

Sponsorship Options

Vineyard Jam Suisun Valley



A Premier Entertainment Event for Suisun Valley, Fairfield and Solano County

Vineyard Jam Suisun Valley is destined to become a premier large scale entertainment event to help promote Fairfield and the emerging wine industry in Suisun Valley. 2025 will mark the inaugural festival with projected attendance of 4,500 to 7,000 paying customers on Saturday, June 28th. The future should see Vineyard Jam Suisun Valley grow to 45,000 customers over a spectacular three-day weekend.

In 2025, eight country music artists will perform, providing a full day of live music to entertain the crowd. The focus this year was to select outstanding performers, at the beginning of their careers, with the musical talent to become future stars. Fairfield has not seen this caliber of talent in one day at one event. Please consider becoming a part of this exciting event as a sponsor as your company can become a part of the extensive marketing and branding for Vineyard Jam Suisun Valley.

Nearly One-Third of California Population within 75 Miles

Vineyard Jam will be located at Hollister Stadium on the campus of Solano Community College in Fairfield, CA. The campus is centrally located with the San Francisco Bay Area and Sacramento Regions. The population within a 75-mile driving distance of the campus is 11.3 million, equal to 29% of the total California population. So, the immediate marketing area and reach for Vineyard Jam is massive, exceeded only by the Los Angeles area. Significantly, the festival site is just one mile from the intersection of I-80, I-680, and Highway 12. In addition, 3,800 parking spaces exist at Solano Community College providing easy access.

Entertainment Supporting Social Purposes

Vineyard Jam Suisun Valley was envisioned to unite the local community behind a worthy cause. Proceeds will be directed to programs that provide a pathway to college for disadvantaged youth in Solano County. "Pathway To College" programs will include after-school tutoring, mentoring, counseling; after-school gang diversion activities for disadvantaged youth including sports activities and the arts; as well as programs that support Foster Youth and other disadvantaged populations. Students from these programs will also be supported with scholarships at Solano Community College in Fairfield, CA.

Contact Information

**Visit WestWind-Music.com or VineyardJam.com
Contact Curt Johnston at
CurtJohnston@WestWind-Music.com, 707-249-1667**

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In addition, Vineyard Jam Suisun Valley was planned to establish a signature summer weekend music festival that draws regional attention and becomes a portal to drive tourism and brand awareness for Suisun Valley. Wineries in Suisun Valley are within a short five-to-ten-minute drive from the festival site.

Why Become a Sponsor

Vineyard Jam sponsors will benefit from the massive marketing reach of this event. Advertisements will reach all the San Francisco Bay Area, the Sacramento region, and north coast area. Plus your company will be helping to support education programs for disadvantaged youth in Solano County, and help promote Suisun Valley enhancing sustainable agriculture in an emerging wine region.

Sponsorship Levels

Our sponsorship opportunities are outlined below and begin at just \$2,500. All sponsorship include VIP tickets to ensure reserved seating and convenient parking. We also provide direct marketing and merchandising to festival customers. The details are outlined below. Be sure to inquire about our significant discounts for multi-year commitments.

Presenting Sponsor (Company Name Incorporated Into Title)

- Sponsor name incorporated before or after Vineyard Jam Suisun Valley, such as "Presented by". This will become the official name of the festival for 2025 and incorporated into all merchandise, branding and marketing for the event;
- Marketing may include, but not limited to radio, cable TV, billboards, social media, and print;
- Opportunity for a sponsor representative to be the on-stage MC for the festival;
- Sponsor to receive all benefits of Platinum sponsors shown on the following pages including additional tickets and sponsor parking;
- Flexibility to negotiate additional benefits to meeting company needs, and
- The amount of the sponsorship will be negotiated between the company and West Wind Music.

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Platinum Sponsor (\$20,000 Marketing Investment)

- Sponsor name or in prominent location and size on a main venue within the festival, such as the main stage or VIP area;
- Name mention in all media buys and electronic ads, and website Home page;
- Prominent logo on all event print advertising and full page ad in event program in prominent location;
- Opportunity for company representative to introduce a band on the main stage;
- Marketing and merchandising opportunities within the festival, such as ads or logo on the main stage video wall, marketing and sales booth, etc.;
- Twelve (12) Premium VIP tickets (\$3,000 value) with reserved seating at both main and north stages; and
- Sponsor parking on college road near pedestrian entry to Doc Hollister Stadium.

Gold Sponsor (\$10,000 Marketing Investment)

- Sponsor name or logo on venue within the festival, such naming of the second stage (if available), food pavilion, or main bar;
- Logo on all print advertising, full page ad in program, and logo on Home page.
- Opportunity for company representative to introduce band on north stage;
- Marketing and merchandising opportunities within the festival, such as ads or logo on the main stage video wall, marketing and sales booth, etc.;
- Eight (8) Premium VIP tickets (\$2,000) with reserved seating at both main and north stages; and
- Sponsor parking on college road near pedestrian entry to Doc Hollister Stadium.

Silver Sponsor (\$5,000 Marketing Investment)

- Sponsor name or logo on banners, posters, program, and on website;
- Marketing and merchandising opportunities within the festival, such as logo on the main stage video wall, marketing and sales booth, etc.;
- Four (4) Premium VIP tickets (\$1,000) with reserved seating at both main stage and north stages; and
- Sponsor parking on college road near pedestrian entry to Doc Hollister Stadium depending on availability.

Bronze Sponsor (\$2,500 Marketing Investment)

- Sponsor logo on event banners, in the festival program and on event website;
- Company logo shown on main stage video wall;
- Two (2) Premium VIP tickets (\$500) with reserved seating at both main and north stage; and
- VIP lot parking.

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