SUPPORT YOUR SONOMA COUNTY GRAPE GROWERS

SPONSORSHIP OPPORTUNITIES

SUPPORT YOUR SONOMA COUNTY GRAPE GROWERS
SONOMA COUNTY GRAPE GROWERS ARE HARD WORKING FAMILIES WHO FOR GENERATIONS HAVE FARMED THE WORLD’S HIGHEST QUALITY GRAPES.
WHO WE ARE
Sonoma County grape growers are hard working families who for generations have farmed the world’s highest quality grapes. That’s why we are committed to being the nation’s first 100% sustainable wine growing region to preserve the rich agricultural heritage and remarkable beauty of Sonoma County for generations to come.

MISSION
To increase the value of Sonoma County winegrapes while nurturing and protecting sustainable agriculture for future generations.

VALUES
FAMILY FARMING
Sustaining family farms requires commitment and hard work.

UNPARALLELED QUALITY
Our grape growers combine the latest innovations in sustainable agriculture with generations of farming wisdom to grow the world’s finest winegrapes.

STEWARDSHIP
This is the land where grape growers live and work. They are committed to sustaining, preserving and protecting it for future generations.

COMMUNITY
Sustainable agriculture depends on vibrant and healthy people. Sonoma County grape growers treat their neighbors, workforce and community as an extension of their family.

The Sonoma County Winegrowers is fortunate to have some of Sonoma County’s leading winegrowers on our Board of Directors. A special thanks to each of them for all that they do to support our mission.

2018/2019 COMMISSIONERS
• Joe Dutton (Chairman)
• Glenn Proctor (Vice Chairman)
• Mark Sanchietti (Treasurer)
• Marissa Ledbetter
• Doug McIlroy
• George Martinelli
• Vickie Mulas
• Bret Munselle
• Brad Peterson
• Steve Sangiacomo
• Ray Johnson (Public Member at Large)

ALTERNATES
• Kevin Barr
• Tony Bugica
• Domenic Carinalli
• Anna Darden
• Mark Pasternak
• Rich Schaeferes
• Taylor Serres
• Carolyn Wasem
• Robert Weinstock
• Rhonda Smith (Public Member at Large)
OUR SPONSORS ARE COMMITTED TO THE SUCCESS OF OUR GRAPE GROWERS AND THE LONG-TERM PRESERVATION OF SUSTAINABLE AGRICULTURE.
THE IMPACT OF YOUR SPONSORSHIP

Our sponsors are committed to the success of local grape growers and the long-term preservation of sustainable agriculture. Your contribution supports more than 1,800 Sonoma County grape growers and multi-generational family farms. Sonoma County Winegrowers deeply values the partnerships with our sponsors and provides opportunities to gain exposure for your brand and organization. We invite you to learn more about sponsorship and how to connect with our vibrant grape growers and agricultural community.

BY THE NUMBERS

58,235 Acres
Planted to vineyards in Sonoma County

80%
Of Sonoma County vineyards that are 100 acres or less

40%
Of Sonoma County vineyards are 20 acres or less

2 to 1
For every 2 acres of vineyards Sonoma County growers farm and additional 1 acre of diversified agriculture, including dairy, poultry, hay, pasture, figs, lavender, limes, pears, apples, etc.

54,000 Full Time Jobs
Created by the wine community

$13.4 Billion
Economic value from Sonoma County’s wine community

$578 Million
Economic value of Sonoma County winegrapes in 2017

More than 1,800 Grape Growers in Sonoma County

85%
Of Sonoma County vineyards are family-owned and operated
## ANNUAL SPONSORSHIP

By joining us as a sponsor, your company will be supporting our grape grower educational programs, our sustainability initiative, and the dynamic marketing efforts that promote Sonoma County’s winemaking both locally and globally. We invite you to review our annual sponsorship opportunities below. Our sponsors receive a wide range of benefits through our extensive marketing, events and public relations efforts.

