

**SONOMA**  
COUNTY  
**WINEGROWERS**

# SPONSORSHIP OPPORTUNITIES

**SUPPORT YOUR SONOMA COUNTY GRAPE GROWERS**



# WHO WE ARE

Sonoma County grape growers are hard working families who for generations have farmed the world's highest quality grapes.

In 2019, Sonoma County achieved a record-breaking 99% sustainability certification in our local vineyards. This initiative has put Sonoma County on the global map as leaders in sustainability.

We are committed to preserving 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.**

#### **2022/2023 COMMISSIONERS**

- Marissa Ledbetter-Foster (Chair)
- Steve Sangiacomo (Vice Chair)
- Tyler Klick (Treasurer)
- Taylor Serres (Secretary)
- Chris Crispo
- Joe Dutton
- George Martinelli
- Steve Sangiacomo
- Mark Orsi
- Glenn Proctor
- Dan Rotlisberger
- Ray Johnson (Public Member at Large)

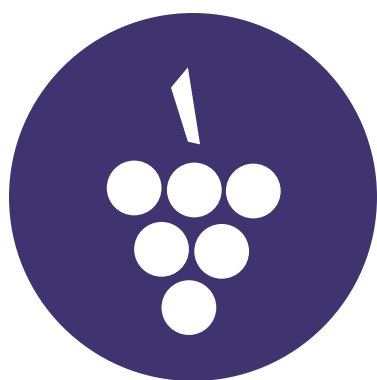
#### **ALTERNATES**

- Domenic Carinalli
- Whitney Hopkins
- Kris Hicks
- Jamie Lowe
- Justin Seidenfeld
- Brad Petersen
- Richard Schaefer
- Matt Vogensen
- April Nalle
- Mary Calla Rowan

# 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.



More  
than  
1,800

Grape Growers in  
Sonoma County

95%

Of Sonoma County  
vineyards  
are family-owned  
and operated



## 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

\$778 Million

Economic value of Sonoma County  
winegrapes in 2018

# 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 winegrowing 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.

		Growers Circle \$10,000	Platinum \$5,000	Gold \$1,500	Silver \$750
Events	<b>Dollars &amp; Sense</b> <i>Logo featured on signage and exhibitor space</i>	Free and premier location	Free and premier location	Free exhibitor space only	Exhibitor Fee
	<b>Grower BBQ &amp; Tradeshow</b> <i>Logo featured on signage and exhibitor space</i>	Free and premier location	Free and premier location	Free exhibitor space only	Exhibitor Fee
	<b>Holiday Harvest Party</b> <i>Social networking with growers</i>	Invitation for 4	Invitation for 2		
Advertising & Communications	<b>Annual Report</b> <i>Distributed to growers electronically and through mail</i>	Full page ad, logo, and business listing	Half page ad, logo, and business listing	Quarter page ad, logo, and business listing	Business listing
	<b>The Good Stuff - Quarterly Magazine</b> <i>Distributed to growers and Sonoma County community through mail</i>	Full page ad 1x	Half page ad 1x		
	<b>Sponsor Case Study</b> <i>Detailed interview featuring a sponsor success story</i>	Featured in Good Stuff - Quarterly Magazine, SCW website and e-blast	Featured on SCW website and e-blast		
	<b>SCW E-Blast</b> <i>Sponsor spotlight</i>	4x	3x	2x	1x
	<b>SCW Website</b> <i>Sponsor directory page</i>	Large featured listing	Medium featured listing	Logo only	Logo only
	<b>SCW Social Media Post</b> <i>Facebook, Instagram and/or LinkedIn</i>	✓	✓		

# SPECIAL EVENTS SPONSORSHIP

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)

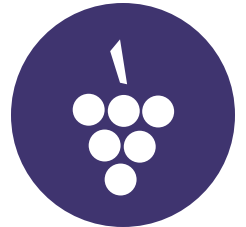
Our annual Dollars & \$ense Seminar and Trade Show is one of the North Coast's longest running and most widely attended wine industry tradeshows for grape growers and vintners. Each year more than 300 grape growers, vintners, wine industry professionals and over 60 trade show exhibitors gather as a community to discuss the industry's most important issues.

*Presenting Sponsor and Event Sponsor Opportunities Available.*

## GROWER SEMINAR, BARBEQUE AND TRADE SHOW (SPRING/SUMMER)

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.*



## 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.

*Event Sponsor and Catering Sponsor Opportunities Available.*

If you are interested in becoming a sponsor, visit  
[www.sonomawinegrape.org/growers-home/growers-sponsorship/](http://www.sonomawinegrape.org/growers-home/growers-sponsorship/).

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

Sonoma County Winegrape Commission  
3245 Guerneville Road  
Santa Rosa, CA 95401

SonomaWinegrape.org  
707-522-5860

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