

Sonoma City Council Presents

# SONOMA CITY PARTY



AUGUST 4, 2022

6:00-9:30PM

SONOMA PLAZA

**Promote your brand to an audience of thousands at the beloved Sonoma City Party!**

## PLATINUM LEVEL

**Reusable Water Bottle Sponsorship - \$7,999** (limited to 1 sponsors)

*Water is life and an opportunity to circulate your brand, in perpetuity when it's transported. All single use plastics at events held on the Plaza and Depot Park have been banned. The City of Sonoma is installing two more permanent hydration stations in the Plaza. This is a key initiative that will help eliminate tons of single use plastics going to our landfill and offers an excellent opportunity for these branded water bottles to circulate countless events around Sonoma for many years to come! This premium sponsorship package also includes:*

### Pre-event

- Logo included on the Event Promotion Poster
- Recognition on all radio/promotional spots
- Social media mentions prior to the event

### Event Day

- Your logo on the high quality water bottles sold at the event (plastic is banned so water will only be available for sale with a 27 oz. Stainless Steel Double Wall Vacuum Insulated, Wide Mouth Screw On Lid with Carrying Handle). Keep drinks hot for up to Approx. 6 hours or Cold for up to Approx. 12 hours. To encourage distribution, bottles will be priced competitively with single use plastic water bottle (event pricing).
- Top sponsorship spot on the stage side banners and call outs during the Welcome announcement.

### Post-Event

- Sponsor will receive qty of 50 water bottles for their own use.
- First Right of Refusal on 2020 sponsorship of the event



## GOLD LEVEL

**Stainless Steel Wine Cup Sponsorship-\$6,800** (limited to 1 sponsors)

**Stainless Steel Pint Cup Sponsorship-\$4,900** (limited to 1 sponsors)

### Pre-event

- Logo included on the Event Promotion Poster
- Recognition on all radio/promotional spots
- Social media mentions prior to the event

### Event Day

- Outfit the community with commemorative stainless steel reusable wine or beer cups that will last for years to come (to be distributed at the beverage booth).
- Live announcement acknowledging sponsor at the event

### Post-Event

- Sponsor will receive qty of 50 cups for their own use.
- First Right of Refusal on 2023 sponsorship of the event



For information regarding sponsorship opportunities please contact Lisa Janson at 707.339.2534

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## SILVER LEVEL

### **Green Sponsor- 1 Available \$1000 (limited to 1 sponsor)**

The Sonoma City Party is taking further initiatives to make the event more environmentally positive by instituting several new green policies and programs aimed at reducing the amount of waste generated. A complete recycling program has been initiated to help with all other waste. Be part of this exciting new initiative!

Radio Ads, Social media, call outs at the event, signage onsite.

### **Celebrating Sponsor Costs \$1,200 (limited to 6 sponsors)**

#### ***Pre-event***

- Logo included on the Event Poster (must sign sponsorship agreement by July 13, 2022) and recognition on all radio/promotional spots
- Social media mentions 2 occasions prior to the event

#### ***Event Day***

- Logo will appear on the Celebrating Sonoma City Party Banner, which will flank the stage on either side.
- Live announcement acknowledging as a Celebrating Sponsor at the event

#### ***Post-Event***

- First Right of Refusal on 2023 sponsorship of the event

## BRONZE LEVEL

### **Bicycle Valet Sponsorship \$700 (limited to 1 sponsor)**

Reach hundreds of potential customers through the bike valet!

Sponsoring the bike valet program allows you to have direct access to participants and branding visibility at the Sonoma City Party for a fraction of the cost of sponsoring these events.

Put your company's branding on:

- Up to 100 feet of fencing (sponsor can provide the 2' high banner unlimited possibilities)
- Sponsor can provide Valet uniforms (caps and shirts)
- Inclusion in the social media posts encouraging individuals to ride to the Sonoma City Party

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