Lighting of the Plaza Marketing Sponsorship Opportunities

2019

Lighting of the Plaza & Holidays in Sonoma

Community celebration on Saturday, Nov 16 "Lighting of the Sonoma Plaza" 5pm to 8 pm

Thousands of lights in the Sonoma Plaza

• New this year: the "Light Curtain" and the "Star Forest" in the northern quadrants of the Plaza – "Instagrammable moments"

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



Sponsor benefits

Standard - \$500

- Micro-site inclusion link and logo
- Thank you on banner
- Social media mention on SVVB channels

Premium - \$2500

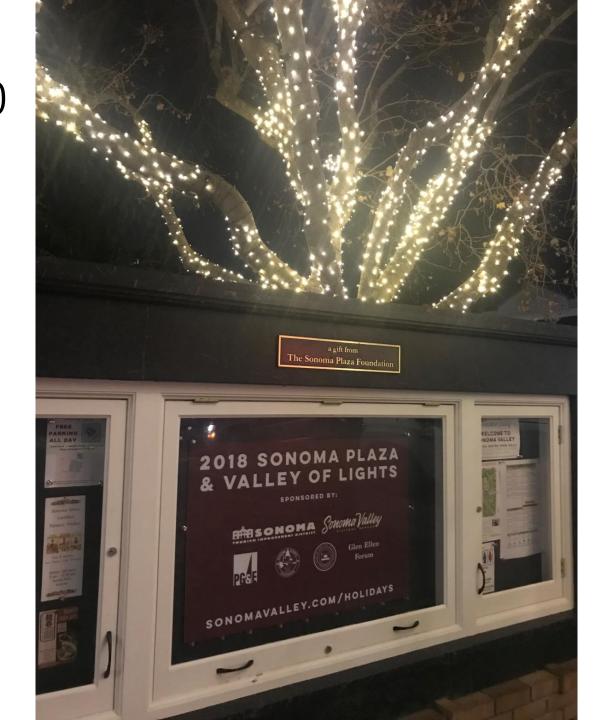
All of the previous, plus

- Bigger logo on materials
- Logo/link on emails to locals and trade / consumers
- Inclusion in social media video promoting event and "Valley of Lights"
- Inclusion in press releases

Presenting Sponsor - \$5000

All of the previous, plus

- Logo on on-site signage for lights
- Live read from stage during event:
 "Ex... Brought to you by YOUR
 Winery, where premium wines are
 just the beginning. Mention
 Lighting of the Plaza for free wine
 club membership during month of
 December."





TITLE SPONSOR - \$15,000

- All of the above, plus:
 - YOUR Logo on the Official Wine and Beer Reusable Sustainable Cup this is a high-quality keepsake that will be used for years by attendees. Sponsor to receive 50 cups for their own use.
 - NOTE: Wine and beer will only be available in these sustainable, reusable cups. This is the OFFICIAL cup of the Sonoma Lighting of the Plaza.
 - Name in title of "Holidays in Sonoma, brought to you by Sonoma Tourism Improvement District, City of Sonoma and YOUR COMPANY NAME"
 - Logo, link and content block on marketing emails
 - Dedicated 60-second video to run in Sonoma Valley Visitor Center for 12-months as well as online. (SVVB will produce one video from your images if needed)
 - Have a "This Week in Sonoma" video shot at your business location



2018 SONOMA PLAZA & VALLEY OF LIGHTS

SPONSORED BY:











Glen Ellen Forum

SONOMAVALLEY.COM/HOLIDAYS







Sponsor the Lighting of the Plaza!

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