



Opening Day  
May 8<sup>th</sup>, 2024  
Through July 31<sup>st</sup>, 2024  
Join the Fun!

## Invitation to be a Sponsor

*Promote your Business at the 2024 Wednesday Night Farmers Market  
in historic Old Courthouse Square*

- **Santa Rosa's downtown Wednesday Night Market** has been Sonoma County's premiere community Market and Street Fair **for over 30 years.**
- 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 and that's why we need your help.
- We predict for 2024 an average nightly attendance of 3 - 5,000 guests.

On Wednesday nights, in the Summer, we bring together an amazing array of vendors featuring: Sonoma County's finest fresh Street Foods & Sweet Treats with NEW Special Guest Food Trucks Preserved Foods – hummus, bakeries, desserts, salads, fresh fruits and more  
Local Artists and Vintage Treasures from all over the North Bay  
A collection of Sonoma County non-profit groups here to share how they can help

We are back for 2024 with a fantastic Concert Series line-up and lots of special guest activities for the whole family. Plus, taste the best of Sonoma County locals under the Beer & Wine Tents.

Businesses and "Community Angels" like you can market your names and logos to thousands of people. Associate your business name with the fun positive experiences and long-lasting memories that are found at the Wednesday Night Market.

Together we invite you and your business to be a part of the family as a valued sponsor of this annual community event for 2024, we hope to hear from you soon,

Gianni Messmer  
WNM Board of Directors, President

David Glass  
WNM Director, Vice President

P.S. Interested in joining this fun Board of Directors and helping us make it happen, contact [gianni3333@gmail.com](mailto:gianni3333@gmail.com), or call Gianni at 707-326-0766

## 2024 Wednesday Night Market Sponsorship Recognitions and Marketing Benefits

### Platinum Sponsor \$10,000

- . Premium 10x10 Booth Space for all **12 Markets** available with exclusive loading zone close by
- . Large Size Logo on Stage and Info Booth Banners for 12 weeks
- . Large Size Logo on Events calendars, post cards and posters, distributed all over So Co
- . Large Size Logo on wednesdaynightmarket.org website home page, with Logo link to your website
- . Mentions in Radio Commercials running, May through July
- . Logo presence on Facebook and Instagram Market pages each week you have a booth
- . 2024 Sponsorship Appreciation Plaque for you to display with pride

### Gold Sponsor \$5,000

- . Premium 10x10 Booth Space for all **12 Markets** available with exclusive loading zone close by
- . Medium Size Logo on Stage and Info Booth Banners for 12 weeks
- . Medium Size Logo on Events calendars, post cards 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
- . 2024 Sponsorship Appreciation Plaque for you to display with pride

### Silver Sponsor \$2,500

- . Premium 10x10 Booth Space for **10 Markets** available with exclusive loading zone close by
- . Small Size Logo on Stage and Info Booth Banners for 8 weeks
- . Small Size Logo on Events calendars, post cards 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, once each month, 4x
- . 2024 Sponsorship Appreciation Certificate

### Bronze Sponsor \$1,000

- . Premium 10x10 Booth Space for **3 Markets** you choose with exclusive loading zone close by
- . Small Size Logo on wednesdaynightmarket.org website, with Logo link to your website
- . Logo presence on Facebook and Instagram Market pages, once each month, 4x
- . 2024 Sponsorship Appreciation Certificate

### Friends of Market Sponsor \$500

- . Premium 10x10 Booth Space for **1 Market** you choose with exclusive loading zone close by
- . Small Size Logo on wednesdaynightmarket.org website, with Logo link to your website site
- . Logo presence on Facebook and Instagram Market pages on date(s) chosen
- . 2024 Sponsorship Appreciation Certificate

**Concert Sponsor \_\_\_\_\_ \$1,000 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
- . Your name/business will be 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(s) chosen
- . 2024 Sponsorship Appreciation Certificate

**Wine Sponsor \_\_\_\_\_ 5 cases of Wine per night**

**Your winery will be the featured winery and will be exclusively poured the night you sponsor.**

**Winery supplies 5 cases of wine, 3 white/rose, 2 red.**

- . Winery logo on Beer & Wine Tents Menu and wine displayed in ice tubs on table
- . Name listed on Marketing pieces and Sponsor page on wednesdaynightmarket.org website
- . Logo presence on Facebook and Instagram Market pages on date(s) chosen
- . 2024 Sponsorship Appreciation Certificate

**Beer Sponsor \_\_\_\_\_ 3 half barrel kegs one night**

**Your brewery will be the featured brewery and will be poured the night you sponsor.**

**Brewery supplies 3 half barrel kegs of beer, 1 light lager, 2 IPA/Pale.**

- . Brewery logo on Beer & Wine Tents Menu
- . Bring promotional items and interact with guests to promote your location (Optional)
- . Name listed on Marketing pieces and Sponsor page on wednesdaynightmarket.org website
- . Logo presence on Facebook and Instagram Market pages on date(s) chosen
- . 2024 Sponsorship Appreciation Certificate

**Benefits for sponsors over \$10k are up for negotiation. In-kind Sponsorship benefits to be determined by Committee. Contact gianni3333@gmail.com, or call Gianni at 707-326-0766**

# Sponsorship Pledge Form submit by **March 15, 2024**

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
- Friends of Market \$ 500

Print Name \_\_\_\_\_  
Signature \_\_\_\_\_  
Title \_\_\_\_\_  
Date \_\_\_\_\_

- Concert Sponsor \$1,000 per night  
You will be contacted when bands are confirmed Santa Rosa. Then you will be able to choose dates.  
Not guaranteed until you are contacted.

**PLEASE COMPLETE AND RETURN TO:**  
Wednesday Night Market  
755 Fourth Street  
Santa Rosa, CA 95404

- Wine/Beer Sponsor  
Winery delivers 5 cases of wine to Market office by the Monday before sponsored Market.  
Wednesday Night Market picks up and drops off kegs from brewery on the day of the event.

**Please SUBMIT Pledge Form by, March 15th**  
To insure that you or your organization or business is included in all the appropriate marketing pieces.

1<sup>st</sup> choice Date(s) \_\_\_\_\_ 2<sup>nd</sup> choice Date(s) \_\_\_\_\_  
Wine Sponsor nights will be confirmed with you when all forms are received. Desired dates are not guaranteed until then.

**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 gianni3333@gmail.com, or call Gianni at 707-326-0766**