

Vegas PBS PBS KIDS



Be My Neighbor Day

Saturday,
October 5, 2024
10 a.m. – 2 p.m.

The Lawn at Downtown
Summerlin®

Presented by

Howard Hughes and PNC

1825 Festival Plaza Drive
Las Vegas, NV 89135

Sponsorship Opportunities

Presenting Sponsor Benefits: \$20,000 **SOLD OUT FOR 2024!**

- “Presented by” language below event title: “Vegas PBS Be My Neighbor Day Presented by _____”
- Prime location of 10’x20’ space at event
- Logo recognition in Vegas PBS marketing: On-air TV ads, SOURCE Magazine ad, Day-of flyer, Stage banner, Save The Date collateral, 2024 Sponsorship Flyer, 2024 Booth Vendor Flyer
- Logo recognition in paid media: Print ads in LVRJ and Desert Companion, digital ads on LVRJ.com
- Logo recognition in Downtown Summerlin marketing: Outdoor bulkhead sign, Email blast, LED digital billboard
- Rotating tile on Vegas PBS home page for 6 months
- Logo included in all Vegas PBS TV promotional spots for BMND: minimum 30 spots per week for 10 weeks on each of the 4 channels
- Sponsor spot bank to run before June 30, 2025:
 - Twelve 15-second rotational spots per week, 16 weeks, MON–SUN, 6 a.m. to 11 p.m. on Channel 10
 - Twelve 15-second rotational spots per week, 16 weeks, MON–SUN, 6 a.m. to 11 p.m. on VEGAS PBS KIDS, Create, or World
- Acknowledgement as Presenting sponsor at event and on Vegas PBS social media platforms

Kindhearted Sponsor Benefits: \$15,000 (Two available)

- Prime location of 10’x20’ space at event
- Logo recognition in Vegas PBS marketing: On-air TV ads, SOURCE Magazine ad, Day-of flyer, Stage banner, Save The Date collateral
- Logo recognition in paid media: Print ads in LVRJ and Desert Companion, digital ads on LVRJ.com
- Logo recognition in Downtown Summerlin marketing: Outdoor bulkhead sign, Email blast, LED digital billboard
- Rotating tile on Vegas PBS website for 6 months
- Logo included in all Vegas PBS TV promotional spots for BMND: minimum 30 spots per week for 10 weeks on each of the 4 channels
- Sponsor spot bank to run before June 30, 2025:
 - Ten 15-second rotational spots per week, 16 weeks, MON–SUN, 6 a.m. to 11 p.m. on Channel 10
 - Eight 15-second rotational spots per week, 16 weeks, MON–SUN, 6 a.m. to 11 p.m. on VEGAS PBS KIDS, Create, or World
- Acknowledgement as Kindhearted sponsor at event and on Vegas PBS social media platforms

Respectful Sponsor Benefits: \$7,500 (Three available)

- Prime location of 10’x20’ space at event
- Logo recognition in Vegas PBS marketing: On-air TV ads, SOURCE Magazine ad, Day-of flyer, Stage banner, Save The Date collateral
- Logo recognition in paid media: Print ads in LVRJ and Desert Companion, digital ads on LVRJ.com
- Logo recognition in Downtown Summerlin marketing: Email blast, LED digital billboard
- Rotating tile on Vegas PBS website for 4 months
- Logo included in all Vegas PBS TV promotional spots for BMND: minimum 30 spots per week for 10 weeks on each of the 4 channels
- Sponsor spot bank to run before June 30, 2025:
 - Five 15-second rotational spots per week, 16 weeks, MON–SUN, 6 a.m. to 11 p.m. on Channel 10
 - Seven 15-second rotational spots per week, 16 weeks, MON–SUN, 6 a.m. to 11 p.m. on VEGAS PBS KIDS, Create, or World
- Acknowledgement as Respectful sponsor at event and on Vegas PBS social media platforms

Sponsors should be prepared to conduct a community-focused act of kindness activity at their booths.

Sponsors are required to bring tents. A limited number of tents will be available for rent on a first come, first served basis.

All assets listed are based on available inventory at time of commitment. 30 DAYS WRITTEN NOTICE IS REQUIRED FOR CANCELLATION BY EITHER PARTY. Vegas PBS reserves the right to preempt or re-schedule underwriting credits and paid PSAs and make changes in copy deemed necessary in order to comply with FCC regulations.

Name

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Vegas PBS  

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1825 Festival Plaza Drive
Las Vegas, NV 89135

Sponsorship Opportunities

Helpful Sponsor Benefits: \$5,000 (Four available)

- 10'x10' space at event
- Logo recognition in Vegas PBS marketing: On-air TV ads, SOURCE Magazine ad, Day-of flyer, Stage banner
- Logo recognition in Downtown Summerlin marketing: Email blast, LED digital billboard
- Rotating tile on Vegas PBS website for 2 months
- Logo included in all Vegas PBS TV promotional spots for BMND: minimum 30 spots per week for 10 weeks on each of the 4 channels
- Sponsor spot bank to run before June 30, 2025:
 - Seven 15-second rotational spots per week, 16 weeks, MON-SUN, 6 a.m. to 11 p.m. on VEGAS PBS KIDS, Create or World
- Acknowledgement as Helpful sponsor at event and on Vegas PBS social media platforms

Kindness Sponsor Benefits: \$2,500

- 10'x10' space at event
- Company listing in Vegas PBS marketing: SOURCE Magazine ad, Day-of flyer
- Company listing in text on Stage banner
- Rotating tile on Vegas PBS website for 1 month
- Sponsor spot bank to run before June 30, 2025:
 - Four 15-second rotational spots per week, 14 weeks, MON-SUN, 6 a.m. to 11 p.m. on VEGAS PBS KIDS, Create or World
- Acknowledgement as Kindness sponsor at event and on Vegas PBS social media platforms

Thoughtful Sponsor Benefits: \$1,250

- 10'x10' space at event
- Company listing in Vegas PBS marketing: SOURCE Magazine ad, Day-of flyer
- Company listing in text on Stage banner
- Rotating tile on Vegas PBS website for 1 month
- Acknowledgement as Thoughtful sponsor at event and on Vegas PBS social media platforms

Sponsors should be prepared to conduct a community-focused act of kindness activity at their booths.

Sponsors are required to bring tents. A limited number of tents will be available for rent on a first come, first served basis.

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