

PBS RENO
PRESENTS MURDER MYSTERY

DEATH AT THE DISCO

PBS Reno is proud to present the **2025 Murder Mystery Dinner: Death at the Disco!**

Death at the Disco is an interactive murder mystery dinner party that will transport attendees to the 1970's, at the height of the Disco movement. Guests will play detective, gather clues from suspicious characters, question suspects, and solve a crime at the Atlantis Casino Resort Spa on Saturday, May 17th.

You'll be a part of the hustle to raise support for the high-quality drama programs from PBS Reno that keep you on the edge of your seat. Programs like *Masterpiece Mysteries* that showcase popular titles like *Sherlock*, *Grantchester*, and *Endeavour* are known for their clever plots, character depth, and atmospheric settings, making them favorites among viewers and fans like you who enjoy suspense blended with rich storytelling.

Whether you're looking for promotion opportunities or simply want to support a community event, PBS Reno's **Death at the Disco** is a great way for your business to connect with our community. PBS Reno will be promoting sponsors heavily on-air, in print and on all of our digital platforms leading up to the event. Please consider a sponsorship today!

PBS Reno's 2024 Murder Mystery Data

The *SOLD OUT* 2024 Murder Mystery event attracted a diverse crowd, with the majority of attendees aged 41-50 (28%). This demographic mix reflects a valuable opportunity for sponsors to connect with an engaged, well-resourced audience.

Demographics:

- 18-40: 14% of attendees
- 41-50: 28% of attendees
- M 39%/ F 61%

Household Income:

- 24% \$60-99k
- 42% \$100-199k
- 20% \$200-499k

Contact: Diane Barrett, Community Partnership Director
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SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR –



DETECTIVE SPONSOR: \$5,000 (1)

- :30 promo spot - "The following programs (various dramas)" are brought to you by Company Name & logo, Death at the Disco Murder Mystery - Detective Sponsor.
- VIP Table of (8)
- (2) VIP "Victim in Performance" Raffle tickets
- Full page, full color ad in the Murder Mystery Program
- Detective Sponsor recognition on all the screens and Event Program
- **PLUS** all the promotion benefits at the WhoDunIt level

PHOTO BOOTH SPONSOR: \$4,000 (1)

- :30 promo spot - "The following programs (various dramas)" are brought to you by Company Name & logo, Death at the Disco Murder Mystery – Photo Booth sponsor
- (4) seats at the event
- Signage recognition as Photo Booth Sponsor at live event & logo on all photos taken
- ½ page, full color ad in the Murder Mystery Program
- Photo Booth Sponsor recognition on all the screens and Event Program
- **PLUS** all promotion benefits at the WhoDunIt level

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DISCO LOUNGE SPONSOR: \$4,000 (1)

- :30 promo spot - "The following programs (various dramas)" are brought to you by Company Name & logo, Death at the Disco Murder Mystery – Disco Lounge sponsor
- (4) seats at the event
- Logo displayed on all Disco Lounge signage
 - "Your Company" Disco Lounge
- ½ page, full color ad in the Murder Mystery Event Program
- **PLUS** all promotion benefits at the WhoDunIt level

BOOTLEGGER SPONSOR: \$2,000 (3)

Attendees pay \$50 per ticket to select from the Mystery Liquor Pull (whiskey, gin, vodka).

- Logo included on Mystery Liquor Pull signage at live event
- Logo included as Mystery Liquor Pull sponsor in the Event Program
- **PLUS** all promotion benefits at the WhoDunIt Sponsor level

WHODUNIT SPONSOR: \$1,500 (5)

- (2) Seats to the event
- Logo included on pbsreno.org/mystery
- Logo included on signage at the event
- Inclusion on social posts
- Logo included on print ads leading up to the event & Thank You ad post-event
- Logo inclusion in Membership eNewsletters leading up to event
- Logo included on the Event Program

