



FY 2019-20 SONOMA TID GRANT PROGRAM
IN PARTNERSHIP WITH SONOMA VALLEY VISITORS BUREAU

APPLICATION

To be considered for support through the FY 2019-20 TID Special Event Grant Program, a completed application and all supporting documents must be submitted to the Sonoma Valley Visitors Bureau by August 31, 2019.

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

EVENT DETAILS

Name of Event: Sonoma Valley Mentoring Alliance Cuban Party

Event Date(s): Saturday, October 26, 2019 **Time:** 6 - 9PM

Event Location: Sebastiani Winery - 389 Fourth St. East, Sonoma

Projected Attendance: 200 People **Projected overnight rooms:** 15

Brief Event Description: We hold an annual fundraiser to celebrate mentoring and raise money for the Sonoma Valley Mentoring Alliance, whose mission is to mentor and empower the youth of the Valley so that they may thrive in life. This is a themed gathering with deliciously catered food, a live Cuban Band, festive cocktails and local wines.

Years in Sonoma, CA: 24 years

APPLICANT/CONTACT INFORMATION

Applicant Organization: Sonoma Valley Mentoring Alliance

Name of Applicant: Lee Morgan Brown, Executive Director

Phone Number: (707) 938-1990

Cell Phone Number: (415) 608 - 1104

Business Address: 276 East Napa St.

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

E-Mail Address: lee@sonomamentoring.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: 45 - 70 year olds who live in San Francisco and are supporters of youth organizations, and enjoy getting out of the city to experience some fun in the wine country. Some of these are former Board Members who live in San Francisco and Marin, and/or their friends.

Describe your Media plan/mix: We are emailing Paperless Post Invitations to approx. 75 targeted individuals. Additionally we are emailing 300+ people through our eBlast invites, who live in San Francisco or Marin and have supported our organization by attending our past events and or making donations, and inviting them to join us for the evening and encouraging them to stay the night.

Describe your Public Relations efforts: Due to our limited budget , we are primarily targeting individuals who have supported us us in the past. Direct email and physical mail invitations, and newspaper ads.

Target markets: Higher Income Philanthropic individuals and couples.

Promotional activities: Discounts for early bird ticket purchases.

Paid advertising budget: \$ 10,000

Amount being requested: \$ 2,000

APPLICATION SUBMISSION DETAILS

Applications must be received by the **Sonoma Valley Visitors Bureau by Friday, August 31, 2019** 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 2019.

Submitted by:

NAME

TITLE

SIGNATURE

DATE

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