



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: 2020 Signature Sonoma Valley

Event Date(s): May 14 - 17, 2020 **Time:** Multiple Times, each day

Event Location: Multiple Locations, each day

Projected Attendance: 650 - 750, throughout the weekend **Projected overnight rooms:** 60-80, across multiple days

Brief Event Description: Please see additional materials submitted for complete question response and description.

Years in Sonoma, CA: Our organization has been in existence for more than 40 years. 2020 marks the 4th year of Signature Sonoma Valley.

APPLICANT/CONTACT INFORMATION

Applicant Organization: Sonoma Valley Vintners & Growers Alliance

Name of Applicant: Andriana Duckworth

Phone Number: (707) 935-2162

Cell Phone Number: (707) 490-8171

Business Address: 783 Broadway

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

E-Mail Address: andriana@sonomavalleywine.com

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:

Please see additional materials submitted for complete question response and description.

Describe your Media plan/mix:

Please see additional materials submitted for complete question response and description.

Describe your Public Relations efforts:

Please see additional materials submitted for complete question response and description.

Target markets:

Please see additional materials submitted for complete question response and description.

Promotional activities:

Please see additional materials submitted for complete question response and description.

Paid advertising budget:

\$ 30,000

Amount being requested:

\$ 15,000

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:

Andriana Duckworth

Member Relations & Sponsorship Manager

NAME

TITLE

SIGNATURE

DATE

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



Greetings Sonoma TID Grant Committee,

We are excited to share that 2020 marks an exciting year for Sonoma Valley Vintners & Growers Alliance (SVVGA). Through our many dynamic programs, SVVGA is committed to creating lasting relationships that will ultimately promote local tourism and our business partners' participation that is essential to the health and vitality of the Sonoma Valley wine industry and our community. By working with key organizations and industry leaders, we are able to support higher exposures as a leading wine region, worldwide, that will be preserved and enhanced for future generations.

The core focus of SVVGA is to re-establish and promote Sonoma Valley's vineyards and wines on a global scale of wine excellence and distinction.

The overall strategy is to tie our many programs to an overarching marketing strategy that satisfies our vintner and grower members' top priorities. Among these top priorities are driving quality and loyal consumers to Sonoma Valley, developing an out of area and out of state visitor base and strengthening our wine brand identity. Through our marketing programs like Signature Sonoma Valley (SSV), SVVGA strives to be a leading voice for the region and the wine community.

With the support of key community partners and resources like the Sonoma Tourism Improvement District, SVVGA is able to accomplish these goals. With an increase in support in 2019, we saw an increase in attendance, both local and national, an increase in number of nights stayed at multiple hotel properties in Sonoma Valley that included the Fairmont Sonoma Mission Inn & Spa, The Lodge at Sonoma, MacArthur Place, the Kenwood Inn & Spa and the Best Western Plus Sonoma Valley Inn. In addition, SVVGA was able to garner the participation and attention of highly visible and world-renowned wine influencers Antonio Galloni, Wine Critic, Author and Founder of VINOUS and Delectable; Alessandro Masnaghetti, Cartographer; Esther Mobley, Wine Writer for the San Francisco Chronicle, and Bob Bath, MS for CIA at Copia. After a very successful third year of Signature Sonoma Valley this past May, we are excited to announce Signature Sonoma Valley will be held again on the third weekend of May; May 14 – 17, 2020.

With a top objective to provide an experience where our consumer guests can walk the iconic and heritage vineyards of Sonoma Valley, the weather becomes a key factor for the success of this program. Our goal in continuing to host this event in May, is to hold the event during a time of year that has historically had good weather. We ask that Sonoma TID consider our application for 2019-20 Sonoma TID Grant Program again, even though our event no longer falls within the "off-season," defined as November through April.

We are excited for the opportunity to, again, create and produce a meaningful and well-rounded marketing program that highlights our wine region, the rich lifestyle of Sonoma Valley, and our community in a dynamic and memorable way.

Our Future is Bright and our Roots Run Deep! We are in appreciation of your consideration.

Sincerely,

Maureen L. Cottingham, Executive Director
Sonoma Valley Vintners & Growers Alliance

Andriana Duckworth, Member Relations and Sponsorship Manager
Sonoma Valley Vintners & Growers Alliance

**Brief Description:**

Building upon the spectacular success of three previous sold out years, Signature Sonoma Valley grows into its fourth year in 2020, with an expanded range of unique experiences and offerings. Signature Sonoma Valley showcases Sonoma Valley's world-class wineries and vineyards, as well as our iconic and legendary vintners and growers. Individual events include unique winemaker lunches that highlight the lifestyle of Sonoma Valley, immersive vineyard explorations in many of Sonoma Valley's most iconic vineyards, a luxurious collector dinner featured one of a kind wines and producers, and exclusive tastings of rare library wines. The 2020 weekend of events will showcase the high quality and authenticity of Sonoma Valley's premium wines in a distinctive and memorable setting.

Our highly-cultivated audience of local and national guests, top national media, wine influencers, trade and key industry partners will be introduced to our community of talented vintners and growers, and exposed to some of Sonoma Valley's most special and unique locations. Guests will revel in once in a lifetime experiences, and be truly transformed. We invite you to view the attached overview for more detail on the individual elements that took place in 2019. The 2020 weekend of event will be similar.

