

# SANTA ROSA WEDNESDAY NIGHT MARKET



**COMMUNITY  
FOOD & MUSIC**

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**BE PART OF  
2026!**



## 37 YEARS OF SERVING OUR COMMUNITY





**SUPPORT LOCAL. CELEBRATE COMMUNITY. SPONSOR 2026!**

## Our Mission

The Santa Rosa Wednesday Night Market is Sonoma County's premier summer street fair, dedicated to celebrating local culture, uplifting small businesses, and keeping downtown Santa Rosa vibrant. For more than 36 years, we've brought together thousands of residents and visitors each week to enjoy the best of our region—local food, art, wine, music, and community.

Organized by a committed volunteer board and sustained through partnerships with vendors, sponsors, and non-profits, the Market creates a ripple effect that strengthens downtown businesses and fosters community pride. Every season, we strive to deliver a safe, family-friendly, and welcoming experience that highlights the creativity and diversity of Sonoma County.

Funds raised through sponsorships go directly back into producing the Market—supporting security, street closures, sound, staffing, and entertainment—ensuring each Wednesday night is professionally produced, accessible to all, and unforgettable.

Our mission is simple yet lasting: to build community, support local economies, and celebrate the spirit of Sonoma County through vibrant summer nights in the heart of downtown Santa Rosa.

# Join the Fun – Why Support the Market?

Sponsoring the Santa Rosa Wednesday Night Market means joining Sonoma County’s biggest summer tradition. Each week, 7,000–10,000 guests pack downtown for food, music, art, and community. With national acts returning in 2026, audiences will be bigger than ever.

By sponsoring, your business gains:

- Unmatched Community Reach
- Powerful Brand Exposure
- A Trusted Local Connection
- Downtown Impact
- Valuable Networking
- Smart Giving – your sponsorship is tax-deductible, making your support both meaningful and financially strategic.

Your sponsorship doesn’t just promote your business—it sustains a tradition, strengthens downtown, and helps create unforgettable summer nights for the entire community.

✨CHOOSE YOUR LEVEL OF SUPPORT✨				
🎤 Market Sponsor \$25,000	💎 Platinum Sponsor \$10,000	★ Gold Sponsor \$5,000	🎊 Silver Sponsor \$2,500	✨ Bronze Sponsor \$1,000
<ul style="list-style-type: none"><li>• <b>Exclusive Industry Sponsorship</b></li><li>• <b>Large logo</b> on banner above stage, entrance banners, VIP area + digital screens (national acts only)</li><li>• <b>Large Logo</b> on website (with link to your business) + all marketing &amp; print</li><li>• <b>10 VIP wristbands + 10 drink tickets</b> weekly (\$4,000+ value)</li><li>• <b>Exclusive artist meet &amp; greet</b> (national acts)</li><li>• <b>Radio ad</b> mentions during market and monthly</li><li>• <b>Monthly social media spotlight</b> (for all of 2026)</li><li>• Premium placement of <b>10×10 booth</b> at all events</li><li>• <b>2026 Sponsor Appreciation Plaque</b></li></ul>	<ul style="list-style-type: none"><li>• <b>Large logo</b> on side of stage/info booth <b>banners</b> (10 weeks)</li><li>• <b>Large logo</b> on website (with link to your business), community posted music calendar, <b>all print marketing</b></li><li>• <b>5 VIP wristbands + 5 drink tickets</b> weekly (\$2,000+ value)</li><li>• <b>Sponsor page placement</b> (with link)</li><li>• <b>Radio mention</b> 1x per month during market (May–July 2026)</li><li>• <b>Bi-Monthly social spotlight</b> (6 for all of 2026)</li><li>• <b>10×10 booth</b> for 6 markets (optional)</li><li>• <b>2026 Sponsor Appreciation Plaque</b></li></ul>	<ul style="list-style-type: none"><li>• <b>Medium logo</b> on side of stage/info booth <b>banners</b> (10 weeks)</li><li>• <b>Medium logo</b> on website (with link to your business), community posted music calendar, <b>all print marketing</b></li><li>• <b>2 VIP wristbands + 2 drink tickets</b> weekly (\$1,000+ value)</li><li>• <b>Sponsor page placement</b> (with link)</li><li>• <b>Monthly social spotlight</b> during market (May - July 2026)</li><li>• <b>10×10 booth</b> at 3 non-national act markets (optional)</li><li>• <b>2026 Sponsor Appreciation Plaque</b></li></ul>	<ul style="list-style-type: none"><li>• <b>Small logo</b> on side of stage/info booth <b>banners</b> (10 weeks)</li><li>• <b>Small logo</b> on website (with link to your business), community posted music calendar, <b>all print marketing</b></li><li>• <b>2 VIP wristbands + 2 drink tickets</b> (\$100+ value)</li><li>• <b>Sponsor page placement</b> (with link)</li><li>• <b>Quarterly social spotlight</b> (4x in 2026)</li><li>• <b>10×10 booth</b> at 1 non-national act market (optional)</li><li>• <b>2026 Sponsor Appreciation Certificate</b></li></ul>	<ul style="list-style-type: none"><li>• Small logo on <b>website sponsor page</b> (with link to your business)</li><li>• <b>Small logo</b> on music calendar &amp; printed marketing</li><li>• <b>Quarterly social spotlight</b> (4x in 2026)</li><li>• <b>2026 Sponsor Appreciation Certificate</b></li></ul> <div>In Kind Sponsorships Available</div>



# Sponsorship Pledge Form



## Contact:

- **Joti Chandi – Market President**
- **Email:** [joti@chandihospitality.com](mailto:joti@chandihospitality.com)
- **Phone:** (925) 348-2693

## Sponsor Information

- **Sponsor/Business Name:** \_\_\_\_\_
- **Website:** \_\_\_\_\_
- **Primary Contact Person:** \_\_\_\_\_
- **Title/Role:** \_\_\_\_\_
- **Mailing Address:** \_\_\_\_\_
  - **City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_
- **Phone:** \_\_\_\_\_
- **Email:** \_\_\_\_\_

## Sponsorship Level (Please select one)

- ☐ **Market Sponsor – \$25,000**
- ☐ **Platinum Sponsor – \$10,000**
- ☐ **Gold Sponsor – \$5,000**
- ☐ **Silver Sponsor – \$2,500**
- ☐ **Bronze Sponsor – \$1,000**

## Payment & Submission

Return completed form and payment to:

- **Wednesday Night Market**
- **755 Fourth Street**
- **Santa Rosa, CA 95404**

**Checks payable to:** *Santa Rosa Wednesday Night Market* (Tax ID available upon request)