23RD ANNUAL BODEGA SEAFOOD, ART & WINE FESTIVAL

SPONSORSHIP PACKAGES

MOST SPONSOR BOOTHS ARE LOCATED IN THE PAVILLION TENT, WHICH IS THE ENTRANCE TO THE FESTIVAL. FOOD PRODUCT AND ARTISTS ARE ALSO IN THIS TENT.

PRESENTING SPONSOR $10,000

We offer only 1 Presenting Sponsor Sponsorship. This level, besides all the features below, is the Main Stage Sponsor, and your company banner will be displayed behind performers on the Main Stage. Your company name appears on all print marketing as PRESENTING SPONSOR.

PRESENTING SPONSOR MARKETING:

❖**PRINT MARKETING:**
Festival Postcard: Colorful front and back 40,000 run with an 18,000 direct mail marketing campaign
Festival Poster: Colorful 11x17" 1500 posted in Sonoma and Marin Counties
Press Release: You are named as Presenting Sponsor in our press release, sent to over 300 media outlets.
❖**PRINT ADVERTISING**:
3 full color 2 column x 7" ads in the Santa Rosa Press Democrat
2 full color ¼ and ½ page ads in North Bay Bohemian
2 full color ads in California Visitors Review
❖**RADIO ADVERTISING:**
225 spots (total impressions: 82,300) on KRSH, and Sonoma Media stations: concentrated 2 weeks prior to the festival
❖**WEB MARKETING/SOCIAL MEDIA:**
Your company logo, URL and mention on our:
Facebook Page
Constant Contact Email Announcements
Large logo, designating PRESENTING SPONSOR, and link on our website
❖**BOOTH SPACE:**
10x30 booth at the festival, in the Sponsor/Food Product Tent, which can be used to create an interactive display, product sampling, and sales. Booth does not need to be inside tent, but can be an outside booth open on all sides if desired.
❖**BANNERS:**
Placement for 3 banners total besides the company booth, including the Main Stage.

SPECIAL PERKS FOR PRESENTING SPONSORS:

20 Entry Tickets to the festival for family and friends
20 Festival T-Shirts or Hats
20 Wine and Microbrewed Beer Tasting Vouchers
20 Food Vouchers for the festival food booths
Booth Employees have access to Hospitality Area

TOP LOBSTER SPONSORSHIP $5,000

Your company logo and/or name mention in ALL marketing:

❖**PRINT MARKETING:**

Festival Postcard: Colorful front and back 40,000 run with an 18,000 direct mail marketing campaign

Festival Poster: Colorful 11x17" 1500 posted in Sonoma and Marin Counties

❖**PRINT ADVERTISING**:

3 full color 2 column x 7" ads in the Santa Rosa Press Democrat (also all on-line)

2 full color ¼ and ½ page ads in North Bay Bohemian

2 full color ads in California Visitors Review

❖**RADIO ADVERTISING:**

225 spots (total impressions: 82,300) on KRSH, and Sonoma Media stations: concentrated 2 weeks prior to the festival

❖**WEB MARKETING/SOCIAL MEDIA:**

Your company logo and mention on our:

Facebook Page

Constant Contact Email Announcements

Logo and link on our website

❖**BOOTH SPACE:**

10x20 booth at the festival, in the Sponsor/Food Product Tent, which can be used to create an interactive display, product sampling, and sales.

❖**BANNERS:**

Placement for 2 banners in other locations besides the company booth.

SPECIAL PERKS FOR TOP LOBSTER SPONSORS:

20 Entry Tickets to the festival for family and friends

20 Festival T-Shirts or Hats

20 Wine and Micro-brewed Beer Tasting Vouchers

20 Food Vouchers for the festival food booths

Booth Employees have access to Hospitality Area

HAPPY HALIBUT SPONSORSHIP $3000

The Happy Halibut level is our basic sponsorship package, including logo placement in limited advertising and a 10 x 10 booth at the festival.

Your company logo and/or name mention in SOME marketing materials:

❖**PRINT MARKETING:**

Festival Postcard: Colorful front and back 40,000 run with an 18,000 direct mail marketing campaign

Festival Poster: Colorful 11x17" 1500 posted in Sonoma and Marin Counties

❖**WEB MARKETING/SOCIAL MEDIA:**

Your company mention on our:

Facebook Page

Constant Contact Email Announcements

Website with logo and link to your site

❖**BOOTH SPACE:**

10x10 booth at the festival, in the Sponsor/Food Product Tent, which can be used to create an interactive display, product sampling, and sales.

❖**BANNERS:** Placement for 1 banner in other locations besides the company booth.

SPECIAL PERKS FOR HAPPY HALIBUT SPONSORS:

10 Entry Tickets to the festival for family and friends
10 Festival T-Shirts or Hats
10 Wine and Microbrewed Beer Tasting Vouchers
10 Food Vouchers for the festival food booths
Booth Employees have access to Hospitality Area all weekend

TERRIFIC TUNA (BOOTH ONLY) $1000

The Terrific Tuna level of sponsorship is a 10x10 BOOTH ONLY package. Some sponsors do not feel strongly about media placement but simply want to be able to have a booth at the festival, so this is the ideal package for you.
10x20: $1750
Corner Booths: $100 extra

- Logo inclusion in program
- Booth employees have access to the Hospitality Area all weekend

WINE SPONSOR*

The Wine Sponsor donates 20 cases to be sold in our Wine/Beer Booth, which is adjacent to the Main Stage

- Logo inclusion in all print media (postcard, poster, print ads)
- Inclusion in our Constant Contact email campaign and our Facebook marketing campaign.
- Logo and link on our website
- Bold banner placement at the Wine/Beer Booth
- Exclusive company at the Wine/Beer/Cider booth: the only wine sold so **maximum** exposure to the crowd who imbibe at the festival.

SPECIAL PERKS FOR WINE SPONSOR:

10 entry tickets to the festival for family and friends
10 Festival T-Shirts or Hats
10 Wine and Micro-brewed Beer Tasting Vouchers
10 Food Vouchers for the festival food booths
All Booth Employees have full access to Sponsor Hospitality Area

**The Wine Sponsor must also be represented in the Festival Wine and Microbrewed Beer Tasting Tent at some point during the weekend. Wine Sponsors do not need to be present at the Wine/Beer Booth. That is fully staffed.*

IN-KIND DONATIONS

Please contact us if you feel you have a product or service which might be of value to the festival and we can discuss sponsorship levels based on the donation.

CREATE YOUR OWN SPONSORSHIP PACKAGE!

Not seeing something here which is ideal for your business? Let us work with you to create something which will build your company's image, or attract the customers you wish to attract.

Contact me today to become a sponsor of the Bodega Seafood, Art & Wine Festival!

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