

ILEA NAPA-SONOMA  
2025

# Gala

## EVENT SPONSORSHIP INFORMATION

VINTNERS RESORT  
WEDNESDAY, APRIL 16, 2025  
6 PM - 9:30 PM

TICKETS ON SALE 2/14

### 2025 GALA CONTACTS

ANNE MACDONALD  
[gala@ileanapasonoma.com](mailto:gala@ileanapasonoma.com)

BETTY LOK  
[programs@ileanapasonoma.com](mailto:programs@ileanapasonoma.com)

Send Sponsorship Materials  
[Sponsorships@ileanapasonoma.com](mailto:Sponsorships@ileanapasonoma.com)

# ILEA NAPA-SONOMA 2025 Gala EVENT SPONSORSHIP

## THE GALA

The International Live Events Association Napa-Sonoma Chapter is excited to plan our 2025 Gala, **“Roam Around the World”** for **Wednesday, April 16, 2025**. The event time is from 6:00 PM - 9:30 PM.

This year's extraordinary celebration will be hosted at **Vintners Resort in Santa Rosa, California** - a beautiful setting for this black-tie optional evening with experiential elements! Vintners Resort is ready to welcome guests to its newly renovated Events Center!

The Gala is produced biannually (once every two years). It's a night planned by event and wedding professionals for event and wedding professionals. It is the most widely attended event that we produce for our community.

Your generous support will be instrumental in helping us achieve our fundraising goals and continue our work to create networking and educational opportunities for event professionals in Wine Country.

Moreover, a percentage of our ticket profits go directly to a local charity.

We can't wait to celebrate with you!

## 2025 GALA CONTACTS

ANNE MACDONALD, THE CULTURED EVENT - GALA PLANNER  
[gala@ileanapasonoma.com](mailto:gala@ileanapasonoma.com)

BETTY LOK, PROGRAMS CHAIR & SPONSORSHIP INFO  
[programs@ileanapasonoma.com](mailto:programs@ileanapasonoma.com)

[Send Sponsorship Materials to](#)  
[Sponsorships@ileanapasonoma.com](mailto:Sponsorships@ileanapasonoma.com)



ILEA NAPA-SONOMA  
2025



# Gala

## EVENT SPONSORSHIP

### ILEA NAPA-SONOMA

@ileanapasonoma  
ileanapasonoma.com



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ANNE MACDONALD,  
GALA PLANNER  
[gala@ileanapasonoma.com](mailto:gala@ileanapasonoma.com)

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Being a Gala Sponsor is a great way to help ILEA Napa-Sonoma power our educational and networking events for Wine Country event professionals consistently throughout the year.

Some of the best benefits to being an ILEA Napa-Sonoma Gala Sponsor are:

- **Brand Awareness:** Sponsoring the Gala provides significant exposure to a large audience, boosting brand recognition and visibility through event signage, branding, and association with the ILEA Napa-Sonoma Gala!
- **Product Showcase:** The Gala is a great platform to showcase new products or services to a large targeted audience. Attendees will directly interact with your services and products.
- **Engagement with a Target Audience:** Your services and products are experienced and seen firsthand by qualified potential buyers. Gala attendees are event and wedding professionals, their friends, colleagues and significant others.
- **Good Karma and Positive Brand Perception:** The Gala is a highly anticipated event. Through your participation, our chapter and our attendees will recognize your brand as a generous supporter of the Wine Country event professional community. You'll be helping our community thrive!

YOU, along with fellow events industry partners and the Gala Committee, will be the key in bringing this growing vision to life. Contact us today to be a Gala Sponsor!

## How to Be a Sponsor

There are two ways that you can support the 2025 Gala:

- **In-Kind Services and Product Donation, including Opportunity Drawing Prize Contribution**
- **Individual Sponsorship Opportunities** such as: **Branded Gift Tote, Branded Party Favors, Entertainment and Event Production Underwriters**

Please take a moment to review the sponsorship offerings. We are happy to answer any questions or help you tailor your contribution.





ILEA NAPA-SONOMA

2025

IN-KIND

EVENT SPONSORSHIP

In-kind event sponsorships are donated services and products that directly help produce the Gala.

Qualification for a supporting Sponsorship is submission of a service contract stating the amount donated (retail or commonly sold price) at least 2 weeks before the date of the event. Sponsor Logos and marketing assets must be submitted **no later than March 22** for inclusion in marketing benefits.

