



# MEMBERSHIP



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**SONOMAVALLEY.COM**

## Why become a member? Who should join?

If you want to promote your business to Sonoma Valley's visitors and locals, you'll find tremendous benefit in a membership with the Sonoma Valley Visitors Bureau (SVVB).

The Bureau fulfills key roles in nurturing Valley tourism, from "Meet & Greet" services to guests, to marketing and branding initiatives that directly benefit the SVVB membership. The result is a positive economic impact upon Sonoma and ultimately, you!

The Sonoma Valley Visitors Bureau provides members with direct access to four important business markets:

local companies; leisure travelers; travel and trade; and conventions and meetings. You'll enjoy unique marketing campaigns that will promote your business.

Think of joining as a way to maximize your marketing efforts, with the entire SVVB team promoting your business daily.

Exclusive membership opportunities help give you a competitive edge.

You can choose to participate in promotional activities and programs that help expand your reach to your target markets.

Our audiences include local businesses, leisure travelers, convention and meeting planners, travel agents, tour operators and travel media. You will have the chance to advertise in both

SVVB publications and on [sonomavalley.com](http://sonomavalley.com) as well as participate in seasonal promotional programs.

Our membership stands at 350 and counting. Together, we're putting Sonoma's best foot forward. We can't wait to work with you and for you!

JONNY WESTOM  
EXECUTIVE DIRECTOR



## DAILY REFERRALS FROM THE STAFF OF BOTH VISITOR CENTERS

7 days a week, 361 days a year—the Sonoma Valley Visitors Bureau is open and ready to serve you and your customers! Our two visitor centers greet and assist tens of thousands of visitors every year, helping them find their way and enjoy local Sonoma businesses.



## VISITORS GUIDE INCLUSION LISTING IN THE 125,000 ANNUAL GUIDES DISTRIBUTED NATIONALLY

The ultimate go-to resource for all Sonoma Valley visitors—this guide's a comprehensive and portable portrait of all Sonoma Valley has to offer! Members are also included in an online e-guide that provides clickable ads.



## INCLUSION IN VISITOR MAPS AVAILABLE ONLINE AND IN BOTH VISITOR CENTERS

Our richly detailed, themed maps help connect niche markets with local resources for event planning, hiking & biking, wineries and more. Printed versions are available at our visitors centers as well as downloadable from our website.



## INCLUSION IN WEDDING AND EVENTS PACKET IF APPLICABLE

We furnish wedding and party planners with a comprehensive packet detailing everything they need for an event in Sonoma Valley. This includes applicable information provided by member businesses.



## INCLUSION IN PICNIC GUIDE IF APPLICABLE

Our quick and easy picnic guide helps visitors discover how, when and where they can enjoy a picnic in Sonoma Valley. This handy resource provided to visitors includes applicable member listings leading them to your market or tables.



## MONTHLY MARKETING MEETINGS WITH SVVB MEMBERS AND PUBLIC RELATIONS FIRM

All members are encouraged to attend this unique, monthly opportunity to meet and network with other members, meet our Public Relations team and let everyone know about your business.



## MONTHLY MEMBER E-NEWSLETTER REGULAR UPDATES AND COMMUNICATION

This exclusive Sonoma Valley Visitors Bureau publication is emailed monthly to members with the freshest local news, seasonal updates and queries for press relations content.



## PARTICIPATION IN "I LOVE SONOMA VALLEY" VISITOR PROMOTION PROGRAM

Visitors to our two visitor centers leave with an "I Love Sonoma Valley" sticker and their eyes peeled for wineries and other member businesses displaying a matching sticker in their window.

**Sonoma Valley Visitors Bureau shares Sonoma Valley and our member businesses with the world.**

Contact us today to learn how you and your business can benefit from taking advantage of these unique opportunities.



### **WEBSITE LISTING ON SONOMAVALLEY.COM**

With over 200,000 website visitors a year, we provide a highly visible venue for your business that you can update at anytime! Include photos, web and map links, descriptions, amenities and more! You can even promote your events on our event calendar.



### **BROCHURE DISPLAY AT BOTH VISITOR CENTERS**

The perfect place for you to display brochures, rack cards, business cards, event flyers and/or other promotional materials are in our visitor centers! With over 1,000 walk-in visitors a week, these displays present a great opportunity to showcase your business for visitors.



### **INCLUSION IN WINERY TOUR SCHEDULE AND VARIETAL CHART WHERE APPLICABLE**

A perfect pairing! This helpful schedule and chart directs visitors to a winery perfect for their tastes and needs—delivering targeted, informed visitors to local wineries they'll love.



### **PROMOTION ON SOCIAL MEDIA FACEBOOK (22,000+ LIKES), PINTEREST AND INSTAGRAM**

In a fun and friendly way, we consistently promote our members through online social networking, keeping Sonoma top-of-mind and empowering the Sonoma Valley fan base to continue enthusiastically spreading the word.



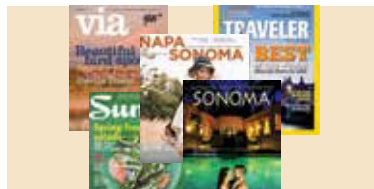
### **EVENT LISTINGS ON WEBSITE CALENDAR AVAILABLE ONLINE**

Make a date with good publicity! Our extensive calendar page on sonomavalley.com is the second most visited page after the homepage! Calendar items are also used by SVVB Staff when creating monthly e-newsletters, connecting with media and more.



