

Lighting of the Plaza & Holidays in Sonoma

Community celebration on Saturday, Nov 18 "Lighting of the Sonoma Plaza"
Thousands of lights in the Sonoma Plaza

Holiday-themed performance by Transcendence Theatre Company Food trucks
Beer & wine
Hot chocolate, cookies and cider

- Paid advertising targeting Bay Area, Sacramento and California drives visitors to landing page
- Goals: celebrate holidays, bring visitors to Sonoma during off-season





PREMIUM

LINK AND LOGO ON WEBSITE
LOGO ON EVENT BANNER
SOCIAL MEDIA MENTIONS
PREMIUM LOGO PLACEMENT ON MATERIALS
LOGO/LINK ON EMAILS
INCLUSION IN SOCIAL MEDIA VIDEO
LOGO INCLUSION IN ONLINE BROADCAST
INCLUSION IN PRESS RELEASES

\$2500

PRESENTING

LINK AND LOGO ON WEBSITE & EVENT BANNER
LOGO ON ON-SITE SIGNAGE
SOCIAL MEDIA MENTIONS
PRESENTING SPONSOR PLACEMENT
LOGO/LINK ON EMAILS
INCLUSION IN SOCIAL MEDIA VIDEO
ADDITIONAL INCLUSION IN BROADCAST
INCLUSION IN PRESS RELEASES
LIVE READ FROM STAGE DURING EVENT
WE'LL MAKE A BIG FUSS ABOUT YOU

\$5000

MAGNUM

LINK AND LOGO ON WEBSITE & EVENT BANNER LOGO ON ON-SITE SIGNAGE SOCIAL MEDIA MENTIONS PRESENTING SPONSOR PLACEMENT LOGO/LINK AND CONTENT ON EMAILS INCLUSION IN SOCIAL MEDIA VIDEO ADDITIONAL INCLUSION IN BROADCAST INCLUSION IN PRESS RELEASES LIVE READ FROM STAGE DURING EVENT LOGO ON THE OFFICIAL WINE TUMBLER AME IN TITLE OF EVENT VIDEO FILMED AT YOUR LOCATION WE'LL MAKE AN ENORMOUS FUSS ABOUT \$15000



Sponsor the Lighting of the Plaza!

Contact:

Tim Zahner

tim@sonomavalley.com

707-996-1090