

THE EIGHTEENTH ANNUAL
SONOMA SALUTE TO THE ARTS
JULY 25-27, 2003

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The Events

An elegant, vibrant food, wine, and art extravaganza, Sonoma's annual Salute to the Arts brings visual, performing, and literary artists together with chefs, food producers, and winemakers.

This sumptuous, bountiful gathering attracts connoisseurs from throughout the Bay Area and across the nation, firmly establishing the name "Sonoma" in the memories of those who attend. Events are festive, beautiful, and demonstrative. They are designed to introduce food, wine, and art to the consumers who attend, and to promote the sponsors who support this endeavor.

The Salute Celebration, our opening night gala, boasts an art related-theme each year. In 2001 we played parts in *Life is a Cabernet*, based on the movie classic *Cabaret*, and in 2002 *Salute Royale – 002*, our wine country version of the classic James Bond spoof, *Casino Royale*. *Happy Trails – Discovering the Food, Wine, and Art of Sonoma* – this summer's down home theme, invites guests to kick up their heels and enjoy the genres of western music and movies as they celebrate the region's cultural and agricultural bounty.

This 18th annual showcase event pays tribute to the artists, musicians, actors, writers, and poets who give depth, joy, and interpretation to life's complexities; to non-profit organizations who help give the arts presence in our daily lives; to art education which inspires our youth and their spirit of creativity; to the farmers, grape growers, chefs, and winemakers who bring world-class foods and wines to our tables; and to this scenic paradise where we enjoy access to an abundance of riding and hiking trails which provide opportunities to experience the beauty of Sonoma County.

As Sonoma's aesthetic centerpiece and most dynamic fundraising vehicle for the arts, Salute to the Arts generates proceeds for numerous non-profit arts, cultural, and educational organizations. The Sonoma Valley Arts Alliance, the festival's non-profit sponsor, contributes net proceeds to approximately 20 participating organizations each year. Through Sonoma's annual Salute to the Arts, the Sonoma Valley Arts Alliance also funds scholarships for high school seniors interested in pursuing careers in the arts. The scholarship fund, established in 1998, provides awards for students of music, visual art, theater, and creative writing.

Sponsorship

The weekend of events provides extraordinary exposure for sponsors through promotions, advertising, and presentation to 20,000 plus consumers. Sponsorships in a range of values are available.

The Non-Profit Sponsor

The Sonoma Valley Arts Alliance, established in 1986, assumed sponsorship of Salute to the Arts in 1988. The festival has enabled the Alliance to promote the arts; foster communication between artists, organizations, and the public; and raise funding for the arts. Representatives from numerous non-profit organizations and businesses, as well as individual artists, comprise the organization's Board of Directors.

The Producer

Salute to the Arts was conceived and founded by Pat Summers of Summers-McCann Inc. Public Relations of Sonoma, California. Established in 1985, the firm has represented an array of Northern California businesses and organizations. Appreciation of the arts and Sonoma County's natural beauty, agricultural diversity, and many amenities inspired the event's concept. Dedication to quality of presentation in every endeavor has guided its development.

SONOMA VALLEY ARTS ALLIANCE BOARD OF DIRECTORS

Kate Murphy ~ President
Michael Holland ~ Vice President
Marla Glick ~ Co-Secretary
Ann McDonald ~ Co-Secretary
Claudia Wagar ~ Treasurer
Dick Cole
Pam Lahey Hagen
Zachary McCormick
Thomas Patrick

All of the following sponsorship benefits are based on cash sponsorship. In-kind sponsorships and partial in-kind sponsorships will be individually negotiated.

Complimentary advertising does not include ad design or production. Ad production is available for a separate fee plus expenses.

Event ticket allocations are based on cash sponsorship. Additional event tickets must be purchased.

Producer:

Summers-McCann Inc. Public Relations

P.O. Box 1385 • Sonoma, CA 95476

707.938.1133 • fax 707.938.0123

www.salutetothearts.com • info@salutetothearts.com

Bronze \$1,000 or more

The following guidelines apply to cash sponsorship

- Sponsors will be listed on posters and in programs.
- Sponsors will be listed on signage displayed at the events.
- Sponsors will be listed on the Sonoma Salute to the Arts website, with a link to sponsor's website.
- Two corporate guests will be invited to the Salute Celebration on Friday, July 25, at historic Buena Vista Winery.
- Food and wine tasting tickets for Sonoma Plaza on Saturday or Sunday, July 26 or 27 will be provided for two corporate guests.
- Contribution must be received by the Sonoma Valley Arts Alliance by June 1, 2003. Earlier contributions are greatly appreciated!

Silver \$2,500 or more

The following guidelines apply to cash sponsorship

- Sponsors will be listed on posters, in program and press releases.
- Sponsors will receive a black and white advertisement in the program; choice of "co-op" ad or product label.
- Sponsors will be listed on signage displayed at the events.
- Sponsors will be listed on the Sonoma Salute to the Arts website, with a link to sponsor's website.
- Two corporate guests will be invited to the Salute Celebration on Friday, July 25, at historic Buena Vista Winery.
- Food and wine tasting tickets for Sonoma Plaza on Saturday or Sunday, July 26 or 27 will be provided for four corporate guests.
- Contribution must be received by the Sonoma Valley Arts Alliance by June 1, 2003. Earlier contributions are greatly appreciated!

