



LIFE OPENS UP®

SONOMACOUNTY.COM

**EXPERIENTIAL SPONSORSHIP OPPORTUNITIES
ANNUAL MEETING 2025 LEVEL UP
WEDNESDAY, OCTOBER 1, 2025**

Sonoma County Tourism's Annual Meeting: "Level Up" is a dynamic gathering focused on elevating the customer experience by helping local businesses improve their service, appearance, and overall brand presence. Featuring expert speakers and actionable breakout sessions, this event empowers the hospitality and tourism sectors to meet modern expectations and thrive in a competitive market. Please join us as a sponsor as work together to LEVEL UP Sonoma County!

PRESENTING SPONSOR (\$7,500) (ONLY 1 STILL AVAILABLE)

- Eight (8) tickets for General Session with a reserved table in the front row; eight (8) tickets for the breakout sessions
- 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 Membership 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, 2026.)

GOLD SPONSOR (\$5,000)

- Six (6) tickets for the General Session, six (6) tickets for the breakout sessions
- Name/logo displayed on Annual Membership 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
- Two (2) 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, 2026.)



SILVER SPONSOR (\$2,500)

- Four (4) tickets for the General Session, four (4) tickets to the breakout sessions
- 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, 2026.)

BRONZE SPONSOR (\$1,000)

- Two (2) tickets to the General Session, two (2) tickets to the breakout sessions
- 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, 2026.)

HAPPY HOUR SPONSOR (\$1,000)

- Two (2) tickets to the General Session, two (2) tickets to the breakout sessions
- 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 +)
- 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, 2026.)

BEVERAGE SPONSOR

(PROVIDING AT LEAST 2 CASES OF WINE OR 6 CASES OF BEER/CIDER)

- (2) tickets to the General Session
- 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





**ANNUAL MEETING 2025 - LEVEL UP
SPONSORSHIP REGISTRATION FORM**

YES! I WOULD LIKE TO SPONSOR THE 2025 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.

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
400 Aviation Boulevard, Suite 500
Santa Rosa, CA 95403