

Lighting of the Plaza & Holidays in Sonoma

Saturday, Nov 23 5 pm – 8 pm "Lighting of the Sonoma Plaza" Thousands of lights in the Sonoma Plaza

Holiday-themed performances Beer & wine Hot chocolate, cookies and cider

- Paid advertising targeting Bay Area, Sacramento and California drives visitors to landing page
- Simulcast on Sonoma TV and YouTube
- Goals: celebrate holidays, bring visitors to Sonoma during off-season
- Headline sponsor: Sonoma Tourism Improvement District & City of Sonoma











Pangloss



WILLIAMS-SONOMA

Sparc Souma Valley

ENCORE Events

BENZIGER

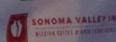


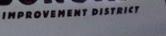
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PREMIUM \$2500

LINK ON EVENT WEBSITE LOGO ON EVENT BANNER SOCIAL MEDIA MENTIONS LOGO ON PROMO EMAIL







FROMSTAGE

-VERY SPECIAL GUEST ON

-LIVE READ FROM STAGE ABOUT YOUR BUSINESS DURING EVENT -INCLUSION IN PRESS

-READS ON PODCAST-SONOMA SPIEL



Sponsor the Lighting of the Plaza!

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