

PBS RENO SPOTLIGHT AWARDS & AUCTION SPONSOR OPPORTUNITIES

PRESENTING SPONSOR: \$25,000 (Please Inquire)

EXECUTIVE PRODUCER: \$10,000 (Value \$15,100)

- On-air promotions:
 - Logo in all on-air announcements prior to the event, minimum 200 spots
 - Additional forty (40) 15-second on-air rotator announcements promoting your business
- Logo included in partner promotional materials prior to Spotlight Awards & Auction on-air production:
 - Charter Spectrum cable on-air promotions
 - Print partners - Edible Reno-Tahoe, Nevada Magazine, NNBW, Sparks Tribune
- PLUS all the benefits at the Studio Sponsor level

SPOTLIGHT AWARD CATEGORY SPONSOR | 5 AVAILABLE: \$7,500 (Value \$11,000)

- Sponsorship of one of five (5) Spotlight Award categories:
 - Extraordinary - Educator, Business, Community Organization, Individual, Youth
- Opportunity to announce winner of your Award Category during our on-air Spotlight Awards show
- On-air promotions
 - Logo in all on-air announcements promoting that category, minimum of 150 spots
 - Logo in on-air announcements prior to the event
- Award Category sponsor recognition on Spotlight Awards & Auction web page: pbsreno.org/spotlight
- PLUS all benefits included at the Studio Sponsor level

EDITOR SPONSOR: \$5,000 (Value \$6,800)

- On-air promotions: Logo in on-air announcements prior to the event, minimum 125 spots
- PLUS all benefits included at the Studio Sponsor level

STUDIO SPONSOR: \$2,500 (Value \$3,250)

- Acknowledgment on-air during the Spotlight Awards & Auction television event
- Logo inclusion in mobile bidding auction catalogue
- Logo placement on PBS Reno Spotlight Awards & Auction web page: pbsreno.org/spotlight
- Logo included in PBS Reno Program Guide

Contact: Diane Barrett, Community Partnership Executive, PBS Reno
O: 775-600-0584 • C: 415-385-5657 • dbarrett@pbsreno.org

PBS RENO SPOTLIGHT AWARDS & AUCTION PRESENTING SPONSOR OPPORTUNITY

PRESENTING SPONSOR: \$25,000 | 1 Available (Value \$39,000)

Giving Back to the Community:

- \$5,000 of the Presenting Sponsorship will be awarded to the winners of our 2021 Spotlight Awards; \$1,000 per winner in (5) categories to go to the winner's organization or individual's non-profit of choice
- Presenting sponsor will have the opportunity to announce our special Extraordinary Philanthropist Award during the on-air Spotlight Awards show, awarded to one outstanding individual in our community

On-Air promotions:

- Presenting sponsor recognition included in ALL PBS Reno promotional on-air announcements leading up to the live event, minimum 300 spots
- Presenting sponsor name and logo included in all Spectrum cable on-air promotions leading up to event
- Additional sixty (60) 15-second on-air rotator announcements promoting your business on PBS Reno

Print, Radio, Web and Social Media Promotion:

- Presenting sponsor recognition in all partner radio and print promotions leading up to event:
 - Digital billboards along I-80 corridor
 - Print partners: Edible Reno-Tahoe Magazine, Nevada Magazine, NNBW, Sparks Tribune
 - Radio Partners: KUNR, KOZZ, Lotus Radio stations
- Presenting sponsor recognition in social media posts leading up to event
- 300 x 250 banner plus premier logo included on Spotlight Awards & Auction web page on PBSReno.org
- Premier logo inclusion in mobile bidding catalogue
- ½ page ad in monthly PBS Reno Program Guide leading up to the Spotlight Awards & Auction
- Premier sponsor recognition in PBS Reno Program Guide Thank You Ad: October, November 2021

Contact: Diane Barrett, Community Partnership Executive, PBS Reno
O: 775-600-0584 • C: 415-385-5657 • dbarrett@pbsreno.org



SPOTLIGHT

Awards & Auction

SATURDAY, SEPTEMBER 18, 2021

YES, I plan to support the PBS Reno Spotlight Awards & Auction:

- Presenting Sponsor: \$25,000
- Executive Producer Sponsor: \$10,000
- Spotlight Award Category Sponsor: \$7,500
- Editor Sponsor: \$5,000
- Studio Sponsor: \$2,500

\$_____ total amount for above Sponsorships / Donations

Company Name: _____

Name: _____

Address: _____

Billing Address (if different): _____

Phone: _____ Email: _____

I am paying by: MC VISA AMEX CHECK (payable to PBS Reno)

Card Number: _____ Exp Date: _____

Name as it appears on card: _____ CVV: _____

Signature: _____

**Contact: Diane Barrett, Community Partnership Executive, PBS Reno
O: 775-600-0584 • C: 415-385-5657 • dbarrett@pbsreno.org**