

Olive Festival

SONOMA VALLEY

olivefestival.com

Sonoma Valley Olive Festival Signature Events 07-08

September 28, 2007
Sponsor Materials Due

December 1, 2007
Blessing of the Olives
Sonoma Mission

January 11, 2008
Martini Madness

January 19, 2008
Feast of the Olive Dinner
Ramekins Cooking School

February 17, 2008
VinOlivo produced by the SVVGA
The Lodge at Sonoma

February 16-18, 2008
Olive Festival Finale Weekend
Presidents Day Weekend!

Sonoma Valley Olive Festival Signature Events 07-08

Advisors

Suzanne Brangham
MacArthur Place Inn & Spa
Ramekins Cooking School

Ed Stolman
The Olive Press

Committee Members

Bill Blum-MacArthur Place Inn
Rob Gemmell-addwater2
Mary Karlin-Ramekins
Gary Saperstein-the girl & the fig
Brian Smucker-Baksheesh
Sarah Tracy-SVVB
Wendy Peterson-SVVB

Community Partners

City of Sonoma
County of Sonoma
Sonoma State Historic Parks
Sonoma County Tourism Bureau
Sonoma Valley Chamber of Commerce
Sonoma Valley Vintners & Growers Alliance

The Seventh Annual Sonoma Valley Olive Festival

The Winter Celebration of All Things Olive!

Join Us!

It's time to gear up for the Seventh Annual Sonoma Valley Olive Festival. We are building on last year's success and planning for a fabulous Season of the Olive and we want you to participate!

The Sonoma Valley Olive Festival is a three-month, off-season promotion designed to stimulate winter business by directing visitors to Festival partners. The Olive Festival showcases Sonoma's exceptional food, wine, arts and olives in an historic, agricultural context, positively impacting the community and our economic vitality.

Last year, our most successful season ever, the Sonoma Valley Olive Festival included more than 40 entertaining, edible and educational events transforming the winter months in Sonoma Valley into a celebration of the senses. The Olive Festival provides publicity for our Festival sponsors with advertising and media coverage including the Olive Festival website www.olivefestival.com.

Enclosed is your sponsor information and registration form. In order to provide our Olive Festival sponsors four full months of promotion in print and on the website (Nov-Feb), please complete the enclosed sponsorship application by **Friday, September 28th**.

We appreciate your support and participation in the Sonoma Valley Olive Festival and look forward to a wonderful 7th Season of the Olive!

Sincerely,



Wendy Peterson | Executive Director | 707 996-1090 ext. 106
Sonoma Valley Visitors Bureau | Sonoma Valley Olive Festival

Sonoma Valley Olive Festival Mission

To unite the community to market Sonoma as a destination—stimulating winter business, directing visitors to Festival partners, and highlighting local businesses within the context of our historic and agriculturally based valley and the Season of the Olive.

How Can You Participate?

The Sonoma Valley Olive Festival creates a framework of special events and promotions to showcase Sonoma Valley December through February. We generate publicity through local, regional and national media to promote the Season of the Olive and as an Olive Festival sponsor you can create your own special olive-themed promotions & events that we will publicize for you!

Create an Olive Related Promotion and/or Event – Create a one time, recurring, or ongoing event or promotion that extends throughout the festival (December–February). An ongoing promotion is a great way to bring visitors to your business through out the winter season. There is no limit of events and promotions that any one sponsor can submit, so be creative!

Sample Promotions

Wineries – Offer 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 – Create a tasting menu or special menu item that features olives and/or olive oil at a special price, highlight your Martini Madness martini from years past

Lodging – Offer an Olive Festival 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

Artists/Galleries – Host an ongoing exhibit featuring olive related artwork

Your Sponsorship Benefits & Collateral

Your Olive Festival promotion and/or event will be featured in the **Official Olive Festival Brochure** distributed at Olive Festival sponsor locations and events, at the Sonoma Valley Visitors Bureau's two locations, and in the **Olive Festival Postcard**. The Postcard will include an abbreviated calendar of events and space for you to write about your own promotion for distribution to your own mailing list. The **olivefestival.com** website will list all events and promotions, and feature special sections with recipes, videos and photos.