<table>
<thead>
<tr>
<th>Exclusive Sponsor/Grower Events</th>
<th>Growers Circle $10,000</th>
<th>Platinum $5,000</th>
<th>Gold $1,500</th>
<th>Silver $500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday Harvest Celebration (December)</td>
<td>Invitation for 4</td>
<td>Invitation for 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dollars &amp; Sense Mixer (January)</td>
<td>Invitation for 4</td>
<td>Invitation for 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual VIP Sponsor Luncheon (Summer)</td>
<td>Invitation for 2</td>
<td>Invitation for 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual Events</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual Events &amp; Tradeshows Business Logo Featured on Signage &amp; Collateral Materials, Guest Speaker &amp; Demonstration Opportunities</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tradeshows (3 Annually) Exhibitor Space</td>
<td>Free and Premier Location</td>
<td>Free and Premier Location</td>
<td>Free Dollars &amp; Sense &amp; 35% Discount on Others</td>
<td>Exhibitor Fee</td>
</tr>
<tr>
<td>Advertising</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vine Times Newsletter Advertisement Distribution 4,000</td>
<td>Full Page</td>
<td>1/2 Page</td>
<td>1/4 Page</td>
<td></td>
</tr>
<tr>
<td>Vine Times Newsletter Sponsor Spotlight Article</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vine Times Winter Newsletter Sponsor Recognition</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Annual Sustainability Report Sponsor Recognition Distribution 100,000+</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SCW Sponsorship Directory Distribution 2,000</td>
<td>Full Page Ad, Logo and Business Listing</td>
<td>Half Page Ad, Logo and Business Listing</td>
<td>Quarter Page Ad, Logo and Business Listing</td>
<td>Business Listing</td>
</tr>
<tr>
<td>Communications</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SCW Website Sponsor Directory &amp; Profile</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>SCW E-Newsletter Sponsor Case Study Highlight</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Off the Vine Radio Show Guest Appearance*</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* When applicable and relevant  
**Subject to availability & frequency
Each year, the Sonoma County Winegrowers hosts a series of events celebrating the work of our grape growers and educational programs to support their efforts. Each event offers a unique opportunity to engage with our constituents and provides a variety of levels of visibility for your company. We invite you to learn about the multiple special events we host annually. If you are interested in learning more about these opportunities and how to connect with grape growers, please contact us for details.

**DOLLARS & $ENSE (WINTER)**

Our annual Dollars & $ense Seminar and Trade Show is one of the North Coast’s longest running and most widely attended wine industry tradeshows for grape growers and vintners. Each year more than 500 grape growers, vintners, wine industry professionals and over 60 trade show exhibitors gather as a community to discuss the industry’s most important issues.

*Presenting Sponsor and Event Sponsor Opportunities Available.*

**GROWER SEMINAR, BARBEQUE AND TRADE SHOW (SPRING)**

Our annual Grower Seminar, Barbeque and Trade Show is open to the public and hosts over 300 people annually. The trade show features over 50 exhibitors highlighting the industry’s best services and innovative products. During the grower seminar, past presenting speakers have explored issues such as national security, borders and immigration; current local and regulatory issues, succession plans and the preservation of agriculture.

*Presenting Sponsor and Event Sponsor Opportunities Available.*

**SUSTAINABLE WINEGROWING FIELD DAY & VENDOR FAIR (SUMMER)**

This annual educational event and trade show focuses on helping grape growers improve sustainable practices. Industry professionals attend to learn about new viticulture innovations and methods and discuss effective, proven sustainable farming practices with experts and peers. Each year 200 grape growers, vintners, wine industry professionals and over 40 trade show exhibitors gather as a community to discuss the industry’s most important issues.

*Presenting Sponsor and Event Sponsor Opportunities Available.*

**HOLIDAY HARVEST CELEBRATION (WINTER)**

After each harvest season, Sonoma County Winegrowers hosts the annual Holiday Harvest Celebration for our grape growers and wine community members. More than 200 Sonoma County grape growers, SCW Commissioners and staff gather each holiday season for this special occasion to celebrate the success of the harvest season, and our grape growers’ hard work. In the spirit of the holiday season, we also choose a local philanthropic cause to support.

*Presenting Sponsor and Event Sponsor Opportunities Available.*

---

If you are interested in becoming a Sponsor, visit [www.sonomawinegrape.org/sponsors](http://www.sonomawinegrape.org/sponsors).
Additional sponsorship opportunities to support the work of the Sonoma County Grape Growers Foundation are also available. For more information, please visit [www.scggf.org](http://www.scggf.org).
Our Creed

We are farmers always

We are grape growers today

We believe in preserving agriculture for future generations

We see sustainability as our compass for better farming and business

We understand that history offers a guide to making decisions in the future

We believe in continuous learning, improvement and collaboration

We are positive contributors to our community and industry

We are caretakers of the land we inherited on behalf of those who will inherit it from us
YES! WE WOULD LIKE TO BECOME A SPONSOR AT THE FOLLOWING LEVEL OF ANNUAL SUPPORT:

- ☐ $10,000 GROWERS CIRCLE
- ☐ $5,000 PLATINUM
- ☐ $1,500 GOLD
- ☐ $500 SILVER

COMPANY INFORMATION

Company Name: __________________________________________________________

BUSINESS DESCRIPTION

Please provide a brief description of the products or services you offer for us to use when promoting your business.

_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________

Checks should be made payable to Sonoma County Winegrowers Please send sponsorship form and contribution to:

Sonoma County Winegrowers
3245 Guerneville Road
Santa Rosa, CA 95401

You can also pay by credit card by visiting: sonomawinegrape.org/sponsors/join-now/
We will notify you upon receipt of payment.

If you have any questions about our sponsorship opportunities, please call Alisha Basich at (707) 522-5867

Name of person completing this form (print) __________________________ Signature _________________________ Date ___________

FACEBOOK/SONOMAGRAPES  @SONOMAGRAPES  SONOMACOUNTYWINEGROWERS