



PBS RENO IS PROUD TO PRESENT BE MY NEIGHBOR DAY 2026

Be My Neighbor Day is a lively celebration of early learning, healthy habits, safety, and the caring values found in Daniel Tiger's Neighborhood and Mister Rogers' Neighborhood. Families of all ages are invited to share in a day filled with play, joy, and meaningful connections.

By taking part in this event, you help PBS Reno continue delivering educational shows and local programs that support families across our region. Your involvement also shines a light on the many community groups that make northern Nevada a wonderful place to grow, learn, and belong.

The celebration includes creative crafts, hands-on activities, and a welcoming vendor area featuring partners from across the community. Families can even take photos with Daniel Tiger and Katerina Kittycat while learning how everyday kindness helps our neighborhood thrive.

PLEASE CONSIDER A SPONSORSHIP TODAY!

Samantha Eigenman

Community Partnership Director
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SATURDAY
JULY 18th 2026



TIME
10:00AM - 2:00PM



LOCATION: IDLEWILD PARK
1900 IDLEWILD DR, RENO NV 89509



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR (1) AVAILABLE: \$10,000

- "PBS Reno Be My Neighbor Day Presented by XXX" on primary signage
- Prime location of 10'x20' space at event
- Presenting sponsor premiere logo recognition in PBS Reno marketing materials: on-air promo ads, program guide ads, website, event programs, and eNewsletters
- Presenting Sponsor recognition in monthly Member eNewsletters sent to members
- Presenting Sponsor recognition in partner radio and print promotions supporting event
- Social Media recognition as Presenting sponsor on our active social media platforms
- :15 on-air rotator announcements promoting your business on PBS KIDS 24/7

RESPECTFUL SPONSOR (4) AVAILABLE: \$5,000

- Logo recognition on signage at event
- 10'x10' booth space at event
- Logo recognition in PBS marketing materials: on-air promo ads, program guide ads, website
- Sponsor logo recognition in monthly Member eNewsletters sent to members
- Social Media recognition as Respectful sponsor on our social media platforms
- :15 on-air rotator announcements promoting your business on PBS KIDS 24/7



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SPONSORSHIP OPPORTUNITIES

KINDNESS SPONSOR: \$3,000

- 10'x10' booth space at event
- Logo recognition in PBS marketing materials: on-air promo ads, program guide ads, website
- Sponsor logo recognition in monthly Member eNewsletters sent to members
- Social Media recognition as Kindness sponsor on our social media platforms

THOUGHTFUL SPONSOR: \$1,500

- 10'x10' booth space at event
- Logo recognition in PBS marketing materials: program guide ads, website
- Company Listing in monthly Member eNewsletters sent to members
- Social Media recognition as Thoughtful sponsor on our social media platforms

VENDOR BOOTH & VEHICLE: \$750 | \$375 NON-PROFIT RATE

- Branded Company Vehicle at event
- 10'x10' booth space at event
- Vendor responsible for bringing tables, chairs, and pop-up tent

VENDOR BOOTH ONLY: \$500 | \$250 NON-PROFIT RATE

- 10'x10' booth space at event
- Vendor responsible for bringing tables, chairs, and pop-up tent



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PARTNERSHIP CONTRACT

Presenting Sponsor \$10,000 ____
(1 Available)

Vendor Booth + Vehicle \$750 ____

Respectful Sponsor \$5,000 ____
(4 Available)

Vendor Booth \$500 ____

Nonprofit Vendor Booth + Vehicle \$375 ____

Kindness Sponsor \$3,000 ____

Nonprofit Vendor Booth \$250 ____

Thoughtful Sponsor \$1,500 ____

City of Reno Business License #

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Company Name: _____

Address: _____

Billing Address (if different): _____

Phone #: _____ Email Address: _____

Payment Method:

Credit Card

Check (Make checks payable to PBS Reno)

Card Number: _____

Expiration Date: _____ CVV (Security Code): _____

Signature: _____ Date: _____



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