


LODI
CHAMBER
OF COMMERCE

# 2027
# EVENT & PROGRAM SPONSORSHIP OPPORTUNITIES

## LODI DISTRICT CHAMBER OF COMMERCE

**GRAPE DAY**
& Farm Safety Day

**STREET FAIRE**
May & October

**FARMERS MARKET**
Thursdays, May to August

**VINE & VIBES**
September

**STATE OF THE CITY**
October

**AWARDS GALA**
December

**LEADERSHIP LODI**
Ten-month program

**BUSINESS SUPPORT**
Tools & new members

35 S. SCHOOL STREET, LODI, CA 95240

LODICHAMBER.COM

# Lodi GRAPE DAY & Lodi FARM SAFETY DAY

PRESENTED BY THE CHAMBER AGRIBUSINESS COMMITTEE WITH UC COOPERATIVE EXTENSION



**~15,200**

ESTIMATED SPONSOR IMPRESSIONS

About 220 attendees (2026) + Chamber social audience of 13,219 followers + 4 weekly e-newsletter issues (~440 opens each)

2027 marks the 75th Lodi Grape Day. About 220 growers, agricultural professionals, and industry partners from the Lodi AVA and beyond come together to learn about improving yields, fighting pests and diseases, and wine grape market trends. It is held before the growing season, so growers can put what they learn to work right away.

Farm Safety Day offers the continuing education hours pesticide handlers and applicators need for state certification, with four hours of laws and regulations taught in English and Spanish. One sponsorship covers both events.

**Grape Day:** Tuesday, February 2, 2027 · Hutchins Street Square · 7:30 AM

**Farm Safety Day:** Tuesday, March 2, 2027 · Lodi Grape Festival Grounds

## METHUSELAH — $2,500

- Full-page color ad in the Grape Day program (8" x 11" vertical)
- Company banner displayed at Grape Day and Farm Safety Day (10′ x 3′ max, delivered 3 weeks before the event)
- Company logo on the presentation screen at both events
- Full-page insert flyer at Farm Safety Day (flyer provided by sponsor)
- Hand out a logo promotional item at Grape Day and/or Farm Safety Day
- Grape Day luncheon at Hutchins Street Square: a reserved table of 10 or 10 individual tickets
- Company logo on the event page at lodichamber.com for 12 months, linked to your website

## IMPERIAL — $1,500

- Half-page color ad in the Grape Day program (7.5" x 5" horizontal)
- Company name on the presentation screen at both events
- Company name on the Farm Safety Day sponsor insert
- Hand out a logo promotional item at Grape Day and/or Farm Safety Day
- 5 complimentary Grape Day luncheon tickets
- Company name on the event page at lodichamber.com for 12 months, linked to your website

## JEROBOAM — $1,000

- Quarter-page color ad in the event programs (3.5" x 5" vertical)
- 5 complimentary Grape Day luncheon tickets
- Company name mentioned as a sponsor and shown on the presentation screen
- Company name on the event page at lodichamber.com for 12 months, linked to your website

## DOUBLE MAGNUM — $500

- Business card-size color ad in the event programs (3.5" x 2")
- 4 complimentary Grape Day luncheon tickets
- Company name mentioned as a sponsor and shown on the presentation screen
- Company name on the event page at lodichamber.com for 12 months, linked to your website

## MAGNUM — $200

- Company name listed in the event programs
- 3 complimentary Grape Day luncheon tickets
- Company name mentioned as a sponsor and shown on the presentation screen
- Company name on the event page at lodichamber.com for 12 months, linked to your website

# LODI Street Faire

• DOWNTOWN •

**Sunday, May 2 & Sunday, October 3, 2027** | **450+ Vendors**





The Lodi Street Faire is one of the premier events in the state, drawing vendors from throughout California. **More than 450 vendors** fill a 14-square-block area of downtown Lodi with antiques, arts and crafts, retail, and food, twice a year from 8:00 AM to 4:00 PM. It is a high-traffic way to put your business in front of tens of thousands of future customers.

## ~320,000

ESTIMATED SPONSOR IMPRESSIONS ACROSS BOTH FAIRES

49,550 visits (Placer.ai, May and Oct 2025) + 266,600 Faire social views (Apr and Sep 2026 campaigns) + 8 e-newsletter issues (~440 opens each)

### PRESENTING SPONSOR — $5,000

- 48" x 20" banner on Pine Street (25 weeks)
- Booth spaces at the event
- Listed as Presenting Sponsor on the Chamber event webpage
- Logo on all marketing materials, including Lodi News-Sentinel ads
- Social media mentions as Presenting Sponsor
- Listed as Presenting Sponsor on Faire signs

