



2016 LIGHTING OF THE HISTORIC SONOMA PLAZA SPONSORSHIP OPPORTUNITIES

OVERVIEW

The **Sonoma Valley Visitors Bureau (SVVB)**, in partnership with the **Sonoma Tourism Improvement District (TID)** and the **City of Sonoma** has contracted with *The Christmas Light Pros of SF* to light the historic Sonoma Plaza with 100,000+ holiday lights for a two month promotion aimed at attracting visitors and locals to the destination. The promotion will launch on Saturday, November 12, 2016 with the annual Lighting of the Plaza ceremony at dusk, followed by special performances, refreshments and entertainment. The SVVB uses this event and promotion to create awareness of the destination during a traditionally slower time period for travel. This campaign is in its fourth year and has gained an enormous amount of momentum over the past several years, and we expect 2016 to be the most well attended ceremony and campaign to date.

GOAL

The Lighting of the Historic Sonoma Plaza serves as the premier event to increase visibility and awareness of the destination during the traditionally lower travel period. While attending the Lighting of the Plaza ceremony or visiting the lights during the promotional time period is the call to action, consumers and visitors are attracted to the destination through an integrated marketing campaign, which includes: print, radio, and digital advertisements, feeder market sponsorships, speaking engagements on radio and TV shows, newsletters, and other opportunities aimed at building awareness of the destination and the promotion. *As for the Lighting of the Plaza ceremony, the estimated physical attendance is 1,500 – 3,000 locals and visitors and multiple thousands on Sonoma Valley's social media pages and di*

COMMUNITY PARTICIPATION

The SVVB is encouraging local merchants, throughout Sonoma Valley to support this promotion by decorating their storefronts and adding holiday lights to their landscape. This participation will increase the value of the campaign and create a unified voice that is aimed at promoting a consistent message to visitors and locals. Additionally, the SVVB will be partnering with a local youth focused charity to raise funds to make a positive impact in their lives during the holidays as part of the Lighting of the Plaza ceremony.

LAUNCH EVENT

The Lighting of the Plaza will take place at dusk on Saturday, November 12, 2016 in front of City Hall. The SVVB has partnered with **Transcendence Theatre Company** for a holiday themed short performance, from a stage set in front of City Hall, equipped with AV, sound and lighting. Guest speakers will be on stage and a band will play in the amphitheater near the Visitors Bureau building following the ceremony. **Williams-Sonoma** will be offering hot chocolate to all who attend as well as **The Lodge at Sonoma Renaissance Resort & Spa** offering complimentary hot cider, and **Sonoma Market** offering cookies and swag bags.



MARKETING SUPPORT

- **Advertisements:** Bay Area media outlets, such as: San Francisco Chronicle, SF Gate, Sonoma Magazine, CBS affiliates in San Francisco, and other major media
- Sonoma Market and Glen Ellen Village Market TV screens
- Local **Rack Brochures** at and around the Historic Sonoma Plaza and in swag bags at Lighting ceremony
- Social Media campaign and individual postings designed to attract followers to visit the **campaign website**
- Media **FAM** Tours hosted by the Sonoma Valley Visitors Bureau
- Media **Pitches** (via PR Agency Glodow Nead Communications)
- Radio **Commercials** in the Bay Area



SPONSORSHIP AND POSITIONING

Sponsors of the Lighting of the Plaza will be positioned as ‘brand ambassadors’ of Sonoma and the elements that make the destination unique. Each sponsor’s image and position will correlate with the sponsor’s brand and business identity.

To elevate the awareness of the Plaza, add credibility to the destination, and to build brand loyalty with the visitors, the SVVB is offering sponsorship opportunities to its members and well-known brands, household names and businesses that contribute to the success of Sonoma as a premier travel destination.





LIGHTING OF THE HISTORIC SONOMA PLAZA SPONSORSHIP OPPORTUNITIES:

SUPPORTING SPONSOR - \$500

- 'Holidays in Sonoma' **social media** mention
- Logo inclusion in campaign themed **handouts** distributed on and around the Plaza
- Inclusion in all **Press Releases**
- Logo inclusion in **marketing materials** when applicable
- Inclusion on event landing page on sonomavalley.com

WELCOMING SPONSOR - \$2,500 (BEST VALUE)

All benefits of the Supporting Sponsor, plus:

- Logo inclusion on all **marketing materials** and **banners**
- On stage **acknowledgment** the night of the lighting
- Logo inclusion in all applicable **advertisements**
- Inclusion on **Trip Advisors** 'Sonoma Valley' page
- Inclusion on **Holidays in Sonoma** webpage

HOLIDAY SPONSOR - \$7,500

All benefits of the Welcoming Sponsor, plus:

- **Larger logo** on printed materials
- **Preferred advertisement** on SonomaValley.com
- Social media inclusion and **boosted promotions**
- **Newsletter** inclusion and story to 60,000+ opt in subscribers

WONDERLAND SPONSOR -- \$25,000 (DEADLINE: 10/19/2016)

All benefits of the Holiday Sponsor, plus:

- **Custom Banner** (7-14 days) at the intersection of Broadway and East Napa on the Plaza, at the existing directional sign
- Complimentary **half page ad** in the Sonoma Valley Visitors Bureau Visitors Guide
- Participation in the **media pre-fam**
- Logo inclusion on **Highway 37 billboard**

Note: Media trade options available.



32,770+ – Likes



2,651+ – Followers



15,700+ – Followers

San Francisco
Chronicle

SFGATE

sonoma
magazine

Sonoma Index-Tribune

CBS
San Francisco



tripadvisor®

CBS San Francisco

96.5
koit





SPONSORSHIP COMMITMENT FORM

LIGHTING OF THE HISTORIC SONOMA PLAZA

The **Sonoma Valley Visitors Bureau (SVVB)**, in partnership with the **Sonoma Tourism Improvement District (TID)** and the **City of Sonoma** brings the Lighting of the Plaza back to the Sonoma Plaza for the third straight year. Media and social media have exploded during previous lightings, and with the doubling of the size and quantity of lights, this year proves to be an enormous outreach and awareness opportunity.

_____ YES! We are excited to sponsor the 2-month **Lighting of the Historic Sonoma Plaza** campaign.
_____ *We understand the value of this event and have chosen the following sponsorship:*

_____ **Supporting Sponsorship – (\$500)**

_____ **Welcoming Sponsorship – (\$2,500)**

_____ **Holiday Sponsorship – (\$7,500)**

_____ **Wonderland Sponsorship – (\$25,000)**

_____ **Unfortunately**, we are unable to sponsor the **Lighting of the Historic Sonoma Plaza** at this time. Please consider us next year and on future opportunities.

Business Name: _____

Authorizing Contact: _____

Email: _____

Phone: _____

Authorized Signature: _____

Please return the completed Sponsorship Commitment Form to Jonny Westom, Executive Director at:
jonnywestom@sonomavalley.com or fax: 707-996-9212 by **Friday, October 21, 2016**.