



# LIGHTING OF THE PLAZA 2021 SPONSORSHIP PACKAGES

# Lighting of the Plaza & Holidays in Sonoma

Community celebration on Saturday, Nov 20

“Lighting of the Sonoma Plaza”

Thousands of lights in the Sonoma Plaza

**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









**STANDARD**

**LINK & LOGO ON WEBSITE  
LOGO ON EVENT BANNER  
SOCIAL MEDIA MENTIONS**

**\$500**



# **PREMIUM**

**LINK AND LOGO ON WEBSITE  
LOGO ON EVENT BANNER  
SOCIAL MEDIA MENTIONS  
PREMIUM LOGO PLACEMENT ON MATERIALS  
LOGO/LINK ON EMAILS  
INCLUSION IN SOCIAL MEDIA VIDEO  
LOGO INCLUSION IN ONLINE BROADCAST  
INCLUSION IN PRESS RELEASES**

**\$2500**



# **PRESENTING**

**LINK AND LOGO ON WEBSITE & EVENT BANNER  
LOGO ON ON-SITE SIGNAGE  
SOCIAL MEDIA MENTIONS  
PRESENTING SPONSOR PLACEMENT  
LOGO/LINK ON EMAILS  
INCLUSION IN SOCIAL MEDIA VIDEO  
ADDITIONAL INCLUSION IN BROADCAST  
INCLUSION IN PRESS RELEASES  
LIVE READ FROM STAGE DURING EVENT  
WE'LL MAKE A BIG FUSS ABOUT YOU**

**\$5000**



# MAGNUM

LINK AND LOGO ON WEBSITE & EVENT BANNER  
LOGO ON ON-SITE SIGNAGE  
SOCIAL MEDIA MENTIONS  
PRESENTING SPONSOR PLACEMENT  
LOGO/LINK AND CONTENT ON EMAILS  
INCLUSION IN SOCIAL MEDIA VIDEO  
ADDITIONAL INCLUSION IN BROADCAST  
INCLUSION IN PRESS RELEASES  
LIVE READ FROM STAGE DURING EVENT  
LOGO ON THE OFFICIAL WINE TUMBLER  
NAME IN TITLE OF EVENT  
VIDEO FILMED AT YOUR LOCATION  
WE'LL MAKE AN ENORMOUS FUSS ABOUT YOU  
\$15000





Sponsor the  
Lighting of the Plaza!

Contact:

Tim Zahner

[tim@sonomavalley.com](mailto:tim@sonomavalley.com)

707-996-1090