



NAPA FIRE RESOURCES FAIR MARKETING TOOLKIT

Thank you for participating in our 3rd annual Napa Fire Resources Fair. Your support means so much to the Napa Valley Grapegrowers, Napa Firewise, CAL FIRE Napa County Fire, and Napa Valley Vintners, and we look forward to, with you, educating the community on fire preparedness.

The following toolkit provides you with graphics, links, flyers, and other marketing tools to help you, help us, promote the event to Napa County. Thank you!

EVENT OVERVIEW

The Napa Valley Grapegrowers, Napa Valley Vintners, CAL FIRE/Napa County Fire Department, and Napa FireWise invite the public to attend our 3rd annual Fire Resources Fair on Saturday, March 16 from 10am to 2pm at the Napa Valley Expo. This annual fair brings together members of the wine industry, Napa residents, families, community organizations and local businesses to learn how you can help prevent or mitigate wildfires.

There is no pre-registration required to attend. Food will be available. There will be activities for kids and demonstrations and information that residents can use to prepare for wildfire season.

EVENT DETAILS

Saturday, March 16

10am – 2pm

Napa Valley Expo, 575 3rd St, Napa, CA 94559

IMPORTANT LINKS

[Event information page](#)

[Graphics to share on social media](#)

[Printable event flyer in English and Spanish](#)

SOCIAL MEDIA POSTS

	Facebook	Instagram
Napa FireWise	@NapaFirewise	@NapaFirewise
Napa Valley Grapegrowers	@NapaValleyGrapegrowers	@Napa_Valley_Grapegrowers
Napa Valley Vintners	@NapaVintners	@NapaVintners
CAL FIRE Napa County Fire	@NapaCountyFD	@NapaFireDept

Use the following 2-step process for easy posting:

Step 1: [Choose either the post or story graphic](#)

Hint: when posting to your stories, use the “Link” sticker to link directly to the event page

Step 2: Copy and paste the following caption:

For Instagram:

The Napa Valley Grapegrowers <tag>, the Napa Valley Vintners <tag> Napa FireWise <tag>, and CAL FIRE Napa County Fire <tag>, are hosting a Fire Resources Fair on Saturday, March 16, 10am – 2pm at the Napa Valley Expo. The Fair aims to educate the community about fire preparedness – and we'll be there speaking about <insert details about your of good or service>! Learn more through the link in our profile. <insert to bio: <https://www.napagrowers.org/fireresources.html>> We look forward to seeing you there! No RSVP necessary.

For Facebook and NextDoor:

The Napa Valley Grapegrowers <tag>, the Napa Valley Vintners <tag> Napa FireWise <tag>, and CAL FIRE Napa County Fire <tag>, are hosting a Fire Resources Fair on Saturday, March 16, 10am – 2pm at the Napa Valley Expo. The Fair aims to help the community feel prepared for fire through demonstrations, connection to resources, and educational kids activities. Learn more here: <https://www.napagrowers.org/fireresources.html> We look forward to seeing you there! No RSVP necessary.

FLYERS

[The flyers provided for you in English and Spanish](#) can be distributed to your employees, pinned to bulletin boards within your workplace, or shared with your local audiences.

TALKING POINTS

- The Napa Valley Grapegrowers, Napa Firewise, CAL FIRE Napa County Fire, and Napa Valley Vintners are joining forces to educate the community about wildfire preparedness
- The groups are partnering for a one-day Fire Resources Fair to be held March 16 at the Napa Valley Expo
- The event will be open to the public, and completely free to attend, 10am – 2pm
- Exhibitors will be there to educate the community about to how they can help prevent or mitigate fire
- The types of businesses joining will be products and services for homes and businesses, consumer insurance advocates and brokers, health and safety resources, local government agencies, and financial resource information
- Learn more! Visit [NapaGrowers.org/FireResources](https://www.napagrowers.org/FireResources)

For additional marketing-related questions, contact:

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