



**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: \_\_\_\_\_

Event Date(s): \_\_\_\_\_ Time: \_\_\_\_\_

Event Location: \_\_\_\_\_

Projected Attendance: \_\_\_\_\_ Projected overnight rooms: \_\_\_\_\_

Brief Event Description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Years in Sonoma, CA: \_\_\_\_\_

**APPLICANT / CONTACT INFORMATION**

Applicant Organization: \_\_\_\_\_

Name of Applicant: \_\_\_\_\_

Phone Number: (     ) \_\_\_\_\_

Cell Phone Number: (     ) \_\_\_\_\_

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

City: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

## 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:** \_\_\_\_\_

**Describe your Media plan/mix:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Describe your Public Relations efforts:** \_\_\_\_\_  
\_\_\_\_\_

**Target markets:** \_\_\_\_\_  
\_\_\_\_\_

**Promotional activities:** \_\_\_\_\_  
\_\_\_\_\_

**Paid advertising budget:** \$ \_\_\_\_\_

**Amount being requested:** \$ \_\_\_\_\_

## 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](mailto: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.*