

A night photograph of a plaza. A tall palm tree in the center is wrapped in warm white lights. In the background, a large, multi-story building with arched windows is also lit up. The sky is a deep blue. In the foreground, there are blurred light trails from cars, including a prominent red one. The text 'LIGHT SONOMA! LIGHTING OF THE PLAZA SPONSORSHIPS' is overlaid in white, bold, sans-serif font.

**LIGHT
SONOMA!
LIGHTING OF
THE
PLAZA
SPONSORSHIPS**

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





SONOMA'S FIRST PREMIUM WINERY
SINCE 1857

Buena Vista Winery

Pangloss
CELLARS

WILLIAMS-SONOMA

SONOMA COMMUNITY CENTER

sparcTM

TRANSCENDENCE
THEATRE COMPANY

Sonoma Valley
VISITORS BUREAU

ENCORE *Events*
RENTALS

BENZIGER
family winery

R
RENAISSANCE
THE LODGE AT SONOMA
RESORT & SPA

SONOMA
TOURISM IMPROVEMENT DISTRICT

THE 27TH ANNUAL
SONOMA
INTERNATIONAL
FILM FESTIVAL
MARCH 13 - 20, 2022


hopmonk
TAVERN

SONOMA MARKET

SONOMA VALLEY INN
WISDOM, STYLE & AWE. EVERY DAY.

SONOMA
HOMETOWN BAND

El Pueblo
INN



**STANDARD
\$500**

**LINK ON EVENT WEBSITE
SOCIAL MEDIA MENTIONS
THANK YOU FROM STAGE**

**PREMIUM
\$2500**

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

**LOGO INCLUSION IN BROADCAST
BIG THANK YOU FROM STAGE
INCLUSION IN PRESS RELEASE**



PRESENTING \$5000

- LINK ON EVENT WEBSITE
- LARGE LOGO ON BANNER
- SOCIAL MEDIA MENTIONS+
SOCIAL VIDEO MENTIONS
- LARGE LOGO ON EMAIL
- BROADCAST LOGO
INCLUSION
- LIVE READ FROM STAGE
ABOUT YOUR BUSINESS
DURING EVENT
- INCLUSION IN PRESS
RELEASE
- READS ON PODCAST-
SONOMA SPIEL





TITLE SPONSOR \$20000

- LINK ON EVENT WEBSITE
- LARGE LOGO ON BANNER
- SOCIAL MEDIA MENTIONS+
SOCIAL VIDEO MENTIONS
- LARGE LOGO ON EMAIL
- BROADCAST LOGO
INCLUSION
- LIVE READ FROM STAGE
ABOUT YOUR BUSINESS
DURING EVENT
- INCLUSION IN PRESS
RELEASE
- READS ON PODCAST-
SONOMA SPIEL

- YOUR COMPANY NAME IN
TITLE OF EVENT
- SOCIAL VIDEO FILMED AT
YOUR LOCATION
- NUMEROUS CALLOUT
FROM STAGE
- VERY SPECIAL GUEST ON
PODCAST



Sponsor the
Lighting of the Plaza!

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