
Sonoma Volunteer Firefighters' Association presents

Sonoma's 4th of July Celebration

Dear Whom It May Concern,

The Sonoma Volunteer Firefighters Association is proud to announce this year's Fourth of July parade theme as "Sonoma Strong!" On October 8th our community was severely impacted by wildfires that devastated lives, property, and the environment. The fires impacted the entire community in some way or another and the resulting response was unprecedented. The showing of strength and support within the community was evident from the moment the fires started, and the community's strength never faltered.

The Sonoma Volunteer Firefighters Association once again is coordinating the entire day and night events for 2018. The 4th of July in Sonoma is a one-day family event with a parade, food vendors, games and contests and of course the spectacular fireworks show. The Downtown Plaza Festival is a neighborhood event that is a branded a local event. All activities are commemorated through press, city hall, brochures, our website, our businesses, and our neighborhoods. As a sponsor, this is the event you want to be a part of for years to come.

We are in need of your help. Sonoma Volunteer Firefighters Association is a 501(c)3 nonprofit. Last year's parade and Plaza festival would not have been successful without the financial help from sponsors. With your sponsorship, SVFA will ensure that the largest one-day community event in Sonoma will be an event for our children to remember!

2018 Sponsorship Opportunity

There are 6 levels of sponsorship.

1. Presenting 2. Liberty 3. Patriot 4. Firecracker 5. Sparkler 6. Freedom

Attached you will find sponsorship levels and benefits associated with each level.

Sonoma Sponsors – It is the SVFA vision that you will want to show everyone in Sonoma and Sonoma Valley that your business is proud to be here. Last year's event attracted over 15,000 people. SVFA looks forward to working with your business and while developing a rewarding relationship.

Sincerely,

Gary Johnson
Marketing/Communications Director
sponsor@sonomavolunteerfirefighters.org

*Your tax deductible donations will enhance the mission of the SVFA to serve the community by providing fundraising support for the Sonoma Valley Fire and Rescue Authority, conduct social functions and educate the public on fire danger and prevention.

Tax ID# 23=7335141

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630 Second Street West – Sonoma – California – 95476
www.sonomavolunteerfirefighters.org – (707)996-2102

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SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR – \$20,000 or for all events (Parade,Festival,Fireworks)- \$40,000

BENEFITS:

- Complimentary VIP invitation to “Meet & Greet” with lead pyrotechnic Joe Boldt and private tour of Fireworks launch site for your company (up to 10)
- Complimentary drink tickets (50)
- Complimentary tickets to the VIP viewing tent area at parade (up to 20)
- Complimentary tickets to VIP viewing area at fireworks show (up to 20) includes dinner with fire families
- Complimentary parade entry fee waived and **one of the first 5 floats**
- Banner at beginning of parade acknowledging you as “Presented by”
- 12 x 12 booth space at festival for promotional items/information
- First right of refusal for 2018

RECOGNITION:

- Presenting sponsorship of the event; event would be named “Sonoma’s Fourth Celebration presented by (your company name here) and Sonoma Volunteer Firefighters’ Association”
 - Presenting sponsor logo recognition on brochure/printed materials (reach up to 225,000 people)
 - Presenting sponsor logo recognition on poster
 - Presenting sponsor name recognition on social media
 - Presenting sponsor name recognition in event-related press release/radio ads
 - Presenting sponsor verbal name recognition at the start of event
 - Opportunity to display three company-provided banners or signage at the event (one 20ft. banner at judges stand)
 - Opportunity to speak during event
 - Presenting sponsor logo recognition on SVFA website with hyperlink to your site
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LIBERTY SPONSOR – \$10,000

BENEFITS:

- Complimentary VIP invitation to “Meet & Greet” with lead pyrotechnic Joe Boldt and private tour of Fireworks launch site for your company (up to 10)
- Complimentary parade entry fee waived and **one of the first 10 floats ***
- Complimentary drink tickets (25)
- Complimentary tickets to the VIP viewing tent area at parade (up to 10)
- Complimentary tickets to VIP viewing area at fireworks show (up to 10) includes dinner with fire families
- 12 x 12 booth space at festival for promotional items/information

RECOGNITION:

- Logo recognition on brochure/printed materials (reach up to 225,000 people)
- Logo recognition on poster
- Name recognition in event-related press release
- Opportunity to speak during event
- Opportunity to display two company-provided banners or signage at event
- Name recognition on SVFA website with hyperlink to your site

PATRIOT SPONSOR – \$7,500

BENEFITS:

- Complimentary VIP invitation to “Meet & Greet” with lead pyrotechnic Joe Boldt and private tour of Fireworks launch site for your company (up to 4)
- Complimentary parade entry fee waived and **one of the first 20 floats ***
- Complimentary drink tickets (5)
- Complimentary tickets to the VIP viewing tent area at parade (up to 4)
- Complimentary tickets to VIP viewing area at fireworks show (up to 4) includes dinner with fire families
- 12 x 12 booth space at festival for promotional items/information

RECOGNITION:

- Logo recognition on brochure/printed materials (reach up to 225,000 people)
 - Logo recognition on poster
 - Name recognition in event-related press release
 - Verbal name recognition at the start of event
 - Opportunity to display one company-provided banner or signage at event
 - Name recognition on SVFA website with hyperlink to your site
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FIRECRACKER SPONSOR – \$5,000

BENEFITS:

- Complimentary tickets to the VIP viewing tent area at parade (up to 2)
- Complimentary tickets to VIP viewing area at fireworks show (up to 2) includes dinner with fire families
- 12 x 12 booth space at festival for promotional items/information
- Opportunity to be lead sponsor of one of the following areas: (Entertainment or VIP Tent)

RECOGNITION:

- Logo recognition on poster
 - Logo recognition on brochure/printed materials (reach up to 225,000 people)
 - Name recognition on SVFA website with hyperlink to your site
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SPARKLER SPONSOR – \$2,500

BENEFITS:

- 12 x 12 booth space at festival for promotional items/information
- Opportunity to be lead sponsor of one of the following areas: (Craft Beer Garden, Domestic Beer Garden, Wine Garden)

RECOGNITION:

- Name recognition on SVFA website with hyperlink to your site
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FREEDOM SPONSOR – \$1,000

BENEFITS:

- 12 x 12 booth space at festival for promotional items/information

RECOGNITION:

- Name recognition on SVFA website with hyperlink to your site
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Other options are available, please contact - sponsor@sonomavolunteerfirefighters.org