



LIFE OPENS UP®

SONOMA COUNTY TOURISM

SONOMACOUNTY.COM

Stars of the Industry - Sonoma County Tourism

May 7, 2025

Sponsorship Packages

Presenting Sponsor of Stars of the Industry AND Annual Meeting 2025 (\$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, 2026.*)

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.*)

SONOMA COUNTY TOURISM

400 Aviation Blvd., Suite 500, Santa Rosa, CA 95403 | T: 707-522-5800 | 800-576-6662 | F: 707-539-7252 | [SonomaCounty.com](https://www.SonomaCounty.com)

- 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, 2026.*)
- 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 2025, 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, 2026.*)
- 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 2025, 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, 2026.*)

SONOMA COUNTY TOURISM

- 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

Glass Sponsor (\$1,750) (Only 1 sponsorship opportunity)

- Four (4) tickets to the Stars of the Industry event
- Logo included on glassware takeaway provided to each guests
- Recognition on looping video pre and post event presentation
- One (1) feature on Sonoma County Tourism Instagram, Facebook, and Instagram for *only available on Facebook and directly visitor facing. Post will occur on a mutually agreed upon date by March 31, 2026.*
- 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 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)
- 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 2025, 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) feature on Sonoma County Tourism Instagram, Facebook, and Instagram for *only available on Facebook and directly visitor facing. Post will occur on a mutually agreed upon date by March 31, 2026.*
- 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*)

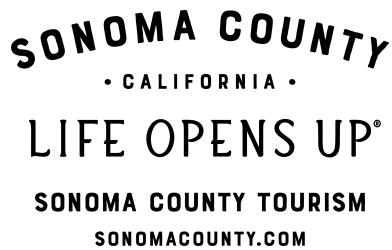
- Two (2) tickets to the Stars of the Industry event
- Recognition on looping video pre and post presentation
- Name/logo displayed on Stars of the Industry event website page on SonomaCounty.com
- Recognition on email communications sent out regarding the event (*email list of 4,500+ with an open rate of 45%+*)
- If winery, provide **SOLD OUT** white wine (6 cases) OR one sparkling wine or 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 6 cases of beer (24 bottle equivalent) to be available during dinner and served during event reception
- Logo in the event program

Questions regarding sponsorship, and to sponsor both **Stars of the Industry** and the **Annual Meeting 2025** please contact:

Judy Groverman Walker
JGW Events
707-953-3909
judy@jgwevents.com

SONOMA COUNTY TOURISM

400 Aviation Blvd., Suite 500, Santa Rosa, CA 95403 | T: 707-522-5800 | 800-576-6662 | F: 707-539-7252 | SonomaCounty.com



Stars of the Industry - Sonoma County Tourism

Sponsorship Registration Form

☐ **Yes! I would like to Sponsor the 2025 Stars of the Industry Event!**

Business Name: _____

Contact Name: _____

Contact Phone: _____

Contact Email: _____

Sponsorship Level: _____

- ☐ Check enclosed.
- ☐ Please invoice me.
- ☐ Please email Judy Walker your high res logo in eps, ai or png format.

Return form to Judy Walker at judy@JGWevents.com

For beverage sponsors (*you will be contacted directly regarding menu pairing*):

Product to be Provided: _____

Quantity to be Provided: _____

- ☐ I will drop the item off at the SCT offices.
- ☐ I need the item to be picked up.

Please send all sponsorship checks to:
Sonoma County Tourism
Attention: Kelly Bass Seibel
400 Aviation Boulevard, Suite 500
Santa Rosa, CA 95403