

Advertising Program Policy Category Criteria and Filing Periods

See Advertising and Promotions Policy for more details.

CATEGORY TYPE	DESCRIPTION	NON-PROFIT	CATEGORY MAX./YEAR	FILING TIMELINE	APPLICATION FORM
A(1): Chambers of Commerce	<ul style="list-style-type: none"> Funding for Chambers of Commerce serving unincorporated areas of Sonoma County. Allocation of funds based upon a 10% match of membership dues and private cash contributions not associated with a particular event, function or position. 	Y	\$30,000	Annually	Request for Funding Application
A(2): Visitors Centers	<ul style="list-style-type: none"> Funding for Visitor Centers within the county. 	N/A	N/A	Annually	Visitor Center Application (Separate)
A(5): Visitor Way Finding and Signage	<ul style="list-style-type: none"> Funding for permanent signage related to visitor way finding and area identification. For installment and maintenance of permanent identification signs, not temporary or event promotion signs. 	Y	\$100,000	Annually	Request for Funding Application
B(2): Community Safety	<p>Impacts on visitors' and residents' safety as a result of high-impact tourism within the unincorporated areas of the county.</p> <ul style="list-style-type: none"> Only for public safety agencies located in the unincorporated area of the county can apply. Must request funding for a specific purpose and include the cost of the activity in relation to the amount requested. Must demonstrate nexus between the grant request activity and impacts of tourism. Must demonstrate a clear nexus between the request activity and the benefit to the resident and visitor population within the unincorporated area. 	Y	\$90,000	Annually	Request for Funding Application
C: Agricultural Promotion	<p>Advertising campaigns and promotional activities directed by Sonoma County agricultural and viticulture industries.</p> <ul style="list-style-type: none"> Only one application will be considered under this category. Must include promotion of the major agricultural related activities within Sonoma County. Requests that include multiple agency efforts will require agency budgets from all involved agencies. Request must be part of a larger advertising program. 	Y	\$150,000	Annually	Request for Funding Application

D: Historical Commissions	<ul style="list-style-type: none"> • Sonoma County Landmarks Commission designated to advise on the distribution of funds for preservation and restoration of historically significant buildings. • Historical Records Commission designated to review and make recommendations regarding the maintenance and destruction and retention of records, which may be of historical significance. 	N/A	\$30,000	Annually	Request for Funding Application
E: Local Events, Organizations and Economic Development	<p>Small cultural, artistic, and countywide events and organizations as well as events occurring during the off peak tourism season (November 15 through April 15).</p> <ul style="list-style-type: none"> • Funding for advertising and economic development efforts that promote Sonoma County and encourage visitors to frequent the county throughout the entire year. • Funding will be at the discretion of each Supervisorial District. • Requests made to the Supervisorial District in which the event/ organization exists. 	Y	\$160,000	July 1 st – June 30 th	Category E Funding Application (Separate)
F: Major County Events and Organizations	<p>Major events and cultural and artistic organizations which draw countywide, regional, state and national interest as evidenced by widespread media promotion.</p> <ul style="list-style-type: none"> • Must demonstrate overall attendance in excess of 15,000, with significant (20% or more) demonstrated attendance from out of the county. • Must demonstrate extent of out-of-county attendance and demonstrate link to overnight stays from attendees. • Must demonstrate advertising expenses exceeding \$25,000, of which the Advertising funds being requested must not exceed 50% of total advertising expenses. • Must demonstrate a major advertising campaign plan focused outside of the county. • Must demonstrate the extent to which the event, season series, exhibit, or marketing effort will support the county’s economic development. 	Y	\$300,000 (maximum which can be applied for is \$50,000)	Annually	Request for Funding Application
H: Documentary Films	<p>Sonoma County based documentary films.</p> <ul style="list-style-type: none"> • Must demonstrate historical, current social issues, cultural, regional or specific human experiences in Sonoma County that raise awareness and create an impact upon the viewing audience. • Must have real, factual situations and circumstances which leave audiences better informed. 	Y	\$30,000 (maximum contribution \$10,000)	Annually	Request for Funding Application

	<ul style="list-style-type: none"> • Must provide detail of advertising/promotional campaign activities, including type of advertising and region(s) of promotion. • Must demonstrate that the film will be exhibited publicly. • Must provide production timeline and cost in relation to the amount of grant funds being applied for. 				
I: Seasonal and Off Peak Programs	<p>Seasonal programs, events and cultural and artistic organizations, events that occur during the off peak tourism season (November 15 through April 15). The program will pay for the direct cost of advertising.</p> <ul style="list-style-type: none"> • Must detail overall attendance from in and/or outside of the county. • Must demonstrate local and/or out of county advertising campaign plan. • Must demonstrate the extent to which the event, seasonal program, exhibit or marketing effort will support the County's economic development. • Must provide a budget of total advertising expenses in relation to the amount of grant funds being applied for. 	Y	\$50,000 (Designation of \$30,000 to off peak programs and \$20,000 to seasonal programs. Max. contribution \$5,000)	Annually	Request for Funding Application