

SONOMA VALLEY WINTER PROMOTIONS

FESTIVITIES + PROMOTIONS DRIVING YEAR-ROUND BUSINESS

2011-2012

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.

OLIVE SEASON
DECEMBER - FEBRUARY
SONOMA VALLEY

The 11th 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.

Girlfriends
MARCH GETAWAY MONTH
SONOMA VALLEY

The 3rd Annual **Sonoma Valley Girlfriends Month** heralds four fantastic weeks of footloose, sumptuous and unabashedly female celebrations (from themed spa packages to special tastings and events) 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 Promotion creates a December – March 'Season' of activities and special events to showcase Sonoma Valley. **As a participant or sponsor, you can create your own special olive and girlfriend-themed promotions and events that we will publicize for you!** The main goal is to stimulate winter business in Sonoma Valley and to direct visitors to Winter Promotion participants and sponsors.

PARTICIPATE

\$100

Your business can submit an unlimited number of Olive Season and Girlfriends Month events, offers and/or promotions. The sooner you sign up, the sooner your events and promotions can be publicized. Sign up today!

SPONSOR LEVELS \$500-2,500

Become a sponsor of the Sonoma Valley Winter Promotion 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.
*\$1000-2500 only

OLIVE SEASON SIGNATURE EVENTS

- DEC 3, 2011 **The Blessing of the Olives** at the Mission
- JAN 13, 2012 **Martini Madness** at Saddles Restaurant at MacArthur Place Inn & Spa
- JAN 28, 2012 **The Feast of the Olive** Ramekins Cooking School
- FEB 17, 2012 **VinOlivo** at the Lodge at Sonoma, Presented by the Sonoma Valley Vintners & Growers Alliance
- FEB 17-20, 2012 **Olive Festival Finale Weekend** President's Day Weekend!
- FEB 18-19, 2012 **An Olive Odyssey** at Jacuzzi Family Vineyards

GIRLFRIENDS MONTH EVENTS

- MAR 3-4, 2012 **Kick Off Weekend**
- MAR 5-11 **Nibbles + Sips**
- MAR 12-18 **Body, Mind + Soul**
- MAR 19-24 **Shopping + Arts** fine arts, museum, film and performing arts
- MAR 25-31 **Finale Weekend** Escape the (March) Madness

Events are still being developed. Have a great idea or want to host a Girlfriend's Month Signature Event? Call or Email Wendy Peterson at 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 the Olive Season and Girlfriends Month.



print ads in Diablo, San Francisco, Steppin' Out and SONOMA magazines

plaza banners and event signs

window cling signs for participating businesses

official website olivefestival.com and sonomavalley.com/girlfriends

public relations campaign communications to Glodow Nead Communications

radio campaigns with KGO & KCBS

Feature of Winter Promotion events and guides in the monthly Sonoma Valley Visitors Bureau E-News sent to over 25,000 recipients.

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OLIVE SONOMA + GIRLFRIENDS GUIDE

The Olive Sonoma Guide and Girlfriends Guide are free lists of specials, promotions, discounts, added values, or activities during the Winter Promotions. These guides and companion locator maps will be available to download from sonomavalley.com and Olive Season & Girlfriends Getaway web sites 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 promotions that can be submitted by any one business, so be creative!



OLIVE SEASON SAMPLE OFFERS

Wineries: Samples of cured olives or estate olive oil in your tasting room, discounts on olive related merchandise or olive oil, or a complimentary tasting of a special wine.

Restaurants: A tasting menu or special menu item featuring olives and/or olive oil at a special price, highlighted martini from Martini Madness.

Lodging: Offer an Olive Season Package including accommodations, olive oil spa treatment or massage, or a welcome martini or olive gift basket.

Retailers: Treat customers to a complimentary mini-jar of olive tapenade with purchases over \$25 or create a display of olive related merchandise.

Art Galleries: Host an ongoing olive-related exhibit.



GIRLFRIENDS SAMPLE OFFERS

Wineries: Complimentary tasting of a special wine, discounts on women's merchandise, or special 'ladies only' tour.

Restaurants: Create a tasting menu, special menu item or featured cocktail for girlfriends at a special price.

Lodging: Offer a Girlfriends Package including a welcome gift, accommodations, spa treatments or massages.

Retailers: Treat customers to an added gift with purchase or have an in-store event focused on girlfriends.

Art Galleries: Host an on-going girlfriend-related exhibit.

PARTICIPATE

\$100

- Unlimited listing of Olive Season and Girlfriends Month events & promotions on respective websites

SPONSOR LEVELS

PREMIER

\$500

- Featured listings of your events & promotions on Olive Season & Girlfriends Month websites
- Logo to appear on the homepage of Olive Season & Girlfriends Month websites

MAJOR

\$1000

- Featured listings of your events & promotions on Olive Season & Girlfriends Month websites
- 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 28, 2012

GRAND

\$2500

- Everything listed under MAJOR, plus 4 tickets to the Feast of the Olive, January 28, 2012
- Complimentary production and display of vertical tile ad on sonomavalley.com of your Olive Season and/or Girlfriends Month specials and/or events

Please contact Wendy Peterson, Executive Director, Sonoma Valley Visitors Bureau for details on becoming a **Media Sponsor:** 707-996-1090 ext. 106 or wendypeterson@sonomavalley.com

SIGN UP on or before November 12th to get the most out of Winter Promotion PR and Marketing. Enrollment will be accepted throughout the Winter Promotion Season: events and promotions can be added at anytime.

contact information

DATE _____

CONTACT NAME _____ PHONE _____

BUSINESS NAME _____ FAX _____

MAILING ADDRESS _____ CITY _____ STATE, ZIP _____

EMAIL _____ WEBSITE _____

sponsorship level

IMPORTANT: IN-KIND CONTRIBUTIONS WILL BE CONSIDERED ONLY AFTER THE \$100 PARTICIPATION LEVEL.

PARTICIPANT \$100 PREMIER \$500 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