

**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**

<b>Name of Event:</b>	Danse de la Lune Festival					
<b>Event Date(s):</b>	April 24-26, 2020					
	Thurs PM – Mon AM					
<b>Event Location:</b>	Sonoma Comm Ctr, Sebastiani Theatre, Plaza Ampitheatre, Winery TBD					
<b>Projected Attendance:</b>	Approx. 200+	<b>Projected overnight rooms:</b>	TBD			
<b>Brief Event Description:</b>	Zoe Jakes and Nathalie Tedrick present Danse De La Lune Festival set for April 24- 26, 2020 in the Valley of the Moon. This boutique Belly Dance festival will be set in Sonoma Valley - the heart of wine country. Featuring world-class instructors, this three-day festival will offer workshops, performances, vendors, a wine stroll, and much more.					
<b>Years in Sonoma, CA:</b>	Ongoing Annual Event (1 <sup>st</sup> yr)					

**APPLICANT/CONTACT INFORMATION**

<b>Applicant Organization:</b>	N/A					
<b>Name of Applicant:</b>	Nathalie Tedrick & Zoe Jakes					
<b>Phone Number:</b>	707-695-3491					
<b>Cell Phone Number:</b>	707-695-3491					
<b>Business Address:</b>	PO Box 793					
<b>City:</b>	Glen Ellen	<b>St:</b>	CA	<b>Zip:</b>	95442	
<b>E-Mail Address:</b>	ntedrick@gmail.com					

## 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:

<b>Target Demographic:</b>	International Belly Dance Community, Bay Area Residents	
<b>Describe your Media plan/mix:</b>	Promotional Reel played at Sebastiani Theatre; Facebook/Instagram; variety of print posters; local radio stations; email blasts; press releases in Index-Tribune, Press Democrat, as well as other Bay Area newspapers TBD.	
<b>Describe your Public Relations efforts:</b>	Advertising through Sonoma Visitors Bureau; Sonoma Index Tribune; free public showcase Friday evening at the Plaza Ampitheatre.	
<b>Target markets:</b>	Wine clubs, senior homes, local Sonoma families, local businesses	
<b>Promotional activities:</b>	Shows and workshops at Sebastiani Theatre and surrounding venues leading up to the festival.	
<b>Paid advertising budget:</b>	\$200.00	
<b>Amount being requested:</b>	\$2000.00	

## 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](mailto: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:

NAME  
Nathalie Tedrick

*Nathalie Tedrick*

SIGNATURE

TITLE  
Festival Organizer

*8/31/19*

DATE August 31, 2019