

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







Sponsor the  
Lighting of the Plaza!

Contact:

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