Students Day** is organized for middle and high school students. **Authors on the Sonoma Plaza** is a free event open to the Sonoma Community that attracts all ages.

Describe your Media plan/mix:

According to evaluations submitted after the Festivals in 2018 and 2019, 85% of our attendees hear about the Festival word of mouth. We advertise in Sonoma magazine, Valley of the Moon magazine, Sonoma Index Tribune and Press Democrat. Through the Bank of Marin, the Festival has appeared in Marin magazine.

Describe your Public Relations efforts:

Besides using the above listed publications, the Festival donates weekend Festival packages for live gala auctions at the Sonoma Valley Museum of Art, Hanna Boys Center, Merola (part of San Francisco Opera), Sonoma Academy, 10,000 Degrees. The Festival also holds events throughout the year for our Sponsors. In 2021, the Festival is underwriting the Joan Irvine collection of California Impressionist Art at the Sonoma Valley Museum of Art.

Target markets:

The three parts of the Sonoma Valley Authors Festival appeals to 1) The Festival itself, includes individuals who are committed to lifelong learning, "vacations with a purpose," and are at a stage of life where the experiences are more

treasured than things. 2) Students Day brings 12-13 authors and speakers to 2,700 Middle and High Schools Students in the Sonoma Valley 3) Authors on the Sonoma Plaza, a free event, appeals to the general Sonoma community of all ages.

Promotional activities:

We have provided a speaker to La Luz, offer a free event, Authors on the Sonoma Plaza, and provide 12-13 authors and thought leaders in science, technology and medicine to 2,700 middle and high school students. In 2018, 5,100 books written by the presenting speakers were given free to the students. In 2019, 3,800 books were given free to the students, all paid for with private funds.

Paid advertising budget: \$45,000 over two Festival years

Amount being requested: \$10,000

Application submission details

Applications must be received by the Sonoma Valley Visitors Bureau by Friday, August 31, 2019 no later than 4:00 p.m. Methods of submitting applications: 1) via email: marketing@sonomavalley.com (subject line: Sonoma TID Marketing Grant Program); or 2) by delivering the application packet to the Plaza Visitor Center, located at 453 First St. E, Sonoma, CA 95476. An award decision will be made and announced during September 2019.

Submitted by:

R. DAVID FREEMAN
NAME

CO-MANAGER, SVAF, LLC
TITLE
CO-founder

R. David Freeman
SIGNATURE

8/29/19
DATE

This communication is an invitation to submit an application and should not be interpreted as approval of TID funding.