### ★ EXPLORER \$15,000+

- Eight (8) tickets at GALA 2025
- Reserved VIP Seating
- Premium Parking for 3 Personal Vehicles at Gala 2025
- Six (6) tickets to any ILEA-NSC Educational Program until March 2026
- Verbal Recognition During the Event
- Prominent Logo Placement on Event Website and Emails
- Prominent Signage at Venue
- Prominent Logo Placement in Program Passport Book
- Prominent Logo at Selfie Station
- Full Page Ad in Program Passport Book
- Two 30-Second Sponsor Spotlight on Instagram and Facebook
- Two (2) social media posts (IG, FB, LI)
- Inclusion in Gala press materials & social media outreach
- Promo Item Inclusion in Gift Bag (You provide to ILEA by April 1.)
- Access to Partner and Attendee List for Post-Event Follow-Up
- All In-Kind Sponsor benefits

### ★ JETSETTER \$10,000 - \$14,999

- Six (6) tickets to GALA 2025
- Four (4) tickets to any ILEA-NSC Educational Program until March 2026
- Verbal Recognition During the Event
- Premium Logo Placement on Event Website and Emails
- Premium Signage at Venue
- Premium Logo Placement in Program Passport Book
- Logo at Selfie Station
- Full Page Ad in Program Passport Book
- Two 30-Second Sponsor Spotlight on Instagram and Facebook
- Two (2) social media posts (IG, FB, LI)
- Promo Item Inclusion in Gift Bag (You provide to ILEA by April 1.)
- Access to Partner and Attendee List for Post-Event Follow-Up
- All In-Kind Sponsor benefits

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# ILEA NAPA-SONOMA 2025

# IN-KIND Gala EVENT SPONSORSHIP

## ★ VOYAGER \$9,999 - \$5,000

- Three (3) tickets to GALA 2025
- Three (3) tickets to any ILEA-NSC Educational Program until March 2026
- Premium Logo Placement on Event Website and Emails
- Premium Logo Placement on Signage at Venue
- Premium Logo Placement in Program Passport Book
- Half Page Ad in Program Passport Book
- One 30-Second Sponsor Ad on Instagram Stories
- One (1) social media post (IG, FB, LI)
- Promo Item Inclusion in Gift Bag (You provide to ILEA by April 1.)
- Access to Partner and Attendee List for Post-Event Follow-Up
- All In-Kind Sponsor benefits

## ★ ADVENTURER \$4,999 - \$1,500

- Two (2) tickets to GALA 2025
- Preferred Logo Placement on Event Website and Emails
- Preferred Logo Placement on Signage at Venue
- Preferred Logo Placement in Program Passport Book
- One (1) social media posts (IG, FB, LI)
- Promo Item Inclusion in Gift Bag (You provide to ILEA by April 1.)
- Access to Partner and Attendee List for Post-Event Follow-Up
- All In-Kind Sponsor benefits

## ★ DAYTRIPPER \$750 - \$1,499

- One (1) ticket to GALA 2025
- Highlighted Logo Placement on Event Website
- Promo Item Inclusion in Gift Bag (You provide to ILEA by April 1.)
- Access to Partner and Attendee List for Post-Event Follow-Up
- All In-Kind Sponsor benefits

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2025

IN-KIND

EVENT SPONSORSHIP

### ★ VENUE PARTNER (\$15,000+)

- Eight (8) tickets at GALA 2025
- Reserved VIP Seating
- Premium Parking for 3 Personal Vehicles at Gala 2025
- Six (6) tickets to any ILEA-NSC Educational Program until March 2026
- Verbal Recognition During the Event
- Prominent Logo Placement on Event Website and Emails
- Prominent Signage at Venue
- Prominent Logo Placement in Program Passport Book
- Prominent Logo at Selfie Station
- Full Page Ad in Program Passport Book
- Two 30-Second Sponsor Ad on Instagram and Facebook Stories / Reels
- Inclusion in Gala press materials & social media outreach
- Promo Item Inclusion in Gift Bag (You provide to ILEA by April 1.)
- Access to Partner and Attendee List for Post-Event Follow-Up
- All In-Kind Sponsor benefits

### ★ OPPORTUNITY DRAWING SPONSORS (\$200 - \$600)

Your choice to contribute! How will you highlight your brand? Tasting experiences, Wine Verticals, Vacation Home Stays or electronic items, gift certificate, etc. Contribution total value is under \$600. Submit your item for inclusion by April 1.