### EVENT SPONSOR — $3,000

- 6" x 20" logo banner on School Street (25 weeks)
- Logo on all advertising
- Logo on the Chamber event webpage
- Social media mentions
- Booth space at the event
- Logo sign at the event

### CAR SHOW SPONSOR (EXCLUSIVE) — $1,500

- **October Faire only** (Sunday, October 3, 2027)
- Logo on the Chamber event page
- Signage at each end of the Car Show
- Social media mentions as sponsor
- Est. 189,000 impressions (October Faire)

### GOLF CART SPONSOR — from $225

- One golf cart for one Faire: $250
- Two or more golf carts for one Faire: $225 each
- One golf cart for both Faires: $225 each

LODI CERTIFIED

# FARMERS MARKET

THURSDAYS · 5 TO 8 PM · DOWNTOWN LODI






Lodi's beloved summer tradition runs Thursday evenings, **May 13 to August 26, 2027**. Countless visitors stroll vendor-filled downtown streets for the best local produce, cheese, and meat California has to offer.

Families grab a bite, order a drink, and meet up with friends in a relaxed setting, with live music in the beer and cider gardens on School Street. In 2026 the Market drew 60,000 visits, and guests stayed an average of 54 minutes. Sponsors are part of all 16 weeks.

## PRESENTING SPONSOR — $10,000

- One 4′ x 2′ banner on Pine Street (20 weeks)
- Listed as Presenting Sponsor on the Chamber event webpage and all social media
- Logo placement as Presenting Sponsor on all marketing material and Lodi News-Sentinel ads
- Prime booth space for the duration of the Market
- 2 logo signs on School Street at the Market (16 weeks)

## MUSIC STAGE SPONSOR (EXCLUSIVE) — $5,000

- One 2′ x 2′ banner on Pine Street (20 weeks)
- 2 logo flags at the Beer Garden Music Stage
- Logo placement on the Chamber event webpage
- Booth space for the duration of the Market (16 weeks)
- Social media mentions on weekly posts

## EVENT SPONSOR — $3,500

- One 2′ x 2′ banner on Pine Street (20 weeks)
- 1 logo sign on School Street at the Market (16 weeks)
- Logo placement on the Chamber event webpage
- Booth space for the duration of the Market (16 weeks)



**~172,000**

EST. SPONSOR IMPRESSIONS PER SEASON

60,000 visits from 40,000 unique visitors (Placer.ai, 2026 season) + ~105,000 Market social views + 16 weekly e-newsletter issues (~440 opens each)

THE LODI CHAMBER *Presents*

# VINE & VIBES

## *Thursday, September 16, 2027 · 6 to 9 PM*

### JESSIE'S GROVE WINERY

*Dinner + Live Music + Member Recognition*





Vine & Vibes is one of Lodi's most inspiring evenings of the year. Members gather for dinner, live music, and networking, and we recognize the finalists for the Business & Community Awards.

It is our chance to say thank you to our members and to celebrate the leaders, businesses, and individuals making a lasting impact in Lodi. Your sponsorship puts your name at the center of that thank-you.

**~14,700**

ESTIMATED SPONSOR IMPRESSIONS

About 240 attendees (2026) + 12,700 views of the 2026 Vine & Vibes wrap photos + 4 weekly e-newsletter issues (~440 opens each)

### EVENT SPONSOR — $2,500

- Logo on the Chamber event page and invitations
- Booth space at the event
- Logo signage at the event
- Mentions on all social media

### MUSIC SPONSOR (EXCLUSIVE) — $1,000

- Logo signage on stage
- Mentions on social media
- Mentions during the event

### DESSERT SPONSOR (EXCLUSIVE) — $1,000

- Logo on the dessert table
- Mentions on social media
- Mention from the stage during the event

THE LODI CHAMBER OF COMMERCE PRESENTS

# *MAYOR'S* STATE *of the* CITY

WEDNESDAY, OCTOBER 27, 2027 · 7 TO 9 AM · HUTCHINS STREET SQUARE



Lodi's premier gathering of city leadership, businesses, and community leaders. Over breakfast with about 220 guests, the Mayor presents an update on the city's progress, challenges, and plans for the years ahead.

Residents, local leaders, and business owners come together for real conversation about Lodi's growth and development. Sponsors are seen by the people shaping the city's future.