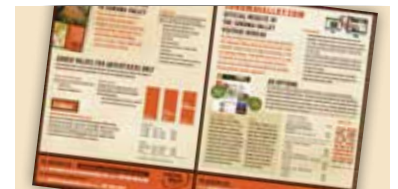
### **UNLIMITED WINTER PROMOTIONS LISTINGS HOLIDAYS IN SONOMA VALLEY, OLIVE SEASON AND GIRLFRIENDS GETAWAY**

Free with membership, these festive events run from November through March and are designed to encourage both visitors and residents to shop, dine, play, and stay in Sonoma Valley in the winter.



### **PUBLIC RELATIONS AND PUBLICITY INCLUSION IN PRESS RELEASES & MEDIA STORIES**

We work with professional media and public relations services to ensure Sonoma Valley and our member businesses are beautifully and effectively represented in the local, regional and global media.



### **ADVERTISING OPPORTUNITIES ON THE WEBSITE AND IN PRINT**

Our annual Visitors Guide provides an excellent platform to advertise your business to curious visitors. For those searching online, the virtual edition of the Guide also includes clickable ads. We also offer advertising space on our website, sonomavalley.com.

OUR TWO VISITOR CENTERS: ON THE HISTORIC SONOMA PLAZA (LEFT) AND CORNERSTONE SONOMA (RIGHT)



## board of directors

Paul Giusto PRESIDENT

Highway 12 Vineyards & Winery

Lesli John VICE PRESIDENT

Pangloss Cellars

Dan Parks TREASURER

Inn at Sonoma | Sonoma Creek Inn

Sondra Bernstein SECRETARY

the girl & the fig

Bill Blum

MacArthur Place Inn & Spa

Suzy Hart

The Lodge at Sonoma

Anne Johnson

Beau Wine Tours

Emily Kendis

Williams-Sonoma

Craig Miller

Fat Pilgrim | Sonoma Hotel

Valerie Patterson

The Hidden Oak Inn

Jerry Wheeler

Sonoma Raceway

## staff

Jonny Westom

EXECUTIVE DIRECTOR

Erin Abbott

MEMBER & VISITOR SERVICES

Laurie Dry

OPERATIONS COORDINATOR

AND MEMBER OUTREACH

VISITOR SERVICES REPRESENTATIVES

Ginni Culwell, Bob Felder,

Heather McLintock, Alexandria Morton,

Carolyn Morton, Susan Poer,

Pat Pulvirenti, Janice Shuck

## public relations

Glodow Nead Communications

The Art Dept.

## community partners

The City of Sonoma,  
Economic Vitality Partnership,  
Sonoma Valley Chamber of Commerce,  
Sonoma Valley Vintners and Growers Alliance

**The Sonoma Valley Visitors Bureau is committed to promoting a deep appreciation for our history, traditions, agricultural and natural beauty.**

We at the Sonoma Valley Visitors Bureau are proud to serve as the premier advocate for our beloved Sonoma Valley! From increasing local tourism through unique marketing and branding initiatives to ensuring visitors enjoy a remarkable experience during their stay, the Visitors Bureau is the trusted and gracious hostess of Sonoma Valley.

We aim to delight, because delighted visitors and locals fuel our local economy. They become repeat tourists and ardent proponents of Sonoma as a world-class destination.

Guided by unparalleled customer service and the passionate expertise of 50+ local volunteers, the Sonoma Valley Visitors Bureau operates two comprehensive, knowledgeable Visitor Centers seven days a week. Outfitted with the most up-to-date information, resources and maps, we steer visitors toward the essential landmarks, events, tours, products, accommodations and establishments that define our Sonoma culture—including your business!

### Member and visitor services:

- Marketing to prospective Sonoma Valley visitors
- Gathering and analyzing data on visitors and callers interested in visiting
- Producing an Annual Sonoma Valley Visitors Guide (distribution 125,000)
- Producing member e-newsletters
- Producing monthly visitor e-newsletter
- Creating promotional programs including Holidays in Sonoma, Sonoma Valley Olive Season, Girlfriends Getaway, and the I ♥ Sonoma Valley campaign
- Maintaining a website to promote members and Sonoma Valley, including a calendar of events
- Acting as a central point for referrals and information for activities and directions, availability of lodging for visitors, and media information for the press
- Providing professional public relations services, including press releases, photography, FAM trips, and publicity
- Providing information for convention groups, film and video productions

## our mission

to enhance the economic viability of our members and promote **Sonoma Valley** as a visitor destination.

**56,000**

walk-in visitors in 2015

**125,000**

Visitors Guides and

**200,000**

Winery Maps distributed

**250,000**

sonomavalley.com visitors in 2015

## history

The Bureau was established in 1984 for the purpose of providing information to visitors and vacationers and to promote the hospitality industry in the Valley. The SVVB is governed by a Board of Directors elected from and by the membership of over 350 member businesses. The eleven member Board includes a five member Executive Committee. The programs and policies of the SVVB are approved by the Board of Directors and carried out by a fulltime professional staff reporting to the Bureau's Executive Director.

The Bureau is the official ambassador to all visitors to the Valley area. In addition, the Bureau works closely with the Sonoma Valley Chamber of Commerce, Economic Vitality Partnership, the City of Sonoma, Sonoma County Tourism, and other business organizations, keeping them informed of the status of Sonoma's visitor market.