

SONOMA COUNTY

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SONOMA COUNTY TOURISM

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2026 Stars of the Industry - Sonoma County Tourism Sponsorship Packages

Presenting Sponsor of Stars of the Industry AND Annual Meeting 2026 (\$15,000)

- Includes all of the perks of the **Diamond Sponsorship** for Stars of the Industry **PLUS**
- Eight (8) tickets for the Annual Meeting General Session with a reserved table in the front row; eight (8) tickets for the breakout sessions
- Introduction of one of the Annual Meeting breakout session speakers
- Logo on all appropriate general event signage
- Name/logo displayed on Annual Meeting event website page on SonomaCounty.com
- Opportunity to provide marketing collateral at entrance or on guest tables
- Recognition on email communications sent out regarding the event (*email list of 4,500+ with an open rate of 45%+*)
- Logo on all appropriate general event signage
- Three (3) featured Social Media posts on Sonoma County Tourism Instagram, Facebook, and LinkedIn pages (*This benefit is only available on Facebook and Instagram for sponsors whose businesses are directly visitor facing. Post will occur on a mutually agreed upon date by March 31, 2027.*)

Diamond Sponsorship (\$7,500)

- One (1) reserved table of eight (8) to the Stars of the Industry event
- Speaking opportunity at the start of the Annual Meeting General Session for up to 2 minutes about your product or service **OR** a sponsor block in the SCT Newsletter (business to business would appear in the *Tourism Industry News and Resources*, visitor facing business would be in the *Sonoma Insider* which goes to 158,000 people with a 50% open rate.)
- One (1) featured 30-second social media video produced by Sonoma County Tourism (*This benefit is only available for sponsors whose businesses are directly visitor facing.*)
- Featured listing on the Sonomacounty.com website for three months, putting you at the top of your business category. (*This benefit is only available for sponsors whose businesses are directly visitor facing.*)

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- Logo on all appropriate general event signage, including table signage and event program
- Recognition on looping video pre and post event presentation
- Three (3) featured social media posts on Sonoma County Tourism Instagram, Facebook and LinkedIn pages (*This benefit is only available on Facebook and Instagram for sponsors whose businesses are directly visitor facing. Post will occur on a mutually agreed upon date by March 31, 2027.*)
- Name/logo displayed on Stars of the Industry event website page on SonomaCounty.com
- Recognition on email communications sent out regarding the event (*email list of 4,500+ with an open rate of 45%+*)
- Four (4) tickets to Sonoma County Tourism Annual Meeting in September 2026, TBD

Gold Sponsorship (\$5,000)

- Six (6) tickets to the Stars of the Industry event
- One (1) featured 30-second social media video produced by Sonoma County Tourism (*This benefit is only available for sponsors whose businesses are directly visitor facing.*)
- Featured listing on the Sonomacounty.com website for three months, putting you at the top of your business category. (*This benefit is only available for sponsors whose businesses are directly visitor facing.*)
- Recognition on looping video pre and post event presentation STARS
- Two (2) featured Social Media posts on Sonoma County Tourism Instagram, Facebook, and LinkedIn pages (*This benefit is only available on Facebook and Instagram for sponsors whose businesses are directly visitor facing. Post will occur on a mutually agreed upon date by March 31, 2027.*)
- Name/logo displayed on Stars of the Industry event website page on SonomaCounty.com
- Recognition on email communications sent out regarding the event (*email list of 4,500+ with an open rate of 45%+*)
- Logo listed on table signage and in the event program
- Two (2) tickets to Sonoma County Tourism Annual Meeting in September 2026, TBD

Silver Sponsorship (\$2,500)

- Four (4) tickets to the Stars of the Industry event
- Recognition on looping video pre and post event presentation
- One (1) featured Social Media post on Sonoma County Tourism Instagram, Facebook, and LinkedIn pages (*This benefit is only available on Facebook and Instagram for sponsors whose businesses are directly visitor facing. Post will occur on a mutually agreed upon date by March 31, 2027.*)

- Name/logo displayed on Stars of the Industry event website page on SonomaCounty.com
- Recognition on email communications sent out regarding the event (*email list of 4,500+ with an open rate of 45%+*)
- Logo in the event program

Table Top Sponsor (\$1,500) (Only 1 sponsorship opportunity)

- Two (2) tickets to the Stars of the Industry event
- Logo on all table signage
- Opportunity to provide guests with a branded “take away” (i.e. bottle opener, reusable bottle, gift bag, snack food item, gift; not paper marketing collateral, and subject to approval)
- Recognition on looping video pre and post presentation
- Name/logo displayed on Stars of the Industry event website page on SonomaCounty.com
- Recognition on email communications sent out regarding the event (*email list of 4,500+ with an open rate of 45%+*)
- Two (2) tickets to Sonoma County Tourism Annual Meeting in September 2026, TBD

Reception Sponsor (\$1,000) (Only 1 sponsorship opportunity)

- Four (4) tickets to the Stars of the Industry event
- Recognition on looping video pre and post event presentation
- One (1) featured Social Media post on Sonoma County Tourism Instagram, Facebook, and LinkedIn pages (*This benefit is only available on Facebook and Instagram for sponsors whose businesses are directly visitor facing. Post will occur on a mutually agreed upon date by March 31, 2027.*)
- Opportunity to provide guests with a branded “take away” (i.e. bottle opener, reusable bottle, gift bag, snack food item, gift)
- Name/logo displayed on Stars of the Industry event website page on SonomaCounty.com
- Recognition on email communications sent out regarding the event (*email list of 4,500+ with an open rate of 45%+*)
- Provide all of the wine for the reception bar (8 cases); will be listed on signage at bar menu (*can be requested throughout evening by guests if quantities are available*)
- Logo in the event program

Beverage Sponsorship (Only 5 sponsorship opportunities)

- Two (2) tickets to the Stars of the Industry event
- Recognition on looping video pre and post presentation
- Name/logo displayed on Stars of the Industry event website page on SonomaCounty.com

- Recognition on email communications sent out regarding the event (*email list of 4,500+ with an open rate of 45%+*)
- If winery, provide one red wine (6 cases), one white wine (6 cases) OR one sparkling wine (5 cases) to be paired with dinner courses, listed on dinner menu with the course it is paired with (depending upon the confirmed menu, there will be 4 dinner wines starting with sparkling wine for the first course, a white or rose wine for the second course, a white or red wine for the third course, and a red wine for the main course)
- If brewery, provide 4 cases of beer (24 bottle equivalent) to be available during dinner and served during event reception
- Logo in the event program

[To sponsor, click here.](#)

Questions regarding sponsorship, and to sponsor both **Stars of the Industry** and the **Annual Meeting 2026** please contact:

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