

SONOMA WINTER PROMOTIONS VALLEY

FESTIVITIES + PROMOTIONS DRIVING YEAR-ROUND BUSINESS

2013-2014

This valley-wide season of festivities and celebration is coordinated by the Sonoma Valley Visitors Bureau and runs December through March and is designed to encourage Bay Area visitors and residents to shop, dine, play, and stay in Sonoma Valley this winter.



The 2nd Annual Holidays in Sonoma Valley features the wonderful seasonal events, activities, shopping, and ambiance Sonoma Valley provides to visitors in the months of November and December. It's the perfect opportunity to promote your holiday season events, menus, tours, promotions, classes, lodging specials, and activities to prospective visitors!



The 12th Annual Sonoma Valley Olive Season needs 'OLIVE' you! More than ever, the awareness and popularity of olives and olive oil has created increased interest in Sonoma Valley's Olive Season among the media as well as the general public. Take advantage of the attention this winter crop brings to Sonoma Valley and be part of this year's Olive Season.



The 4th Annual Sonoma Valley Girlfriends Month heralds four fantastic weeks of footloose, sumptuous and unabashedly female celebrations to entice gals n' pals to come play in Sonoma Valley. Join the fun by getting your business involved and showcasing the Valley's fabulous feminine side!

how to be included

Sonoma Valley Winter Promotions create a December-March 'Season' of activities and special events to showcase Sonoma Valley. As a member of the Sonoma Valley Visitors Bureau, you can create your own special holiday, olive and girlfriend-themed

promotions and events that we will publicize for you for no additional fee! Become a sponsor and get even more visibility in promotional materials, public relations efforts and receive tickets to the Feast of the Olive! See Sponsor opportunities on back.

Submit your events and special offers online at sonomavalley.com/submitwinterpromo today!

HOLIDAYS IN SONOMA

- NOV 23-24, 2013**
Holidays in Cameros
- NOV 29-30, 2013**
HOSVA Holiday Open House
- NOV 30, 2013**
Lighting of the Snowmen at Cornerstone Sonoma
- DEC 1-24, 2013**
Gingerbread Contest Sonoma Valley Vintners & Growers Alliance
- DEC 6, 2013**
Santa on the Plaza & Lighting of City Hall Christmas Tree
- DEC 14, 2013**
Christmas at the Mission

OLIVE SEASON

- JAN 4, 2014**
The Blessing of the Olives at the Mission
- JAN 10, 2014**
Martini Madness at Saddles Restaurant at MacArthur Place
- JAN 25, 2014**
The Feast of the Olive Ramekins Cooking School
- FEB 14, 2014**
VinOlivo at the Lodge at Sonoma, Presented by the Sonoma Valley Vintners & Growers Alliance
- FEB 14-17, 2014**
Olive Festival
- Finalé Weekend**
President's Day Weekend!
- FEB 15-16, 2014**
An Olive Odyssey at Jacuzzi Family Vineyards

GIRLFRIENDS MONTH

- MAR 1-2, 2014**
Kick Off Weekend
 - MAR 15-16, 2014**
SAVOR Sonoma Valley Heart of Sonoma Valley Association
 - MAR 22, 2014**
Trashion Fashion Show Sonoma Community Center
 - MAR 29-30, 2014**
Finalé Weekend Escape the (March) Madness
- Events are still being developed. Have a great idea or want to host a Signature Event? Call or Email Wendy Peterson: 707-996-1090 x106 or wendypeterson@sonomavalley.com.

GETTING THE WORD OUT



We continue to generate publicity for Winter Promotions through local, regional and national media to further promote Holidays in Sonoma, the Olive Season and Girlfriends Month.

- print ads
- radio campaigns
- cable TV commercials
- digital ads
- BART banners

- plaza banners
- window cling signs
- official website
- public relations campaign

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HOLIDAY HAPPENINGS, OLIVE SONOMA + GIRLFRIENDS GUIDES

The Holiday Happenings Guide, *Holiday Gift Guide (online only), Olive Sonoma Guide and Girlfriends Guide are free lists of specials, promotions, discounts, added values or activities during the Winter Promotions campaign. These guides and companion locator maps will be available online as well as distributed through our two visitor centers. The guides include a listing with a logo or photo, location, contact information and description. Any type of business can participate and there is no limit of events and special offers that can be submitted by any one business, so be creative! See sample offers and submit your events and special offers today: sonomavalley.com/submitwinterpromo

*HOLIDAY GIFT GUIDE

This special section of the Holidays in Sonoma Valley website will feature specific gift items, gift certificates, tours, packages, event tickets, products, and more from Sonoma Valley businesses. The idea is to encourage people who might not be able to visit Sonoma Valley during the holidays to 'give the gift of Sonoma.' The gift guide will include specific items that should be available for purchase easily by ordering online or by phone. Limit two listings per business. Submit at: sonomavalley.com/submitwinterpromo

sponsor levels

PARTICIPATE FREE

- Unlimited listing of Holidays in Sonoma, Olive Season and Girlfriends Month events & promotions on respective websites

MAJOR \$1000

- Logo to appear on the homepage of Olive Season & Girlfriends Month websites plus a business description on the Sponsor page
- Editorial mention in Press Releases
- Editorial mention in at least one monthly E Newsletter with a web link
- 2 tickets to the Feast of the Olive, January 25, 2014

GRAND \$2500

- Everything listed under MAJOR, plus 4 tickets to the Feast of the Olive, January 25, 2014
- Complimentary production and display of vertical tile ad on sonomavalley.com of your Olive Season and/or Girlfriends Month specials and/or events

For details on Media Sponsorship:
Wendy Peterson, Executive Director
Sonoma Valley Visitors Bureau
707-996-1090 ext. 106
wendypeterson@sonomavalley.com

SIGN UP TO BE A SPONSOR on or before OCT 25 to get the most out of Winter Promotions PR and Marketing. Sponsorship will be accepted throughout the Winter Promotion season: events and promotions can be added at anytime.

contact information

CONTACT NAME _____ PHONE _____ DATE _____

BUSINESS _____ FAX _____

MAILING ADDRESS _____ CITY _____ STATE, ZIP _____

EMAIL _____ WEBSITE _____

sponsorship level _____ MAJOR \$1000 _____ GRAND \$2,500

payment method

TOTAL DUE \$ _____ PLEASE SELECT PAYMENT METHOD: _____ CHECK _____ VISA _____ M/C _____ AMEX

CARD # _____ EXP DATE _____

NAME AS IT APPEARS ON CARD (IF DIFFERENT FROM ABOVE) _____

Questions? Contact: Wendy Peterson (707) 996-1090 ext.106 or wendypeterson@sonomavalley.com Please fax to 707-996-9212