

# THE BIG PARTY

## SPONSORSHIP PACKAGES

Friday, April 4, 2025 at the INDUSTRIAL event space

### DIAMOND (PRESENTING) SPONSOR: \$50,000 LIMITED TO ONE AVAILABLE

#### On-Site/Event Benefits:

- Recognition at sponsorship level on collateral, website, Source Magazine, and on-air announcement
- “Presenting Sponsor” recognition on the event space outdoor billboard for 4 days
- “Presenting Sponsor” first position recognition in all press and promotion materials
- “Presenting Sponsor” recognition on event stage video screen
- Exclusive sponsor of a specialized area
- Logo projected on venue walls
- Dinner and seating for 10 guests

#### On-Air Benefits:

- 234 On-Air Spots (15-second messages to air over 13 weeks)
- 10 per week primetime rotators on Vegas PBS Mon-Sun (130 spots)
- 4 per week daytime rotators on Vegas PBS Sat-Sun (52 spots)
- 4 per week on Vegas PBS WORLD and Vegas PBS Create (52 spots)

#### Vegas PBS/Online Benefits:

- Pop-up window message on Vegas PBS homepage for a day
- 15-second pre-roll video spot on select Vegas PBS Originals on vegaspbs.org for a 2-month period
- Digital ad on vegaspbs.org for 3 months
- One full-page ad in the digital event program

### RUBY SPONSOR: \$25,000

#### On-Site/Event Benefits:

- Recognition at sponsorship level on collateral, website, Source Magazine, and on-air announcement
- Sponsor level recognition on the event space outdoor billboard for 4 days
- Sponsor level recognition on event stage video screen
- Exclusive sponsor of a specialized area
- Dinner and seating for 10 guests

- 2 per week daytime rotators on Vegas PBS Sat-Sun (26 spots)
- 2 per week on Vegas PBS WORLD and Vegas PBS Create (26 spots)

#### Vegas PBS/Online Benefits:

- Pop-up window message on Vegas PBS homepage for a day
- 15-second pre-roll video spot on select Vegas PBS Originals on vegaspbs.org for a 1-month period
- Digital ad on vegaspbs.org for 3 months
- One full-page ad in the digital event program
- Digital ad in E-Engage (2 per month) and Vegas Ventures (1 per month) Newsletters for 6 months

#### On-Air Benefits:

- 117 On-Air Spots (15-second messages to air over 13 weeks)
- 5 per week primetime rotators on Vegas PBS Mon-Sun (65 spots)

### SAPPHIRE SPONSOR: \$10,000

#### On-Site/Event Benefits:

- Recognition at sponsorship level on collateral, website, Source Magazine, and on-air announcement
- Dinner and seating for 10 guests

#### Vegas PBS/Online Benefits:

- Digital ad on vegaspbs.org for 6 months
- One full-page ad in the digital event program

#### On-Air Benefits:

- 78 On-Air Spots (15-second messages to air over 13 weeks)
- 3 per week primetime rotators on Vegas PBS Mon-Sun (39 spots)
- 3 per week daytime rotators on Vegas PBS Sat-Sun (39 spots)

# THE BIG PARTY

## SPONSORSHIP PACKAGES

Friday, April 4, 2025 at the INDUSTRIAL event space

---

### EMERALD SPONSOR: \$5,000

#### On-Site/Event Benefits:

- Recognition at sponsorship level on collateral, website, and Source Magazine
- Dinner and seating for 10 guests

#### Vegas PBS/Online Benefits:

- Digital ad on vegaspbs.org for 3 months
- One full-page ad in the digital event program

---

### OPAL SPONSOR: \$2,500

#### On-Site/Event Benefits:

- Recognition at sponsorship level on collateral, website, and Source Magazine
- Dinner and seating for 4 guests

#### Vegas PBS/Online Benefits:

- Digital ad on vegaspbs.org for 3 months
- One half-page ad in the digital event program

---

### INDIVIDUAL TICKET: \$500

- Dinner and seating for 1 guest

---

### DIGITAL PROGRAM ADS

- Full Page – \$1,000
- Half Page – \$500
- Quarter Page – \$250

---

## I WANT TO SPONSOR!

At Vegas PBS, we believe that everyone in Southern Nevada deserves great media – so for over 50 years, we've strived to provide people of every age and interest with a classroom, a passport, and a stage for the arts. Your sponsorship of **THE BIG PARTY** will help keep Vegas PBS strong and provide revenue that makes outsized impact possible.

Give us a call at **702.799.1010 x5335** or email [corporatesponsorship@vegaspbs.org](mailto:corporatesponsorship@vegaspbs.org).

We look forward to hearing from you and appreciate your support.

---

### I CAN'T ATTEND BUT WOULD LIKE TO SUPPORT

Give us a call at **702.799.1010 x5589** or go to [donate.vegaspbs.org](https://donate.vegaspbs.org) to make a donation of your choice. Thank you!



# AD SPECIFICATIONS & GUIDELINES

## Logo Specifications

- Logos must be: high resolution vector (EPS, AI, SVG) preferred. PSD and PNG with transparent backgrounds are acceptable if high-resolution.
- Logos are due by April 5<sup>th</sup> for recognition by sponsorship level in the Source Magazine, May 2025 edition.

## Digital Program Ad Requirements:

- Ads must be received by Friday, March 28, 2025.
- Ads are to be submitted as a high-resolution PDF.
- For full page ads, the type safety margin is 3/16”.
- Do not include any print marks in your ad submission, such as crop marks, bleed marks and registration marks.
- Dimensions are listed as width x height in inches.

## DIGITAL PROGRAM AD

Ad Size*	Non-Bleed Size	Trim Size	Bleed Size
Full Page	—	8.25” x 10.75”	8.5” x 11”
1/2 Page	7.375” x 4.875”	—	—
1/4 Page	3.6” x 4.875”	—	—

## Vegas PBS Website Ad/Mobile Specifications

- 300 pixels wide X 250 pixels tall in .JPG, .PNG, or .GIF (max size 150KB)
- 320 pixels wide X 50 pixels tall in .JPG, .PNG, or .GIF (max size 150KB)
- 728 pixels wide X 90 pixels tall in .JPG, .PNG, or .GIF (max size 150KB)

## E-Newsletter Ad Specifications

- 300 pixels wide X 169 pixels tall in .JPG format, 72dpi, RGB color space

## On-Air Spot & Pre-roll Video Guidelines

### *Announcements may do the following:*

- Describe a business
- Identify products or services
- Express a corporate philosophy
- Include a corporate logo, business location, website or toll-free number
- Express support of Vegas PBS and its programming