

PBS Reno is thrilled to announce the return of the Spotlight Awards and Auction hosted at The Row's Silver Legacy Grand Exposition Hall! This gala is a community awards show "spotlighting" individuals and community groups making a positive impact in our region. Winners will be revealed live during the gala on September 16th! As this is our 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 are now open to the community. The five Spotlight Award categories are:

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

PBS Reno will also honor the Carano Family as this year's Extraordinary Philanthropist!

In May, PBS Reno will select three finalists from each Spotlight Award category; PBS Reno will create and broadcast short videos highlighting each. The community will then vote to decide the winners in each category beginning in June 2022.

Live Auction

Back this year, 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 experiences. Online bidding will open in early September, culminating at the gala event on September 16th.

Sponsorship

The Spotlight Awards and Auction is a great way to connect with our community, be it announcements promoting your business, sponsoring an award category, or through our online auction. PBS Reno will be promoting sponsors heavily on-air throughout the buildup to the gala as well as during the broadcast production to premiere at a later date. Please consider a sponsorship today.

Contact Emma Glenn at 775.600.0544 or eglenn@pbsreno.org for more information

PBS RENO SPOTLIGHT AWARDS & AUCTION 2022 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
 - Logo on napkins provided at bars
- 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 | 5 2 AVAILABLE: \$7,500 (Value \$11,000)

- Sponsorship of one of five (5) Spotlight Award categories:
 - Extraordinary - Educator, Business, Community Organization, Individual, Youth
- 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 web site
- 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: \$2,500 (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 2022
- Recognition on PBS Reno social media leading up to Spotlight Awards & Auction

PBS RENO SPOTLIGHT AWARDS & AUCTION 2022 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 2023
- Recognition on Spotlight Awards & Auction web site including donation form prior to event
- 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

PRE-PARTY EVENT SPONSOR: \$4,500 (3 available)

- Signage recognition at Pre-Event Cocktail Party for VIP guests
- Recognition as Pre-Party Event Sponsor on Spotlight Awards & Auction web site
- 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
- Recognition as Mystery Wine Pull Sponsor on Spotlight Awards & Auction web site
- PLUS all benefits at the Studio Sponsor level

PHOTO BOOTH SPONSOR: \$3,500 (1 available)

- Signage recognition as Photo Booth Sponsor at live event
- Recognition as Photo Booth Sponsor on the Spotlight Awards & Auction web site
- PLUS all benefits at the Studio Sponsor level