Gold \$5,000 or more

The following guidelines apply to cash sponsorship

- Sponsors' logos will appear on posters and in programs; sponsors will be listed in press releases.
- Sponsors will receive a one-quarter page color advertisement in the program.
- Sponsors will be listed on signage displayed at the events.
- Sponsors may have a promotional booth in the Plaza, if requested.
- Sponsors will be listed on the Sonoma Salute to the Arts website, with a link to sponsor's website.
- Four corporate guests will be invited to the Salute Celebration on Friday, July 25, at historic Buena Vista Winery.
- Food and wine tasting tickets for Sonoma Plaza on Saturday or Sunday, July 26 or 27 will be provided for six corporate guests.
- Contribution must be received by the Sonoma Valley Arts Alliance by June 1, 2003. Earlier contributions are greatly appreciated!

Platinum \$10,000 or more

The following guidelines apply to cash sponsorship

- Sponsors' logos will appear on posters; sponsors will be listed in programs and press releases.
- Sponsors will receive a one-half page color advertisement in the program.
- Sponsors will be listed on signage displayed in the Main Ticket Booth in Sonoma Plaza.
- Sponsors will be entitled to promotion during the festival via a booth and signage or other viable means.
- Sponsors will be listed on the Sonoma Salute to the Arts website, with logo, and a link to sponsor's website.
- Accommodations will be provided for sponsors at a Sonoma Valley lodging facility on Friday and Saturday, July 25 and 26, with adequate notice (limit one room per sponsorship).
- Six corporate guests will be invited to the Salute Celebration on Friday, July 25, at historic Buena Vista Winery.
- Two corporate guests will be invited to the sixth annual Salute to the Arts Live Auction on Saturday, July 26.
- Sponsors will be listed on signage displayed at the event.
- Food and wine tasting tickets for Sonoma Plaza on Saturday or Sunday, July 26 or 27 will be provided for up to ten corporate guests.
- Contribution must be received by the Sonoma Valley Arts Alliance by June 1, 2003. Earlier commitment will allow for inclusion in press releases. Earlier contributions are greatly appreciated!

Diamond \$25,000 or more

The following guidelines apply to cash sponsorship

- Sponsors will be named in press releases. (If confirmed prior to press mailings; first mailing April, second mailing June.)
- Sponsors' logos will be printed on festival posters, programs, invitations, and a portion of t-shirts.
- Sponsors will receive a full page color advertisement in the festival program.
- Sponsors will be listed on signage displayed in the Main Ticket Booth in Sonoma Plaza. Additional signage furnished by sponsors can be displayed in additional locations, to be determined.
- Sponsors will be entitled to promotion during the festival, via a booth and signage or through other viable means.
- Sponsors will be listed on the Sonoma Salute to the Arts website, with logo, and a link to sponsor's website.
- Accommodations will be provided for sponsors at a Sonoma Valley lodging facility on Friday and Saturday, July 25 and 26, with adequate notice (limit two rooms per night per cash sponsorship).
- Ten corporate guests will be invited to the Salute Celebration on Friday, July 25, at historic Buena Vista Winery.
- Four corporate guests will be invited to the sixth annual Salute to the Arts Live Auction on Saturday, July 26.
- Sponsors will be recognized by a media personality at the Salute Celebration, and listed on signage displayed at the event.
- Exclusive sponsorships must be negotiated, and a commitment must be made prior to securing similar corporate sponsors.
- Food and wine tasting tickets for Sonoma Plaza on Saturday or Sunday, July 26 or 27 will be provided for up to 12 corporate guests.
- Contribution must be received by the Sonoma Valley Arts Alliance by June 1, 2003. Earlier commitment will allow for inclusion in press releases. Earlier contributions will be greatly appreciated!

Presenter \$40,000 or more

The following guidelines apply to cash sponsorship

- Sponsors of \$40,000 or more will be entitled to join the Sonoma Valley Arts Alliance, major media sponsors, and VISA U.S.A. as a Presenter of Sonoma's eighteenth annual Sonoma Salute to the Arts.
- Sponsors will be entitled to exclusivity in their category, providing that previous commitments have not been made to similar sponsors.
- Sponsors will be entitled to first right of refusal for the nineteenth annual Sonoma Salute to the Arts in 2004.
- Sponsors will be recognized by a media personality at the Salute Celebration, and logos will be presented on signage displayed at the event.
- Sponsors will be named in press releases. (If confirmed prior to press mailings; first mailing April, second mailing June.)
- Sponsors' logos will be printed on festival posters, programs, invitations, and a portion of t-shirts.
- Sponsors will receive a full-page color advertisement in the festival program.
- Sponsors will be listed on signage displayed in the Main Ticket Booth in Sonoma Plaza. Additional signage furnished by sponsors may be displayed in additional locations, to be determined.
- Sponsors will be entitled to promotion during the festival, via a booth and signage or through other viable means.
- Sponsors will be listed on the Sonoma Salute to the Arts website, with logo, and a link to sponsor's website.
- Accommodations will be provided for sponsors at a Sonoma Valley lodging facility on Friday and Saturday, July 25 and 26, with adequate notice (limit three rooms per night per cash sponsorship).
- Twelve corporate guests will be invited to the Salute Celebration on Friday, July 25, at historic Buena Vista Winery.
- Six corporate guests will be invited to the sixth annual Salute to the Arts Live Auction on Saturday, July 26.
- Sponsors will be mentioned at the Live Auction. Signage will be displayed at the event.
- Food and wine tasting tickets for Sonoma Plaza on Saturday or Sunday, July 26 or 27 will be provided for up to 20 corporate guests.
- Contribution must be received by the Sonoma Valley Arts Alliance by June 1, 2003. Earlier commitment will allow for inclusion in press releases. Earlier contributions will be greatly appreciated!