



2024

**Sponsorship Opportunities
Sonoma County Harvest Fair Gala**



SPONSORSHIP PROPOSAL

Sonoma County Harvest Fair Gala

The Annual Sonoma County Harvest Fair Gala will take place on Saturday evening, October 12, 2024, at the Grace Pavilion on the grounds of the Sonoma County Fairgrounds & Event Center. **The Harvest Fair is bringing back the excitement of revealing the top three sweepstakes wine winners during the Gala this year!** We look forward to having over 1,500 folks in attendance to taste, toast, and celebrate Sonoma County!

Guests will sip and celebrate Sonoma County Harvest Fair's finest wines all under one roof. While sipping on gold medal award winning wines, guests will savor our Harvest Fair award-winning professional food competition winners. It will be a night to salute the best of Sonoma County. The pinnacle of the gala will be the announcement of our top three sweepstakes winning wines. We invite you to be part of celebrating the region's top winemakers, growers, and culinary artists.

As a Sponsor of the Harvest Fair Gala, you will gain unique access to this prestigious base of participants and guests with multiple opportunities to remind them of your support and involvement in this highly regarded and beloved local event.

Sponsorship Opportunities and Levels

\$10,000 level

- **Logo Placement:**
 - *Electronic Billboard* - Sponsor's logo will be displayed on the Fair's Electronic Billboard at least 5 times per hour for two weeks to be determined.
 - *Website* - Sponsor will have a logo prominently featured on the homepage of the Harvest Fair website, with a link to the sponsor's website.
 - *Event* - Sponsor's logo will be predominantly displayed in Awards Booklets (1,000 distributed to attendees, retailers, hotels, etc.)
 - *Professional Wine and Food Competition Guides*-Sponsor's logo, and recognition as the title sponsor, will be printed on all correspondence sent to participating wineries and culinary partners.
- **Print Ads:**
 - Recognition as a title sponsor in media marketing and press releases when possible. *(date sensitive)*
 - Recognition as a title sponsor in ad on back cover of Sonoma County Fair Racing Program.
- **Tickets:**
 - 18 tickets to the Harvest Fair Gala.
 - Exclusive access to the event through our VIP entrance.
- **Other Benefits:**
 - *Stage* - Sponsor's logo will be displayed on the video image projected on the stage backdrop.
 - Sponsor can be part of the Awards Presentation on stage during the announcement of the sweepstakes wines.
 - Sponsor will receive one premier located display or informational table at the event.
 - Sponsor's banner will be displayed in premium locations.

\$7,500 level

- **Logo Placement:**
 - *Electronic Billboard* - Sponsor's logo will be displayed on the Fair's Electronic Billboard at least once per hour for two weeks to be determined.
 - *Website* - Sponsor will have a logo featured on the homepage of the Harvest Fair website, with a link to sponsor's website.
 - *Event* - Sponsor's logo will be displayed Awards Booklets (1,000 distributed to attendees, retailers, hotels, etc.)
- **Print Ads:**
 - Recognition as sponsor of Harvest Fair in media marketing and press releases when possible. *(date sensitive)*
- **Tickets:**
 - 12 tickets to the Harvest Fair Gala.
- **Other Benefits:**
 - Sponsor will receive one strategically located display or informational table at the event.
 - Sponsor's banner will be displayed in a prominent location.

\$5,000 level

- **Logo Placement:**
 - *Electronic Billboard*- Sponsor's logo will be displayed on the Fair's Electronic Billboard at least once per hour for two weeks (*to be determined*).
 - *Website*- Sponsor will have a logo featured on the sponsor page of the Harvest Fair website.
- **Print Ads:**
 - Recognition sponsor of Harvest Fair in media marketing and press releases when possible. (*date sensitive*)
- **Tickets:**
 - Sponsor will receive 8 tickets to the Harvest Fair Gala.
- **Other Benefits:**
 - Sponsor will receive one display/informational table at the event.
 - Sponsor's banner will be displayed at the event.

\$2,500 level

- **Logo Placement:**
 - *Electronic Billboard*- Sponsor's logo will be displayed on the Fair's Electronic Billboard.
 - *Website*- Sponsor will have a logo featured on the sponsor page of the Harvest Fair website.
- **Print Ads:**
 - Recognition sponsor of Harvest Fair in media marketing and press releases when possible. (*date sensitive*)
- **Tickets:**
 - Sponsor will receive 4 tickets to Harvest Fair Gala.
- **Other Benefits:**
 - Sponsor's banner will be displayed at the event.

\$1,500 level

- **Benefits:**
 - Sponsor's banner will be displayed at the event.