



SPONSORSHIP OPPORTUNITY

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SonomaTV
COMCAST 27

STREAMING LIVE
SonomaTV.ORG
SonomaTV YouTube

Dear Supporter,

It is time for Winter Sports at Sonoma Valley High School! SonomaTV & KSVY Sonoma 91.3 FM are excited to produce local broadcasts highlighting our Dragon Athletes and their competitors for viewers, the valley and beyond. We invite local businesses to sponsor our team. After thinking of companies in the community that we want to be affiliated with, we naturally thought of you and your loyal support in the past.

Sponsoring our production and local athletics is a great way to get involved with the community; it's also a fantastic form of marketing for your business.

Our Varsity Ladies and Boys Dragon Basketball have an exciting season kicking off just after the new year with four games (two boys and two girls games) at home starting January 4th – January 7th. This year, there are 12 home games that SonomaTV wants to broadcast for the community, the fans, the families, the coaches, and most importantly, the student-athletes.

That means your business will have branding in front of hundreds of people and generate many impressions in our region. With that type of exposure, everyone will remember that your business supported us through community media and youth athletics.

This year, we are asking for \$250 per game in exchange for the following:

- Your digital logo & audio broadcast 3X (pregame, halftime, & game final) on local cable Comcast 27 and streamed live on SonomaTV.org and YouTube
- Email blast to our mailing list thanking you for your sponsorship
- Game-time thanks from our sport announcers
- Our deep appreciation for your support



Supporters who opt to sponsor the entire season of home games for either boys or girls to receive a 10% discount:

- Ladies Varsity Basketball (6 games) \$1,350
- Boys Varsity Basketball (6 games) \$1,350

Supporters who opt to sponsor the entire season of home games for boys & girls receive a 20% discount

- Ladies & Gentleman Varsity Basketball (12 games) \$2,400

Unfortunately, TV production is expensive. Our modest budget and donations cannot cover the costs, so we cannot deliver this unique and popular service to our community without sponsors. We ask for sponsorship to help subsidize the cost of equipment and staff necessary to produce high-quality broadcast that our student-athletes, their families, and the region deserve.

We understand that you have several choices when considering different marketing and community outreach opportunities. Still, we genuinely believe that this is a noble community cause with a focused, local marketing outreach like no other, and it's a win-win. Go Dragons!

We know you are a champion for our community, and we thank you for your continued support. You are making Sonoma a better place to live, play, and enjoy local sports.

If you have any questions, please contact me directly at 415.335.5062 or rjgrooms@ksvy.org

Thank you,



Ronny Joe Grooms
Director of Programming & Communications



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