

SONOMA COUNTY
• CALIFORNIA •
SONOMA COUNTY TOURISM

SPONSORSHIP OPPORTUNITIES
ANNUAL MEETING 2026
THURSDAY, OCTOBER 1, 2026

Each year the Sonoma County Tourism (SCT) industry gathers to reflect on the year that was and look forward to the upcoming 12 months. The SCT Annual Meeting is always a highly anticipated event, but this year's meeting will be an especially exciting one! Featuring expert speakers and actionable breakout sessions, attendees will gain fresh insights and practical strategies to strengthen Sonoma County's brand and visitor appeal. We invite you to partner with us as we work together to share Sonoma County's story, inspire travelers from around the world, and shape the future of our destination.

PRESENTING SPONSOR (\$7,500) (ONLY 1 AVAILABLE) - *SOLD OUT!*

- Eight (8) tickets for the Annual Meeting with a reserved table in the front row
- Speaking opportunity at the start of the General Session for up to 2 minutes about your product or service
- Introduction of one of the breakout session speakers
- 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 4,000+ 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.)

GOLD SPONSOR (\$5,000)

- Six (6) tickets for the Annual Meeting
- Name/logo displayed on Annual Meeting event website page on SonomaCounty.com
- Speaking opportunity at the start of a breakout session for up to 2 minutes about your product or service
- Opportunity to provide marketing collateral at entrance or on guest tables
- Recognition on email communications sent out regarding the event (email list of 4,000+ with an open rate of 45%)
- Logo on all appropriate general event signage

SILVER SPONSOR (\$2,500)

- Four (4) tickets to the Annual Meeting
- Opportunity to provide marketing collateral at entrance or on guest tables
- Name/logo displayed on the Annual Meeting event website page on SonomaCounty.com
- Recognition on email communications sent out before and after the event (email list of 4,000+ with an open rate of 45%)
- 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.)
- Logo on all appropriate general event signage

BRONZE SPONSOR (\$1,500)

- Two (2) tickets to the Annual Meeting
- Name displayed on the Annual Meeting event website page on SonomaCounty.com
- Recognition on email communications sent out before and after the event (email list of 4,000+ with an open rate of 45%)
- 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.)
- Logo on all appropriate general event signage

NETWORKING SPONSOR (\$1,250)

- Two (2) tickets to the Annual Meeting
- Name displayed on the Annual Meeting event website page on SonomaCounty.com
- Brand Recognition as “Networking Sponsor” at start of Annual Meeting and during Breaks between Breakout Sessions
- Recognition on email communications sent out before and after the event (email list of 4,000+ with an open rate of 45%)

HAPPY HOUR SPONSOR (\$1,000) (ONLY 2 AVAILABLE)

- Two (2) tickets to the Annual Meeting
- Name displayed on the Annual Meeting event website page on SonomaCounty.com
- Opportunity to provide guests with a branded “take away” (i.e. bottle opener, reusable bottle, gift bag, snack food item, gift)
- Recognition on email communications sent out before and after the event (email list of 4,000+ with an open rate of 45%)

BEVERAGE SPONSOR - (PROVIDING AT LEAST 2 CASES OF WINE OR 6 CASES OF BEER/CIDER) *SOLD OUT!*

- (2) tickets to the Annual Meeting
- Recognition on email communications sent out regarding the event (email list of 4,000+ with an open rate of 45%)
- Beverages will be listed on signage at bar
- Name on event website page on SonomaCounty.com

QUESTIONS REGARDING SPONSORSHIP

Judy Groverman Walker | 707-953-3909 | Judy@JGWevents.com

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ANNUAL MEETING 2026
SPONSORSHIP REGISTRATION FORM

☐ **YES! I WOULD LIKE TO SPONSOR THE 2026 ANNUAL
MEETING**

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
on or before August 28, 2026.

Return form to Judy Walker at Judy@JGWevents.com

FOR HAPPY HOUR BEVERAGE SPONSORS:

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
3558 Round Barn Blvd., Suite 106
Santa Rosa, CA 95403