
Sonoma Volunteer Firefighters' Association

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

To Whom It May Concern:

The Sonoma Volunteer Firefighters Association (SVFA) has been putting on the Sonoma 4th of July evening fireworks show for 50 years this year, entirely funded through volunteer efforts and local donations. This year, we're planning to make it even better with the theme of "50 Years of Magic: A Fireworks Extravaganza."

The 4th of July in Sonoma is a one-day family event that includes a parade, food vendors, games and contests, and a spectacular fireworks show. The Downtown Plaza Festival is a neighborhood event that is branded as a local event, and all activities are commemorated through press, city hall, brochures, our website, our businesses, and our neighborhoods. We hope that you'll want to be a part of this event as a sponsor for years to come.

We are a 501(c) 3 nonprofit organization and we need your help. Last year's parade and Plaza festival would not have been successful without the financial assistance from our sponsors. With your help, we can ensure that the largest one-day community event in Sonoma will be an unforgettable experience for our children.

It is our hope that you'll want to show everyone in Sonoma and Sonoma Valley that your business is proud to be a part of this community. Last year's event attracted over 15,000 people, so commit now and secure your sponsorship. Alternatively, you can wait on the sidelines for the opportunity to present itself, but it may be years before it's available again. The SVFA looks forward to working with your business and developing a rewarding relationship. We have 6 levels of sponsorship, and we've attached a breakdown of each. You can make a full or partial monetary donation, or provide a whole in-kind donation (the \$ value of donated goods) to our organization. This can be 100% tax deductible, and we'll use your goods on the day of the event to raise money for the mission of the SVFA and continue to present the Sonoma's 4th of July Celebration for years to come.

Sincerely,

Gary Johnson
Communications/Marketing
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707-933-2306

Tax ID# 23=7335141
501. (c) 3

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR – \$20,000 or for all events (Parade,Festival,Fireworks)- \$50,000

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 entries toward the front**
- Banner at beginning of parade acknowledging you as “Presented by”
- 12 foot frontage space at festival for promotional items/information
- First right of refusal for future events

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 foot frontage 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 foot frontage 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 foot frontage 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 foot frontage 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 foot frontage booth space at festival for promotional items/information

RECOGNITION:

- Name recognition on SVFA website with hyperlink to your site

***If some benefits don't fit your needs, we are willing to negotiate changes.**