

Dear Board of the Sonoma Valley Fund,

Thank you so much for changing the dates when you will be displaying banners around the Sonoma Plaza so that we can display special banners from November 6-12, 2017.

This year marks the third year we are organizing Freedom Week Sonoma.

As part of Freedom Week Sonoma, we ask businesses to offer something for FREE to say thank you to veterans and active duty military personnel and their families. This year we are extending the offer to first responders. The purpose is not for marketing. In other words, the gift should be purely a gift, not a marketing promotion such as a discount or a buy one get one free.

Also, we are hearing from the wonderful people who have dedicated their lives to serve the rest of us, that while they really appreciate people making these offers, they are sometimes uncomfortable with accepting them. Because of that, we want to manage the expectations of participating businesses: the goal is not to drive traffic to businesses; it is to publicly demonstrate appreciation.

As such, we ask each participating business to publicly display a "Proud Participant" poster. We will also be giving each beneficiary service member a map listing all of the businesses and their offerings. These will also be listed in a newspaper ad and on the Freedom Week Sonoma website, (www.freedomweeksonoma.org/)

This year, because of the Sonoma Valley Fund and the City we are excited to also be able to hang banners around the plaza thanking our military, veterans and First Responders.

I would be happy to come speak with you or your board members to answer questions about this great community-wide event. I have also attached one of our fliers.

Thank you again for your allowing us to hang the banners and to help make Sonoma a place where the people who sacrifice so much for our safety, health and liberties feel the appreciation and honor they deserve.

Warmest Regards,

Vicki Whiting