



# SPOTLIGHT AWARDS GALA

FRIDAY, SEPTEMBER 18TH, 2026 | RENO BALLROOM

SPOLIGHT AWARDS GALA 2026  
BE OUR SPONSOR

# **PBS RENO IS PROUD TO PRESENT THE 2026 SPOTLIGHT AWARDS GALA**

PBS Reno's annual gala and community awards show “spotlights” individuals and community groups making a positive impact in our region. As the station's largest fundraiser of the year, PBS Reno will also hold our auction featuring enticing and exciting packages that support PBS Reno's mission to Entertain Your Curiosity.

This year, PBS Reno is proud to honor Nick & Debbie Rossi as the Extraordinary Philanthropists of the Year. Proud Nevadans, Nick & Debbie Rossi have a deep dedication supporting nonprofits in our community. Nick Rossi is the founder and president of LP Insurance.

Whether you're looking for promotion opportunities or simply want to support a community event, the Spotlight Awards Gala 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.

The Spotlight Awards Gala is more than a celebration of extraordinary people in our region - it's an opportunity to ensure PBS Reno can continue to serve northern Nevada and northeastern California for generations to come. By sponsoring, you are helping us move forward together, stronger than ever.

**PLEASE CONSIDER A  
SPONSORSHIP TODAY!**

**Samantha Eigenman**

Community Partnership Director  
O: 775-600-0561 • C: 775-544-8431  
[seigenman@pbsreno.org](mailto:seigenman@pbsreno.org)



# SPONSORSHIP OPPORTUNITIES

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



- Logo prominently displayed as “Director’s Chair” sponsor on event signage
- 1/2 page ad in the event program
- Logo included in on-air/streaming & print partner promotional materials
- (40) 15-second on-air announcements promoting your business
  - Must be redeemed within 6 months after the event
- VIP Seating (table of 8) at event PLUS all benefits at the Editor Sponsor level

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

- Logo prominently displayed on (3) bar locations around the event floor
- PBS Reno On-Air Promotions
  - Logo in on-air Spotlight announcements prior to the event
- Logo included in on-air/streaming & print partner promotional materials
- VIP Seating (table of 8) at event PLUS all benefits at the Editor Sponsor level

## **CATEGORY SPONSOR (5) AVAILABLE: \$8,000**

- Sponsorship of one of five (5) Spotlight Award categories:
  - Extraordinary
    - Individual, Student, Educator, Business, Community Group
- 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 Finalists
- Award category recognition on the Spotlight Awards Gala website
- VIP Seating (table of 8) at event PLUS all benefits at the Editor Sponsor level

# SPONSORSHIP OPPORTUNITIES

## **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 catalog
- Logo placement on PBS Reno Spotlight Awards Gala web page
- Logo included in PBS Reno Program Guide ads in 2025
- Recognition on PBS Reno social media leading up to the Spotlight Awards Gala



**Contact: Samantha Eigenman, Community Partnership Director**  
**O: 775-600-0561 • C: 775-544-8431 • [seigenman@pbsreno.org](mailto:seigenman@pbsreno.org)**



# SPONSORSHIP OPPORTUNITIES

## A LA CARTE

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

Matching donation to help fund Curiosity Classroom Educational Workshops in the 2025-2026 school year.

- On-air teaser rotator ads promoting the Paddle Raiser to run leading up the event
- Logo prominently displayed on event floor as the Paddle Raiser Sponsor
- Opportunity to film :30 sponsor highlight as the Paddle Raiser Sponsor to be aired at the event
- VIP Seating (table of 8) at event PLUS all benefits at the Editor Sponsor level

### **MYSTERY WINE PULL SPONSOR: \$5,500 (1 AVAILABLE)**

Up to 200 bottles to choose from, bottles range in value from \$20- \$120. 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 Gala
- PLUS all benefits at the Editor Sponsor level

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

- Signage recognition as the Trophy Sponsor at the event
- PLUS all benefits at the Studio Sponsor level

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

- Recognition as Flower Sponsor on table centerpieces
- PLUS all benefits at the Studio Sponsor level



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## 2026 SPONSORSHIP CONTRACT

**EXECUTIVE PRODUCER & BAR SPONSOR (1 AVAILABLE) \$10,000** \_\_\_\_\_

**CATEGORY SPONSOR (5 AVAILABLE) \$8,000** \_\_\_\_\_

**EDITOR SPONSOR \$5,000** \_\_\_\_\_ **STUDIO SPONSOR \$3,000** \_\_\_\_\_

**PADDLE RAISER SPONSOR (1 AVAILABLE) \$10,000** \_\_\_\_\_

**PHOTO BOOTH SPONSOR (1 BOOTH) \$4,000** \_\_\_\_\_ **(2 BOOTHS)** \_\_\_\_\_

**MYSTERY WINE PULL SPONSOR (1 AVAILABLE) \$5,500** \_\_\_\_\_

**TROPHY SPONSOR (1 AVAILABLE) \$4,000** \_\_\_\_\_ **FLOWER SPONSOR (1 AVAILABLE) \$4,000** \_\_\_\_\_

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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