

VALLEY of the MOON VINTAGE FESTIVAL

Presented by,
Sonoma Valley Vintners & Growers Alliance and Foundation

SPONSORSHIP OPPORTUNITIES





IN SONOMA VALLEY

THE ROOTS RUN DEEP

From the heights of Moon Mountain to the windswept hills of Los Carneros, Sonoma Valley is an incomparable region with some of the world's most iconic vineyards, acclaimed wines, and welcoming community.

This October 7 & 8, join Sonoma Valley as we celebrate our 198th grape harvest during the historic Valley of the Moon Vintage Festival. Our winemakers, grape growers and community welcomes you for a weekend honoring our region's rich winemaking legacy and agricultural heritage in the birthplace of California Wine.

Immerse yourself and revel in the most anticipated time of year, harvest. Our wine community looks forward to hosting you at some of Sonoma Valley's most historic and captivating locations, raising a glass (or two) alongside some of the most talented individuals in winemaking and winegrowing, and sharing in the excitement of another incredible Sonoma Valley vintage.

About the Sonoma Valley Vintners & Growers Alliance

The Sonoma Valley Vintners & Growers Alliance (SVVGA) is a 501 (c) 6 non-profit organization serving more than 500 vintner, grower and associate members who share a mission to promote the awareness of Sonoma Valley's winegrapes, winemaking legacy, and history, as the birthplace of California wine. Sonoma Valley comprises six of the 18 American Viticulture Areas (AVAs) of Sonoma County: Bennett Valley, Los Carneros, Moon Mountain District, Sonoma Coast, Sonoma Mountain, and Sonoma Valley.



SVVGA is comprised hundreds of member wineries and grape growers, as well as associate members who work together to promote awareness of the Sonoma Valley and its extraordinary wines and grapes, its incomparable climate, and its richly diverse terrain and terroir.



Our mission is not only to foster collaboration among Sonoma Valley's wine industry, but to protect and preserve our winemaking legacy and agricultural heritage.

We support our members and wine region through advocacy, marketing and education.

Our Foundation

The Sonoma Valley Vintners & Growers Foundation (SVVGF) is a 501 (c) 3 non-profit organization committed to activating the generosity of Sonoma Valley vintners and growers to support a thriving local community. The Foundation contributes to a healthy Sonoma Valley through grant making, scholarships, and charitable programs.



Opportunity

Through these key relationships, our sponsors will gain direct access to engage with, and support our community of vintners, growers, artisans and more in a focused and impactful way. We strive to create opportunities for our sponsors to engage, collaborate, network and socialize with event participants, guests and community members.

Your Impact

The success and collaborative nature of the Valley of the Moon Vintage Festival would not be possible without our partners. Your contribution directly supports event programming, champions community leaders to provide critical access to business resources for our agricultural community, and bolsters marketing efforts that preserves the heritage of Sonoma Valley.

2022 SCHEDULE OF EVENTS

FRIDAY | OCTOBER 7

SONOMA VALLEY LEGENDS DINNER, Sponsored by **TricorBraun WinePak** | 6:30PM

An exclusive evening at one of Sonoma Valley's most historic and endearing wineries, Buena Vista Winery, the Sonoma Valley Legends Dinner, *sponsored by TricorBraun WinePak*, brings together the veritable who's who of Sonoma Valley, winemaking and winegrowing legends, and incredible library and rare vintage wines. This unforgettable evening and dinner event kicks off the Vintage Festival weekend, where wine enthusiasts and Sonoma Valley's iconic wine community can enjoy an exclusive dinner celebrating the Birthplace of CA Wine.

SATURDAY | OCTOBER 8

OFFICIAL KICKOFF + HISTORIC SONOMA VALLEY GRAPE STOMP | 10:00AM

Join the official kickoff and opening ceremony with live performances including Mariachis and more! Then, toss off your shoes, roll up your pants and get ready for Sonoma Valley's Historic Grape Stomp. Participate in this time-honored tradition and friendly competition. Register to compete on behalf of your business, or sign up for the whole family to compete.

ARTISANS FESTIVAL | 10:00AM - 4:00PM

The Artisans Festival brings together local artists, makers and creators of all kinds. See unique installations and meet artists from all over the Sonoma Valley. This festival is free and is open to the public.

LIVE MUSIC + WINE + ACTIVITIES | 11:00AM - 4:00PM

Throughout the day visitors can enjoy local wine and beer by the glass, BBQ, and games while listening to live music on the Historic Sonoma Plaza. Sip Sonoma Valley wines as you stroll the Artisans Festival, or pop into a number of local Plaza-facing tasting rooms and restaurants. There is something for everyone to enjoy! The weekend isn't complete without bringing home some Sonoma Valley SWAG; event merchandise including the famed Vintage Festival Poster will be available to purchase.

SONOMA VALLEY GRAND TASTING, Sponsored by **Merrill Lynch, The Gonzales Group** | 6:00PM

Join Sonoma Valley's Vintners & Growers for an extravagant evening of wine tasting under the stars in the historic Sonoma Barracks. The Sonoma Valley Grand Tasting, *sponsored by Merrill Lynch, The Gonzales Group* is your opportunity to experience the Sonoma Valley's incredible diversity of wines and growing regions. This walk-around regional tasting will feature an impressive collection of Sonoma Valley's most interesting and impeccably selected wines from more than 40 different wineries. Engage with winemakers and winegrowers, while you taste current vintages from each of Sonoma Valley's 6 appellations and enjoy locally prepared cuisine from some of the Valley's most notable chefs and artisans.



PRESENTING SPONSORSHIPS

Vintage Festival Executive Naming Sponsor

Sonoma Valley Legends Dinner Presenting Sponsor not available in 2022

Sonoma Valley Grand Tasting Presenting Sponsor not available in 2022

Sonoma Valley Historic Grape Stomp Presenting Sponsor

CATEGORY SPONSORSHIPS

Automotive | \$25,000 (1 available)

Culinary | \$10,000 (2 available)

Media | \$10,000 (multiple available)

Music | \$10,000 (2 available)

Transportation | \$10,000 (1 available)

WEEKEND SPONSORSHIPS

Magnum Level | \$2,500 (multiple available)

Jeroboam Level | \$5,000 (multiple available)

Imperial Level | \$10,000 (multiple available)

GREEN SPONSORSHIP - 1 available

The Valley of the Moon Vintage Festival is committed to making our event more environmentally positive by instituting initiatives aimed at reducing waste and our carbon footprint.

IN SONOMA VALLEY

THE ROOTS RUN DEEP



Sponsorships at all levels of support are welcome. If you would like to get involved and participate in a meaningful way, please email Andriana@SonomaValleyWine.com or VintageFestival@SonomaValleyWine.com