



SANTA ROSA WEDNESDAY NIGHT MARKET

www.wednesdaynightmarket.org

WE ARE BACK!

Opening Day May 18, 2022
Through August 31st

Join the Fun!

The Wednesday Night Market Board of Directors Invitation to be a Sponsor

*Promote your Business at the 2022 Wednesday Night Farmers Market
in historic Old Courthouse Square*

Santa Rosa's downtown Wednesday Night Market has been Sonoma County's premiere community Farmers Market and Street Fair **for over 30 years**. We hated to miss the last couple of years because of closures for large events, but **Now, We Are BACK** and **We really need YOU!**

The Market is **produced by a non-profit group of local leaders and volunteers** who give their time to make it all happen for our community every Wednesday night. We have an **average nightly attendance of over 8,000 people** and an average **16-week seasonal attendance of over 136,000 people!**

Each Wednesday night in the Summer we bring together an **array of vendors featuring a boutique Farmers Market, Sonoma County's finest fresh street foods**, preserved foods and local **artists and vintage treasures** from all over the North Bay. We are **stepping it up for 2022 with a fantastic Concert Series line-up** and lots of special guest activities for the whole family. Plus, a **new vibe in the Beer & Wine Garden** featuring local beers and an **Exclusive local winery pouring each week**, could this be you?

As a Sponsor, **Businesses and "Community Angels" like you** can market their names and logos to thousands of people each week on **stage and info booth banners**. Showcase your logo in over **5000 postcards and posters** distributed downtown and to our regional neighbors. See it **proudly featured on our Social Media pages**, on our **Website** and in our **Radio Commercials** that reach beyond Sonoma County.

Associate your business name with the fun positive experiences and memories that are found at the Wednesday Night Market. **Our Guarantee:** The Wednesday Night Market **will continue to provide a wonderful place to celebrate life** in Sonoma County for all our local residents and those who visit. **Together we invite you and your business to be a part of the family** as a valued sponsor of this annual community event for **2022, We Are BACK** and we hope to hear from you soon,

Gianni Messmer
WNM Board of Directors, President

Tina Castelli
WNM Market Manager

P.S. Interested in joining this fun casual Board of Directors or being a Market Volunteer and helping us make it happen, contact santarosawednesdaynightmarket@gmail.com, or call Tina 707-246-6741

2022 Wednesday Night Market

Sponsorship Recognitions and Marketing Benefits

Platinum Sponsor **\$10,000**

- . Premium 10x10 Booth Space for all 16 Markets available with exclusive loading zone close by
- . Large Size Logo on Stage and Info Booth Banners for 16 weeks
- . Large Size Logo on 5,000 Events Calendar postcards and posters, distributed all over So Co
- . Large Size Logo on wednesdaynightmarket.org website home page, with Logo link to your website
- . Mentions in all Radio Commercials running, May through August
- . Logo presence on Facebook and Instagram Market pages each week you have a booth
- . 100 Beer and Wine Garden drink tokens to be used throughout the season
- . 2022 Sponsorship Honor plaque for you to display with pride, delivered before Market opens

Gold Sponsor **\$5,000**

- . Premium 10x10 Booth Space for all 16 Markets available with exclusive loading zone close by
- . Medium Size Logo on Stage and Info Booth Banners for 16 weeks
- . Medium Size Logo on 5,000 Events Calendar postcards and posters, distributed all over So Co
- . Medium Size Logo on wednesdaynightmarket.org website, with Logo link to your website
- . Logo presence on Facebook and Instagram Market pages, twice a month, 8x
- . 100 Beer and Wine Garden drink tokens to be used throughout the season
- . 2022 Sponsorship Honor plaque for you to display with pride, delivered before Market opens

Silver Sponsor **\$2,500**

- . Premium 10x10 Booth Space for all 16 Markets available with exclusive loading zone close by
- . Small Size Logo on Stage and Info Booth Banners for 16 weeks
- . Small Size Logo on 5,000 Events Calendar postcards and posters, distributed all over So Co
- . Small Size Logo on wednesdaynightmarket.org website, with Logo link to your website
- . Logo presence on Facebook and Instagram Market pages, each month, 4x
- . 100 Beer and Wine Garden drink tokens to be used throughout the season
- . 2022 Sponsorship Honor plaque for you to display with pride, delivered before Market opens

Bronze Sponsor **\$1,000**

- . Premium 10x10 Booth Space for 5 Markets you choose with exclusive loading zone close by
- . Name listed on Sponsor page on wednesdaynightmarket.org website
- . Logo presence on Facebook and Instagram Market pages, each month, 4x
- . 60 Beer and Wine Garden drink tokens to be used throughout the season

Concert Sponsor **\$1000 per night**

Pick a concert(s) you would like to Sponsor and you will be featured the night of that concert.

- . Premium 10x10 Booth Space for Market date you choose with exclusive loading zone close by
- . Meet the band and have your name announced from the stage at 7 pm break
- . Name listed on Marketing pieces and Sponsor page on wednesdaynightmarket.org website
- . Logo presence on Facebook and Instagram Market pages on date chosen
- . 60 Beer and Wine Garden drink tokens to be used throughout the season

Wine Sponsor _____ 9 cases of Wine per night

Your winery will be the featured winery and will be exclusively poured the night you sponsor. Winery supplies 9 cases of wine, 6 red, 3 white and 2 volunteers to pour and talk to folks about your wine.

- . Sponsor supplied marketing literature and banner to hang in Beer & Wine Garden, must be horizontal and 2x8 maximum in size.
- . Winery logo on Beer & Wine Garden Menu and wine displayed in ice tubs on table
- . Winery name listed on 5,000 Events Calendar postcards and posters, distributed all over So Co
- . Winery name listed on the wednesdaynightmarket.org website
- . Logo presence on Facebook and Instagram Market pages, 2 times the week you sponsor

Benefits for sponsors over \$10,000 can be negotiated. In-kind Sponsorship benefits to be determined by Committee. Contact santarosawednesdaynightmarket@gmail.com or Jessica at 707-299-7540

Sponsorship Pledge Form _____ submit by March 31st

Sponsor Name _____ website _____

Contact Person _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Please check Sponsorship level desired:

Platinum \$10,000

Gold \$ 5,000

Silver \$ 2,500

Bronze \$ 1,000

Concert Sponsor \$1,000 per night

You will be contacted when bands are confirmed
In the order forms are received. Desired dates are
Not guaranteed until you are contacted.

Wine Sponsor

Winery delivers 9 cases of wine to Market office by the
Monday before sponsored Market and schedules 2
volunteers to pour on sponsored night.

1st choice Date(s) _____ 2nd choice Date(s) _____

Wine Sponsor nights will be confirmed in the order
forms are received. Desired dates are not guaranteed
until then.

Print Name _____

Signature _____

Title _____

Date _____

PLEASE COMPLETE AND RETURN TO:

Santa Rosa Wednesday Night Market
613 Fourth Street, Ste 209
Santa Rosa, CA 95404

Please SUBMIT Pledge Form by, March 31st

to assure that you or your organization or business is
included in all of the appropriate marketing pieces.

Contributions are due by April 15th

Wednesday Night Market Sponsor Committee
reserves the right of acceptance of any pledge form.

Please make checks payable to the "Santa Rosa Wednesday Night Market, Tax Id # on request.

For more information, contact santarosawednesdaynightmarket@gmail.com or Jessica at 707-299-7540