



**Calistoga**  
Chamber of Commerce

**SPONSORSHIP**

**OPPORTUNITIES  
2021**



# Calistoga Snapshot

Located at the north end of Napa Valley, Calistoga provides a well-rounded experience. With beloved annual events such as Calistoga Harvest Table and the Lighted Tractor Parade.

The town receives approximately 1,075,000 visitors annually and guests staying in one of the town's 700+ hotel rooms, have the opportunity to enjoy Calistoga and picturesque Napa Valley in many different ways. Options include visiting world-class wineries, shopping in the historic downtown, dining in one of our many restaurants, relaxing in one of the resorts mineral pools, and doing one of Calistoga's signature experiences, the mud bath.

The Calistoga Chamber of Commerce produces the following events to highlight our town's assets and provide events for the community which help Calistoga businesses thrive.

<b>Event</b>	<b>Crowd Size</b>
• Winter in the Wineries	4,000-5,000
• Calistoga Harvest Table	1200
• Holiday Village**	500
• Tractor Parade**	16,000
• Concerts in the Park**	800 per week x 10 weeks = 8,000
• Restaurant Week	unknown

\*\*events that need of the majority of their funding from sponsorship as there are no ticket sales.



# Calistoga Facts & Figures

- The Calistoga Lighted Tractor Parade in 2018 ranked #2 on Conde Naste Travlers list as one of 'The Worlds Most Over-The-Top Christmas Parades.'
- USA Today has nominted the Calistoga Lighted Tractor Parade three times for their Readers' Choice award for the '10 Best Holiday Parades.'
- The Welcome Center receives over 32,000 visitors annually and holds a 4th Friday Wine Tasting Event with rotating featured wineries.
- Calistoga Harvest Table tickets sell out in under an hour when they go on sale in July for the September event.

## Web & Social Media

Web:	<a href="http://visitCalistoga.com">visitCalistoga.com</a>	247,000 Unique Visitors per year
Facebook:	<a href="https://www.facebook.com/CalistogaVisitors">CalistogaVisitors</a>	27,000+ Fans / Followers
Instagram:	<a href="https://www.instagram.com/visitcalistoga">@visitcalistoga</a>	17,000+ Followers

Collaborative social media takeovers with travel writers, influencers and Visit Napa Valley for specific promotions.

<b>2021 Calistoga Lighted Tractor Parade Sponsor Levels</b>	Enthusiastic Supporter - \$50	Santa's Helper - \$100	Candy Canes - \$250	Silver Bells - \$500	Calistoga Santa - \$1000	Holiday Hero - \$2500
Listing on Tractor Parade landing page on VisitCalistoga.com	X	X	X	X	X	X
Name or business listing on poster <i>*(must sign up by November 15, 2019)</i>	X	X	X	X	X	X
Announcement of sponsor during parade	X	X	X	X	X	X
Thank you in full page post-parade advertisement in Calistoga Tribune	X	X	X	X	X	X
Listing in Tractor Parade press release			X	X	X	X
Complimentary Tractor Parade sweatshirt (1)				X	X	X
Banner ad space on Tractor Parade landing page on VisitCalistoga.com				X	X	X
Logo on Tractor Parade poster <i>*(must sign up by November 15, 2019)</i>					X	X
VIP seating for 2 People at parade <i>(limited to first three sponsors at level)</i>						X
Inclusion in all event advertising						X