

Be My Neighbor Day is a family-friendly event promoting early childhood education, health, safety and values highlighted on Daniel Tiger and Mister Rogers' Neighborhood. Children and parents alike will learn the importance of communityfocused kindness and sharing by giving back to the community in which we live. PBS Reno will celebrate the rich cultural diversity of our neighbors across northern Nevada and incredible local resources through craft activities and a varied vendor space. Families can have pictures taken with Daniel Tiger and Katerina Kittycat, the stars of Daniel Tiger's Neighborhood.

Be My Neighbor Day is Saturday, August 3rd, 2024, from 10:00am-2:00pm at Idlewild Park.

FILL THE BUS DONATIONS

PBS Reno has partnered with The Children's Cabinet, Food Bank of Northern Nevada, and the RennerVation Foundation to fill the RennerVation Bus with nonperishable food, personal hygiene supplies, and teacher supplies for the community. The RennerVation Bus will be parked at PBS Reno at 1670 N. Virginia Street in the days leading up to the event to boost collection efforts.

We encourage attendees of all ages to bring a donation of the following items:

The Children's Cabinet

- Toothbrush/toothpaste
- Full size shampoo/conditioner
- Travel size deodorant
- Face wipes
- Travel size sunscreen/lotion

- Full size baby shampoo/brush/baby powder/baby wipes
- Feminine hygiene products









RennerVation Foundation

- Notebooks
- Composition notebooks
- Pencils
- Index cards
- Markers
- Ink pens
- Sharpies
- Dry erase markers
- Tissue boxes

- Staplers
- Glue sticks
- Graph paper
- Construction paper
- Post-it notes (small and poster sized)
- Command Strips
- Masking tape
- Hand wipes
- Color pencils

Food Bank of Northern Nevada

- Canned meals: stews, soups, spaghetti/ravioli (low-sodium preferred)
- Protein: peanut butter, tuna, salmon, chicken, dried or canned beans
- Grains: whole grain cereal, oatmeal, brown rice, whole grain pasta
- Fruits: canned (packed in 100% juice or light syrup), dried fruit, applesauce (no sugar added), 100% fruit juice boxes
- Vegetables: canned (no salt added and/or low-sodium preferred)
- Dairy: shelf stable milk
- Baby products: formula, infant cereal, baby food









SPONSORS & VENDORS

Join the PBS Reno Neighborhood by becoming a Sponsor or Vendor! Sponsors receive space to share resources, hold activities, and are included on promotion related to Be My Neighbor Day. We have multiple levels available to suit your needs, with special rates for fellow non-profits! Vendors receive space to sell to our neighbors on August 8th.

To become a neighbor as a sponsor or a vendor for Be My Neighbor Day, contact PBS Reno Community Partnership Director Diane Barrett at 775.600.0584 or email dbarrett@pbsreno.orq.







Opportunities

\$10,000 **Presenting** Sponsor Benefits

(One available)

- "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 flyers and sponsorship flyers
- Presenting Sponsor recognition in monthly Member eNewsletters sent to 13,000 members
- Presenting Sponsor recognition in partner radio and print promotions supporting the event
- Social Media tags as Presenting sponsor on our active social media platforms
- :15 on-air rotator announcements promoting your business 2x/day for three months on PBS Kids Main Channel, Mon-Fri between 6am & 1pm & Sat-Sun 6am-8am

\$5,000 Respectful Sponsor Benefits

(Four available)

- · Logo recognition on signage at event
- 10'x10' space at event
- Logo recognition in PBS marketing materials: on-air promo ads, program guide ads, website, event flyers and sponsorship flyers
- Sponsor logo recognition in monthly Member eNewsletters sent to 13,000 members
- Social Media tags as Respectful sponsor on our active social media platforms
- :15 on-air rotator announcements promoting your business 5x/week for three months on CREATE and PBS Kids 24/7 Channels

Contact: Diane Barrett, Community Partnership Director

PBS Reno O: (775) 600 - 0584 · C: (415) 385 - 5657 · dbarrett@pbsreno.org















Kindness Sponsor Benefits

- 10'x10' space at event
- Logo recognition in PBS marketing materials: on-air promo ads, program guide ads, website, event flyers and sponsorship flyers
- Sponsor logo recognition in monthly Member eNewsletters sent to 13,000 members
- Social Media tags as Kindness sponsor on our active social media platforms

Thoughtful \$1,500 Sponsor Benefits

- 10'x10' space at event
- Logo recognition on PBS marketing materials: website, program guide ads
- Company Listing in monthly Member eNewsletters send to 13,000 members
- Social Media tags as Thoughtful sponsor on our active social media platforms

Vendor Booth Only

• 10'x10' space at event

 Vendor responsible for bringing table, chairs and pop-up tent







PBS Reno 2024 Be My Neighbor Day Sponsorship

\$250 Nonprofit Vendor \$500 Nonprofit Vendor

	\$1500 Thoughtful Sponsor	
	\$3000 Kindness Sponsor	
	\$5000 Respectful Sponsor	
	\$10,000 Presenting Sponsor	
Company/Donor N	lame:	
Address:		
Billing Address (if o	different):	
Phone:	Email:	
Payment: MC	VISA DISCOVERAMEXCHECK (pa	ayable to PBS Reno)
Card Number:	Ex	o <u>.</u> Date:
Name as it appears	s on card:	CVV:
Signature:		
	Contract# (for PBS Reno use):	
	Account # (for PBS Reno use):	