- Access to Partner and Attendee List for Post-Event Follow-Up
- All In-Kind Sponsor benefits

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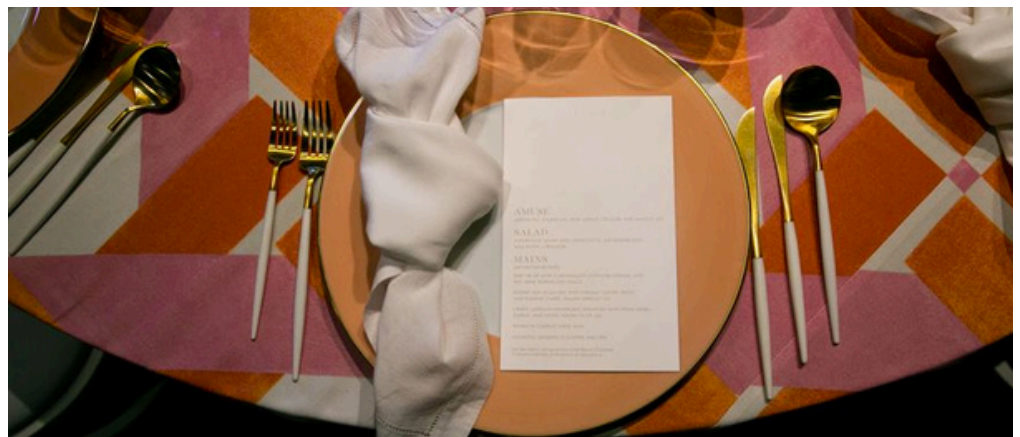


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# ILEA NAPA-SONOMA 2025

# Gala

## INDIVIDUAL SPONSORSHIP OPPORTUNITIES

Individual sponsors help offset production costs when a donor pays for a service. It is an opportunity for our closest friends to show their dedication to the success of the gala's fundraising objective regardless of event attendance. You will be recognized as an underwriter in the gala's promotional materials. **Donate directly on our website under Gala Sponsorship Info or click on the links below.**

Sponsors also receive the option to purchase unlimited additional tickets to the ILEA-NSC GALA 2025 at a discounted sponsor rate.

### ★ Branded Gift Tote \$1500 (1 available)

Send them home with memories of a wondrous evening!

- One Color Logo and name printed on 1 side of Gift Bags
- Promo Item Inclusion in Gift Bag (You provide to ILEA by April 1.)
- Category underwriter credit in program and event website

[>> Secure My Sponsorship Now](#)

### ★ Branded World Themed Parting Gift \$850 (2 available)

Travel and world-themed party favors to be inserted into the gift bag to top off the attendee experience - with your brand!

- Name Printed on 1 side of Item or ½ depending on Item Surface
- Promo Item Inclusion in Gift Bag (You provide to ILEA by April 1.)
- Category underwriter credit in program and event website

[>> Secure My Sponsorship Now](#)

### ★ Entertainment \$1000 (5 available)

- Named as Presenting Sponsor for Specific Entertainment Provided
- Announced by DJ during Gala
- Promo Item Inclusion in Gift Bag (You provide to ILEA by April 1.)
- Category underwriter credit in program and event website

[>> Secure My Sponsorship Now](#)

### ★ Event Production \$850 (Unlimited)

- Cover staffing costs for Lighting Technicians, Sound Technicians, Production Technicians, Staffing, Printing and Gala Decor
- Promo Item Inclusion in Gift Bag (You provide to ILEA by April 1.)
- Event Production Category underwriter credit in program and event website

[>> Secure My Sponsorship Now](#)