Target Demographic:

With ticket prices ranging from \$65-\$350 for the four-day event, Signature Sonoma Valley is targeted at high net-worth wine aficionados, enthusiasts, collectors and the well-traveled. Our key demographic is age 40-65, with household incomes of \$100,000 and more, for whom wine is a passion and interest.

Describe your media plan/mix:

For 2020 we plan to keep the increased number of days, the number of individual events, venues, which will encourage a greater number of longer overnight-stay guests coming into Sonoma. This will allow us to accommodate more consumer attendees over the course of the weekend while still maintaining the intimate feel of the individual elements. Signature Sonoma Valley will still maintain an "invite-only" aspect to a couple events, targeting a cultivated list of high net-worth wine collectors, influencers, partners and producers. We will send high-end printed invites, augmenting with digital communications and social promotion as needed.

Describe your Public Relations efforts:

We will be working with a PR agency to target and invite a handful of highly curated media and wine influencers to attend the event. Our goal is to build upon the exceptional media coverage generated by 7 journalists in 2019, growing to 10 journalists all from top national wine and lifestyle publications. We plan to promote heavily on social channels both prior to, during and following the event. Approximately 65% of our invite list will be targeted outside of Sonoma County and 30% of that will be targeted at out of state guests. Key out of state markets are TX, FL, OK, and IL.

Promotional Activities:

Promotional dollars will be spent on enhancing the event website, developing printed and digital invitations, key collateral materials that highlight the wine region. The event website will feature a section for lodging that will highlight



properties in Sonoma, as well as things to do while visiting Sonoma Valley. Personalized outreach communications by our vintner and grower members, and appropriate lifestyle brands, will be conducted to promote the event amongst their best-established clientele. Extensive promotion via social channels is planned. Our current social following is nearly 23,000K on Facebook, and more than 47,000 on Instagram, respectively.



SIGNATURE SONOMA VALLEY

May 16 – 19, 2019 | Sonoma, Ca.

EXPERIENCE

Signature Sonoma Valley grows into a third year in 2019 offering a highly selective audience of wine consumers & collectors, vintners, sommeliers, and media an expanded range of unforgettable experiences and offerings. This forward-thinking and dynamic wine event brings our world-class wine region to life for those who seek memorable experiences.

Every wine featured during the four-day event demonstrates the strong tradition of quality winemaking and distinctiveness that ranks Sonoma Valley among the world's premier winegrowing regions. From intimate winemaker lunches and immersive vineyard explorations, to luxurious dinners and exclusive tastings of rare library wines, the 2019 event will showcase the quality and authenticity of Sonoma Valley's world-class wines in a distinctive and memorable setting.

LEARN MORE ABOUT THE SIGNATURE SONOMA VALLEY EVENTS

ICON | May 17 | Ram's Gate Winery

Taste the incredible diversity of Sonoma Valley's six distinctive appellations. At ICON: A Grand Terroir Tasting, thirty top winemakers, from the storied to the cutting-edge, will share wines that define the character of each region. It's a unique way to explore a unique place, as the venue will lead you immerse yourself in each AVA. Ram's Gate Executive Chef, Stacey Combs, will craft a dinner menu of locally-sourced and artfully prepared dishes designed to highlight these distinctive wines with perfectly paired ingredients. Each wine chosen for this exclusive evening event has been selected by our Sommelier Wine Panel for its significance and source. Featured winemakers and growers will be there, to share with you what makes their wine a worthy collector's item for your cellar. Spend an evening tasting, dining, and discovering the next wines that you will add to your personal collection.

IMMERSION | May 17 + 18 | Multi. Locations

Immersion takes you behind-the-vines at Sonoma Valley's most iconic vineyards, remote sites that few people have the opportunity to visit. Join an intimate, curated tasting of wines produced from each vineyard, while enjoying a sommelier-moderated discussion amongst the winemakers who crafted them.

WINE + DESIGN | May 17 + 18 | Multi. Locations

Experience exquisite cuisine paired with spectacular wines, set in distinctive and rarely accessible, one-of-a-kind locations featuring unique design or architectural elements. Each intimate gathering is hosted by prominent vintners, Wine + Design offers a contemporary spin on the traditional winemaker lunch.

LEGENDS | May 18 | Durell Vineyard

The capstone event of the weekend, the Legends Dinner showcases ten renowned vineyard sites, with collector's item wines made from their vines. While the true hosts are the vineyard sites themselves, legendary author and wine critic Antonio Galloni will share the stories of these historic vines. Vineyard owners and winemakers will bring wines from their personal collections to share at the table – wines that have aged extraordinarily well and speak to the history, passion and innovation that defines Sonoma Valley. Each carefully crafted dinner course will complement the evening's incomparable wines. Most wine collectors only dream of attending an evening like this. It's the Legends Dinner, and you are there.

BUBBLES + BRUNCH | May 19 | The General's Daughter

Bid farewell to a weekend well-lived at Signature Sonoma Valley's festively fun finale event: BUBBLES + BRUNCH. Enjoy a wine country brunch paired with a curated range of sparkling wines, many only available in limited quantities at the winery. This is your



chance to mingle with fellow Signature guests (and likely a few vintners and growers), recounting your favorite moments from three memorable days.