



## PUBLIC RELATIONS UPDATE FORM

453 First Street East, Sonoma, CA 95476 | local 707 996-1090 | [sonomavalley.com](http://sonomavalley.com)

The Sonoma Valley Visitors Bureau is committed to providing assistance to journalists working on articles featuring Sonoma Valley. The SVVB offers a variety of services to media including story ideas, fact checking, comprehensive press kit materials, as well as images and b-roll footage of the valley. In addition, the SVVB coordinates individual and group press visits for journalists working on travel-related stories on the region. Our public relations team works directly with media and press professionals to highlight all of the great attributes of Sonoma Valley and the businesses of Sonoma Valley through various news outlets.

In order to better assist our public relations team in highlighting your business, the Visitors Bureau will be forwarding appropriate media leads directly to you **via email**. In order to be considered for inclusion in any media story, please reply to these **"media leads"** in a timely manner so that you do not miss out on an opportunity. *Please note that email is the preferred and fastest way to streamline the deadline-driven process of getting all the information to particular media.*

Please complete this form below so that we can update our public relations materials for inclusion in stories, articles or news regarding Sonoma Valley.

Business: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

### **What are you interested in offering?**

*Please note: Offering complimentary arrangements or a press rate is always at the discretion of the host business. Completing this questionnaire does not obligate you to participate.*

Accommodations (hosted by property)

Accommodations (discounted "media" rate)

Dining

Activities (wine tasting, winery tour, cooking class, walking tour, etc.)

Other (please describe: \_\_\_\_\_)

**Completed forms can be emailed to David Wells at Sonoma Valley Visitors Bureau  
For questions, call 707-304-5940 or email [david@sonomavalley.com](mailto:david@sonomavalley.com)**