# Gala Sponsor

## BENEFITS SUMMARY

<i>Sponsor Benefit / Tier</i>	<i>Explorer</i>	<i>Jetsetter</i>	<i>Voyager</i>	<i>Adventurer</i>	<i>Daytripper</i>	<i>Venue Partner</i>
Complimentary Gala 2025 Tickets	8	6	3	2	1	8
Reserved VIP Seating	●					●
Premium Reserved Parking Spots	3					3
Education Program Tickets until March 2026	6	4	3			6
Verbal Recognition During Gala	●	●				●
Signage at Venue	Prom	Prem	Prem	Pref	High	Prom
Logo Placement on Event Website	Prom	Prem	Prem	Pref	High	Prom
Logo Placement on Event Emails	Prom	Prem	Prem	Pref	High	Prom
Logo Placement at Selfie Station	Prom	Prem	Prem	Pref		Prom
Logo Placement in Program Passport Book	Prom	Prem	Prem	Pref		Prom
Full Page Ad in Program Passport Book	●	●				●
Half Page Ad in Program Passport Book			●			
Dedicated Social Media Posts	2	2	1	1		2
30-Second Sponsor Spotlight on Instagram and Facebook	2	2	1			2
Inclusion in Gala press materials	●					●
Promo Item Inclusion in Gift Bag (Provided by Sponsor)	●	●	●	●	●	●
One Color Logo Printed on 1 Side or 1/2 item depending on surface						
Access to Partner and Attendee List for Post-Event Follow-Up	●	●	●	●	●	●
Underwriter Credit						
Listing in Gala Program Passport Book	●	●	●	●	●	●
Listing on Event Website	●	●	●	●	●	●
Social Media Outreach (Grouped)	●	●	●	●	●	●
Invitation to Sponsor Appreciation Networking Event	●	●	●	●	●	●
Option to purchase additional tickets at discount	●	●	●	●	●	●



# Gala Sponsor

## BENEFITS SUMMARY

The following chart applies to Opportunity Drawing Donors and Individual Opportunity Sponsors.

<i><b>Sponsor Benefit / Category</b></i>	<i><b>Drawing Donors</b></i>	<i><b>Branded Tote Bag</b></i>	<i><b>Branded Party Favor</b></i>	<i><b>Performance Supporter</b></i>	<i><b>Event Prod Supporter</b></i>
Verbal Recognition During Gala	●			●	●
Signage at Venue	●				
Promo Item Inclusion in Gift Bag (Provided by Sponsor)		●	●	●	●
One Color Logo Printed on 1 Side or 1/2 item depending on surface		●	●		
Access to Partner and Attendee List for Post-Event Follow-Up	●	●	●	●	●
Underwriter Credit		●	●	●	●
Listing in Gala Program Passport Book	●	●	●	●	●
Listing on Event Website	●	●	●	●	●
Social Media Outreach (Grouped)	●	●	●	●	●
Invitation to Sponsor Appreciation Networking Event	●	●	●	●	●
Option to purchase additional tickets at discount	●	●	●	●	●

Qualification for a supporting Sponsorship is submission of a service contract / invoice and/or item stating the amount donated (retail or commonly sold price) at least 2 weeks before the date of the event. Sponsor Logos and marketing assets must be submitted no later than March 22 for inclusion in marketing benefits.

# General Sponsor Benefits

All Event Sponsors and Donors receive the following benefits for their support:

- Listing on Event Website
- Listing in Gala Program Booklet
- Social Media Highlights
- Invitation to Sponsor Appreciation Networking Mixer in June 2025
- Option to purchase unlimited additional tickets (as available) to the ILEA-NSC GALA 2025 at a discounted sponsor rate

Qualification for a supporting Sponsorship is submission of a service contract / invoice stating the amount donated (retail or commonly sold price) at least 2 weeks before the date of the event. Sponsor Logos and marketing assets **must be submitted no later than March 22** for inclusion in marketing benefits.

## Deadlines and Info Snapshot

### Event Date and Time

Wednesday, April 16, 2025 · 6 pm to 9:30 pm

### Event Location

Vintners Resort · Santa Rosa, Calif.

### Attire

Formal Cultural Dress, Cocktail Attire or Black-Tie Optional

### Deadline to submit Marketing Assets: March 22, 2025

Sponsorships@ILEANapaSonoma.com

### Deadline to submit Promo Item for Gift Bag: April 1, 2025

Contact: Programs@ILEANapaSonoma.com

### Planning Contact: Gala@ILEANapaSonoma.com

Anne MacDonald, The Cultured Event

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*Learn More*  
ILEA NAPA-SONOMA

Please visit our website at [ileanapasonoma.com](http://ileanapasonoma.com) to learn about our organization and events for weddings and events professionals.

ILEA Napa-Sonoma is incorporated as a 501(c)6 - a professional association. Please inquire with your tax professional on how to categorize your contribution.