**~16,200**

ESTIMATED SPONSOR IMPRESSIONS

About 220 guests, including City, police, fire, and County leaders + 14,200 social views of 2026 promotion + 4 weekly e-newsletter issues (~440 opens each)

## PRESENTING SPONSOR

### *$3,000*

- Listed as Presenting Sponsor on printed marketing materials and the Chamber event webpage
- Logo signage on stage at the event
- Social media mentions
- Thank you from the podium
- Logo on the PowerPoint presentation
- Logo as Presenting Sponsor on the program
- A table for 8 at the event

## EVENT SPONSOR

### *$2,000*

- Logo on the Chamber event webpage
- Logo signage at the event
- Social media mentions
- Logo on the PowerPoint presentation
- Logo placement on the program
- 6 tickets to the event

## CITIZENS SPONSOR

### *$1,000*

- Company listed on all marketing materials
- Logo signage at the event
- Logo on the PowerPoint presentation
- 4 tickets to the event

## COFFEE SPONSOR

### *$500*

- Logo on the coffee station
- Mentions on social media
- Mention from the stage during the event
- 2 tickets to the event

THE ANNUAL

# GALA DINNER

LODI CHAMBER OF COMMERCE

AWARDS GALA

## Celebrating Lodi's brightest stars

An evening of modern elegance and high-energy celebration honoring the most dynamic businesses and people in Lodi. The Gala brings together about 250 influential community leaders, elected officials, business executives, and Chamber members.

**Saturday, December 4, 2027** Lodi Legion Hall · 5:30 to 10 PM

**~15,200**

ESTIMATED SPONSOR IMPRESSIONS

About 250 guests + Chamber social audience of 13,219 followers + 4 weekly e-newsletter issues (~440 opens each)

Business of the Year | Small Business of the Year | Agri-business Person of the Year | Person of the Year | Ambassador of the Year | Change Maker of the Year



### PLATINUM SPONSOR

**$5,000**

- Premium table location for 8 at the event
- 8 drink coupons for the bar
- Prominent brand exposure: your company's name and logo in pre-event publicity, programs, and signage
- Personalized table signage showcasing your support

### GOLD SPONSOR

**$4,000**

- Premium table location for 8 at the event
- Prominent brand exposure: your company's name and logo in pre-event publicity, programs, and signage
- Personalized table signage showcasing your support

### SILVER SPONSOR

**$2,500**

- 6 tickets to the event with preferred seating
- Prominent brand exposure: your company's name and logo in pre-event publicity, programs, and signage
- Personalized table signage showcasing your support

### MUSIC SPONSOR $1,500

### BAR SPONSOR $1,000

*Music and Bar Sponsors are recognized at the event for setting the mood and keeping the toasts flowing.*

BUSINESS ACCELERATOR SPONSORSHIPS

# LEADERSHIP LODI, BUSINESS TOOLS & MEMBER SUPPORT

Help your fellow members take their businesses to the next level. These year-round programs build Lodi's next leaders and give local businesses practical tools to grow.



## LEADERSHIP LODI

A ten-month program that inspires Lodi-area residents to lead. Participants explore leadership, government, education, and more, meet current community leaders, and complete a class project chosen at their retreat.

**~26,500**
EST. SPONSOR IMPRESSIONS
12 monthly social posts (~1,770 views each) + 12 monthly e-newsletter features (~440 opens each)

### LEADERSHIP SPONSOR $5,000

- Logo on all Leadership Lodi materials
- Logo on Leadership Lodi shirts
- Mentions in all Leadership Lodi social media, blog posts, and press releases
- Recognition at the Annual Awards Dinner
- One participant's tuition for the 2027 class



## BUSINESS TOOLS

The Business Tools Workshop Series and resource center give owners, managers, and entrepreneurs practical help with planning, marketing, mentoring, and HR, offered with the City of Lodi.

**~53,200**
EST. SPONSOR IMPRESSIONS
24 social posts on main Chamber accounts (~1,770 views each) + 24 e-newsletter runs (~440 opens each) + ~140 attendees

### BUSINESS TOOLS SPONSOR $5,000

- Logo on all marketing materials
- Sponsor banner on the Business Tools section of lodichamber.com
- Logo signage at Business Tools workshops
- Social media mentions
- Recognition at all Business Tools workshops



## MEMBER SUCCESS

Every new member is welcomed through new member orientation and member workshops. Your company becomes the first face new businesses see when they join the Chamber.

**1-on-1**
REACH TO EVERY NEW MEMBER
Face-to-face at each orientation; the Chamber serves 551 member businesses

### MEMBER SUCCESS SPONSOR $2,500

- Company logo on all new member welcome materials
- Company logo on the step-and-repeat at new member orientations
- Welcome letter or video from your CEO or representative, given to all new members
- Opportunity to speak at new member orientations and member workshops

## YOUR REACH WITH THE CHAMBER

**30K+**
website page views per month

**36K+**
followers across six Chamber social accounts (245,700 views in 30 days)

**72K+**
e-newsletter emails delivered in the past year (40% open rate)

How we estimate reach: on-site attendance (Placer.ai visits or ticket counts) + social views + e-newsletter opens. Banner drive-by exposure is not counted. Want Something Custom? Ask about hosting an Ambassador Mixer, Mini Billboards, our Advocacy Program.

## LET'S TALK


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