



# SPOTLIGHT Awards & Auction

FRIDAY, SEPTEMBER 20, 2024 • SILVER LEGACY GRANDE EXPO

PBS Reno is thrilled to announce our Spotlight Awards & Auction hosted at The Row Silver Legacy Grande Exposition Hall! This gala is a community awards show that spotlights individuals and community groups making a positive impact in our region. Winners will be revealed live during the gala on Friday, September 20th. As this is PBS Reno's largest fundraiser of the year, we will also be holding an auction that will feature enticing and exciting packages to support PBS Reno.

## Spotlight Awards and Nominations

Nominations will be open to the community on March 1st, 2024. The 5 Spotlight Award categories are:

- Extraordinary Community Group
- Extraordinary Local Business
- Extraordinary Educator
- Extraordinary Individual
- Extraordinary Student

In May, PBS Reno will select three finalists from each Spotlight Award category. PBS Reno will create and broadcast short videos highlighting each finalist. The community will then vote to decide the winners in each category beginning in July 2024.

***PBS Reno will also recognize the Extraordinary Philanthropist of the Year, Rick Reviglio, for his incredible contributions to the community!***

**Live Auction** PBS Reno will incorporate a silent and LIVE auction into the gala. This high-end auction will feature travel packages, wine, local and regional experiences, and several priceless PBS Reno experiences.

**Sponsorship** Whether you are sponsoring an award category, looking for promotion opportunities, or contributing to our online auction, the Spotlight Awards & Auction 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 gala. Please consider a sponsorship today!

**Contact: Diane Barrett, Community Partnership Director**  
**PBS Reno O: 775-600-0584 • C: 415-385-5657 • dbarrett@pbsreno.org**



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## PBS Reno Spotlight Awards & Auction 2024 Presenting Sponsorship Opportunity

### Presenting Sponsor \$25,000 | 1 Available (Value: \$49,000)

#### Live Event Recognition:

- Presenting sponsor will have the opportunity to announce our special **Extraordinary Philanthropist Award 2024** during our Spotlight Awards event.
- \$5,000 of your sponsorship contribution will be allocated for each of our (5) Extraordinary Spotlight Award Winners, \$1k each to be donated to their non-profit of choice.
- Name and logo on bid paddles.
- Signage recognition on big screens located around the room.
- Signage at check in area and on main stage as Presenting Sponsor.
- Announcements recognizing Presenting Sponsor throughout the night.
- Logo on Invitation and recognition in Event Program.
- Two VIP tables of (8) at the Spotlight Awards & Auction Event.

#### On-Air Promotion:

- Presenting sponsor recognition included in ALL PBS Reno promotional on-air announcements leading up to the live event.
- Presenting sponsor name and logo included in all Charter Spectrum promotions (television & digital streaming) leading up to event.
- Additional sixty (60) 15-second on-air rotator announcements promoting your business on PBS Reno.
- **AND** your company will be listed as a production sponsor on your choice of (1) one local PBS Reno production; Wild Nevada, Classical Tahoe, STEM Works Digital Shorts, Arteffects.

#### Print, Radio, Web and Social Media Promotion:

- Presenting sponsor recognition in all partner radio and print promotions leading up to event:
  - Print partners: Edible Reno-Tahoe Magazine, Nevada Magazine, NNBW.
  - Radio Partners: KUNR, Lotus Radio stations
- Presenting sponsor recognition in social media posts leading up to event.
- 728x90 banner plus premier logo included on Spotlight Awards & Auction web page
- Premier logo inclusion in mobile bidding catalogue.
- ½ page ad in PBS Reno Program Guide leading up to the Spotlight Awards & Auction.
- Premier sponsor recognition in PBS Reno Program Guide ads leading up to event.
- Premier sponsor recognition in Program Guide Thank You Ads Oct & Nov 2023.

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## PBS RENO'S 40th ANNIVERSARY SPOTLIGHT AWARDS & AUCTION 2024 SPONSOR OPPORTUNITIES

**PRESENTING SPONSOR: \$25,000 (Please Inquire)**

**EXECUTIVE PRODUCER & BAR SPONSOR: \$10,000 (Value \$19,500)**

- On-Air promotions:
  - Logo in on-air Spotlight promotional announcements prior to the event
  - Additional (40) 15-second on-air announcements promoting your business on PBS Reno
- Sponsorship of all (3) bar locations at the Spotlight Awards & Auction event:
- Signage at all (3) bars located at the event
  - Sponsorship of (1) signature cocktail of your choosing (3 available)
  - Logo on signature cocktail signage at each bar
- Logo included in partner promotional materials leading up to event:
  - On-Air: Charter Spectrum cable
  - Print partners: Edible Reno-Tahoe, Nevada Magazine, NNBW
- VIP Seating (for table of 8) at event PLUS all benefits at the Studio Sponsor level

**SPOTLIGHT AWARD CATEGORY SPONSOR | 1 AVAILABLE: \$7,500 (Value \$11,000)**

- Sponsorship of one of five (5) Spotlight Award categories:
  - Extraordinary - Educator, Business, Community Organization, Individual, Student
- Opportunity to announce winner of your Award Category at live event
- On-Air Promotions:
  - Logo in on-air Spotlight promotional announcements prior to the event
  - Logo in all on-air announcements promoting that category and all the nominees
- Award category recognition on the Spotlight Awards & Auction website
- VIP Seating (for table of 8) at event PLUS all benefits at the Studio Sponsor level

**EDITOR SPONSOR: \$5,000 (Value \$6,800)**

- On-air promotions:
  - Logo in on-air Spotlight promotional announcements leading up to the event
- VIP Seating (for table of 8) at event PLUS all benefits at the Studio Sponsor level

**STUDIO SPONSOR: \$3,000 (Value \$3,250)**

- Table for (8) at PBS Reno Spotlight Awards and Auction
- Logo on invitation and recognition in Event Program
- Logo inclusion in mobile bidding auction catalogue
- Logo placement on PBS Reno Spotlight Awards & Auction web page
- Logo included in PBS Reno Program Guide ads in 2024
- Recognition on PBS Reno social media leading up to Spotlight Awards & Auction

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**PBS Reno**

**Celebrating 40 Years**

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## **PBS RENO SPOTLIGHT AWARDS & AUCTION 2024 A LA CARTE SPONSOR OPPORTUNITIES**

### **PADDLE RAISER SPONSOR – FUND-A-NEED FOR EDUCATION: \$10,000 (1 available)**

- Matching donation to help fund Curiosity Classroom Educational Workshops in 2025
- On-air teaser rotator ads promoting match to run 3-months leading up the event
- VIP Seating (for table of 8) at event PLUS all benefits at the Studio Sponsor level

### **MYSTERY WINE PULL SPONSOR: \$4,500 (1 available)**

*Over 200 bottles to choose from, bottles range in value from \$20- \$140. Attendees pay \$20 per ticket, one pick per ticket. For each \$20 ticket, get one selection from the mystery wine table!*

- Signage recognition as Wine Pull Sponsor at live event
- Logo on all wine bags used in wine pull at the Spotlight Awards & Auction
- PLUS all benefits at the Studio Sponsor level

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

- Signage recognition as Photo Booth Sponsor at live event & logo on all photos taken
- PLUS all benefits at the Studio Sponsor level

### **TROPHY SPONSOR: \$4,000 (1 available)**

- Provide trophies to Spotlight Award winners, (6) in total
- PLUS all benefits at the Studio Sponsor level

### **FLOWER SPONSOR: \$3,500 (1 available)**

- Provide or sponsor flower vendor for table centerpieces
- PLUS all benefits at the Studio Sponsor level

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