



STAY HEALDSBURG

Sonoma Wine Country

District Development Sponsorship Application

January 2027 – December 2027

Applications open September 1–30, 2026 for events taking place January–December 2027. Funding decisions will be made at the November 19, 2026 Chamber Board meeting.

Questions? Contact Doug@healdsburg.com

Name of Proposed Event/Project *

Amount of Funding Being Requested from Stay Healdsburg *

\$

Applicant Contact (Name, Phone, Email) *

Marketing Contact for Event/Project (Name, Phone, Email) *

Date of Event *

Location of Event *

Total Anticipated Attendees *

Description of Proposed Event/Project *

Does the project provide a meaningful benefit to the Healdsburg community while also enhancing the visitor experience, destination appeal, or cultural vitality of the community? *

How many overnight stays are expected to be generated from this event, and how will this be measured? *

Total Projected Budget of Event & Other Sources of Funding (Sponsorships) *

Detail how the awarded funding from Stay Healdsburg will be utilized *

e.g., \$1,000 for social media campaigns, \$1,000 for branded wine glasses.

Is this a recurring event? *

How many years has this event taken place, and how has it expanded/grown? *

Please describe your marketing and public relations plan surrounding the Event/Project and your targeted demographic. *

How will the event/project be marketed to destination travelers outside of the area? *

How do you plan to showcase Stay Healdsburg as a sponsor? *

e.g., a link on your website's "Where to Stay" page, signage at the event.

Has this Event/Project received funding from Stay Healdsburg in the past? If so, please submit the most recent Event Recap. This is required to receive additional funds. *

- ☐ Yes — the recap has been emailed.
- ☐ Yes — I will submit the recap before September 30, 2026.
- ☐ No — this event has not been funded before.

As the applicant, you have read and understand the District Development Funding Criteria and Application Process and Schedule. If your organization receives a sponsorship, you agree to adhere to the policies listed above. You verify that you are an official spokesperson for the event/organization listed.

☐ Yes, I Agree

Applicant Signature (type full name)

Date

Please email your completed application to doug@healdsburg.com.