To be included in our printed materials, you must register your Olive Festival Promotions and Events, including a 25–word description of your event/promotion, by **September 28, 2007**. See registration form for details. Promotions & events to appear on the website **olivefestival.com** (**not in print**) can be submitted at any time prior to the end of the Festival on February 18, 2008.

What's New for 2007–2008?

The **Olive Festival Finale Weekend** will take place over the three day President's Day Weekend February 16–18, 2008 – showcasing the Sonoma Valley and celebrating the final weekend of the Season of the Olive in grand style! **DETAILS TO COME!**

The Sonoma Valley Visitors Bureau is partnering with the California Independent Grocers Association (CIGA) to promote Sonoma Valley as the premier wine country destination. The Olive Festival will be the focus of the CIGA winter storewide campaign. The promotion includes printed paper shopping bags, posters, and weekend package giveaways at 200 high end food markets from the Central Coast to the Oregon border, all focused on driving business to Sonoma valley, the Olive Festival and our marketing partners and sponsors.

Sponsorship Benefits At A Glance

		BASIC \$250	PRIMARY \$2,500	PREMIER \$5,000	GRAND \$10,000	OFFICIAL \$25,000
*PRINT	Listing of your event(s) and/or promotion(s) in Festival Brochure Logo will appear on Official Festival Brochure Logo will appear in all print materials	X	X X	X X	X X X	X X X
WEBSITE	Listing of your event/promotion on the Website, link to your homepage Line listing in Sponsor section of Website Logo will appear on the homepage of the Website Logo on Sponsor page with a description of your business Logo will appear along with Festival logo on ALL pages of the Website	X X	X X X	X X X	X X X	X X X X
PR	Editorial mention in press releases			X	X	X
TICKETS	Feast of the Olive - January 19, 2008** ** Media Sponsors receive two Feast seats	0	2	3	4	5
OTHER	Listing of Promotional offer in 'Promotions' section of SonomaValley.com Complimentary Inclusion in Finale Weekend Promotions & Collateral	X	X X	X X	X X	X X

***To be included in our printed materials**, you must register your Olive Festival Promotions and Events, including a 25-word description of your event/promotion, by **Friday, September 28, 2007**. See registration form for details. Promotions & events to appear on the website olivefestival.com (**not in print**) can be submitted at any time prior to the end of the Festival on February 18, 2008.

Questions?

Please contact: Wendy Peterson 996-1090 ext 106 or email wendypeterson@sonomavalley.com



REGISTRATION FORM 2007-2008

SONOMA VALLEY OLIVE FESTIVAL - ATTN: WENDY PETERSON
453 FIRST ST EAST, SONOMA CA 95476 FAX 707/996-9212

Please mail or fax your completed form to the address above no later than 5pm on September 28th, 2007 to ensure your inclusion in the Official Festival Brochure. Entries received after the deadline will only appear at www.olivefestival.com

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 Basic \$250 sponsorship level.

____ Basic \$250

____ Primary \$2500

____ Grand Sponsor \$10,000

____ Premier \$5000

____ Official Sponsor \$25,000

Payment Method

Total Due \$ _____

Please select payment method below

Check Visa M/C AMEX

Card # _____ Exp date _____

Name as it appears on Card (if different from above) _____

Business Information to appear on olivefestival.com website

Business _____ Website _____

Description _____

Questions? Contact: Wendy Peterson (707) 996-1090 ext.106 or
Send email to wendypeterson@sonomavalley.com

Olive Festival Promotions and/or Events 2007-2008

All sponsorship levels include publicity for your Olive Festival Sponsor Promotion(s) or Event(s).

Please provide a 25-word description of each promotion or event.

Event and/or Promotion details may be emailed to sarah@sonomavalley.com.

Title_____

Date(s)_____

Description_____

Title_____

Date(s)_____

Description_____

Title_____

Date(s)_____

Description_____

Official Sponsors (\$25,000) and Grand Sponsors (\$10,000)

Please provide a description of your business, product or service. Official sponsors – 50 words; Grand Sponsors – 25 words; to appear with your logo on the sponsor page of the website. We reserve the right to edit descriptions if needed.
