

# SPOTLIGHT AWARDS & AUCTION

FRIDAY, SEPTEMBER 12, 2025 | GRAND SIERRA RESORT

## SPONSORSHIP OPPORTUNITIES

### **DIRECTOR'S CHAIR | (1) AVAILABLE: \$15,000**

- Logo prominently displayed as "Director's Chair" sponsor on event signage
- Logo on all (200) take home Wine Bags used in Mystery Wine Pull
- 1/2 page ad in the event program
- Logo included in on-air/streaming & print partner promotional materials
- VIP Seating (table of 8) at event PLUS all benefits at the Studio Sponsor level

### **EXECUTIVE PRODUCER & BAR SPONSOR: \$10,000**

- Logo prominently displayed on (4) bar locations around the event floor
- PBS Reno On-Air Promotions
  - Logo in on-air Spotlight announcements prior to the event
  - (40) 15-second on-air announcements promoting your business
- Logo included in on-air/streaming & print partner promotional materials
- VIP Seating (table of 8) at event PLUS all benefits at the Studio Sponsor level

### **CATEGORY SPONSOR | 5 AVAILABLE 3 AVAILABLE: \$8,000**

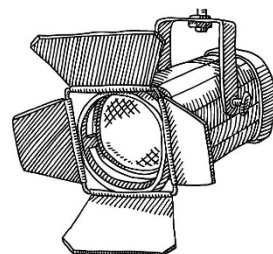
- Sponsorship of one of five (5) Spotlight Award categories:
  - Extraordinary - Educator, Business, Community Organization, Individual, Student
- Opportunity to announce the winner of your Award Category at event
- On-Air Promotions:
  - Logo in on-air Spotlight promotional announcements prior to the 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 (table of 8) at event PLUS all benefits at the Studio Sponsor level

### **EDITOR SPONSOR: \$5,000**

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

### **STUDIO SPONSOR: \$3,000**

- 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 2025
- Recognition on PBS Reno social media leading up to Spotlight Awards & Auction



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## PBS RENO's 2025 SPOTLIGHT AWARDS & AUCTION 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 2025-2026 school year
- On-air teaser rotator ads promoting match to run 3 months leading up the event
- VIP Seating (table of 8) at event PLUS all benefits at the Studio Sponsor level

### PHOTO BOOTH SPONSOR: \$4,000/booth (2 available)

- (1) Selfie Photo Booth
- (1) 360 Photo Booth
- Signage recognition as Photo Booth Sponsor at 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)

- Sponsor flower vendor for table centerpiece
- PLUS all benefits at the Studio Sponsor level

