



FY 2018-19 SONOMA TID GRANT PROGRAM

IN PARTNERSHIP WITH SONOMA VALLEY VISITORS BUREAU

APPLICATION

To be considered for support through the FY 2018-19 TID Special Event Grant Program, a completed application and all supporting documents must be submitted to the Sonoma Valley Visitors Bureau by August 31, 2018.

Please include an IRS Letter of Determination along with each application.

EVENT DETAILS

Name of Event: 4th of July Celebration

Event Date(s): July 4th **Time:** 8am-Midnight

Event Location: Sonoma Plaza

Projected Attendance: Over 10,000 **Projected overnight rooms:** All lodging Booked

Brief Event Description: Parade, Plaza Festival and Fireworks Show

Years in Sonoma, CA: Almost 1/2 Century

APPLICANT/CONTACT INFORMATION

Applicant Organization: Sonoma Volunteer Firefighter's Association

Name of Applicant: Bob Norrbom

Phone Number: (707) 975-0857

Cell Phone Number: (707) 975-0857

Business Address: 630 Second St West

City: Sonoma **St:** CA **Zip:** 95476

E-Mail Address: fourth@sonomavolunteerfirefighters.org

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:

Target Demographic: Sonoma Valley Property owners, residences, businesses and previous attendees.

Describe your Media plan/mix: Advertise in local paper, postcard mailers to all property owners in the valley, social media, website, event flyers and Radio.

Describe your Public Relations efforts: See above

Target markets: Residences, families and dignitaries

Promotional activities: Postcards, flyers, banners, T-shirts and memorabilia

Paid advertising budget: \$ 20,000

Amount being requested: \$ 10,000

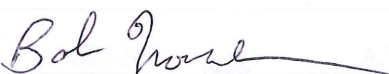
APPLICATION SUBMISSION DETAILS

The application period opens July 1, 2018 and closes on August 31, 2018. Applications must be received by the **Sonoma Valley Visitors Bureau by Friday, August 31, 2018** no later than 4:00 p.m. Methods of submitting applications: 1) via email: 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 2018.

Submitted by:

Bob Norrbom
NAME

Event Chair
TITLE


SIGNATURE

07/07/2019
DATE

This communication is an invitation to submit an application and should not be interpreted as approval of TID funding.