

**SPONSORSHIP
PACKET**





SPONSORSHIP PACKET

Formed in 2018, the Downtown Reno Partnership is the only business improvement district in the entire state and is a **501c6**. It **covers 110 blocks** of our downtown area and is made up of **1,500 property owners**. Our goals of making downtown **safer, cleaner and vibrant** are being elevated to the next level by **hosting events and activating spaces downtown**.

From **Roll'n Reno Disco Roller Skating** and the **Whomp Wagon Pre-Burning Man event** on Locomotion Plaza to **Downtown Tuesdays** with music and food trucks on Partnership Plaza to **networking events** and a collaborative **pre-Great Reno Balloon Race** event, our team is working to bring vibrancy and excitement to showcase all of what downtown has to offer.

This packet offers different levels and different ways to support creating a more vibrant downtown Reno. We look forward to collaborating with you!

Secure your sponsorship, please contact:

Kristen Saibini | Marketing Manager
ksaibini@downtownreno.org

By partnering with the Downtown Reno Partnership, you could take advantage of:



Sponsored content and/or ad placement in This is Reno.



Mention on our Facebook page with more than 5,100 likes/followers.



Mention on our Instagram page with over 4,500 followers.



Sharing with our 1,500 property owners including downtown condo residents.



Recognition in email marketing to more than 2,500 subscribers.



Locomotion Plaza:
400,000 monthly impressions walking/driving by the Arch.

4th & University (Partnership Plaza):
750,000 monthly impressions walking/driving by.





SPONSORSHIP PACKET

PRESENTING SPONSOR: DOWNTOWN TUESDAYS GIVING LEVEL: \$10,000

Secure presenting sponsor naming rights to our five-series Downtown Tuesdays events. Once a month, there will be live music from a local artist along with food trucks, a drink truck and yard games in our Partnership Plaza.

Residents, students and passing by visitors can enjoy music and food while sitting in the shade of our tree-covered plaza complete with up lighting for a fun and vibrant setting.

EVENT DETAILS

Dates: May 9, June 13, July 11, August 8, September 12 | 5:00 p.m. - 9:00 p.m.

Location: Partnership Plaza, 40 E. 4th Street | This is a **free event**.



DOWNTOWN TUESDAYS PRESENTING SPONSOR BENEFITS:

- “Presented by” language in all mentions of event series
- VIP seating for 4 at all 5 events.
- Two features in This is Reno from May-September.
- Two This is Reno ads.
- Vendor space at two events.
- Social media pre and post event inclusion.
- Opportunity to address the audience before one event begins.
- Company name on e-newsletter.
- Collateral delivered to local condo residences.



SPONSORSHIP PACKET

PRESENTING SPONSOR: DOWNTOWN TUESDAYS GIVING LEVEL: \$1,500

Secure presenting sponsor naming rights to our five-series Downtown Tuesdays events. Once a month, there will be live music from a local artist along with food trucks, a drink truck and yard games in our Partnership Plaza.

Residents, students and passing by visitors can enjoy music and food while sitting in the shade of our tree-covered plaza complete with up lighting for a fun and vibrant setting.

EVENT DETAILS

Dates: May 9, June 13, July 11, August 8, September 12 | 5:00 p.m. - 9:00 p.m.

Location: Partnership Plaza, 40 E. 4th Street | This is a **free event**.



DOWNTOWN TUESDAYS ONE-DATE SPONSOR BENEFITS:

- “Presented by” language in all mentions of event series
- One feature in This is Reno prior to the date selected
- Social media pre and post event inclusion
- One signage placement on plaza (provided by business)



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LOCOMOTION PLAZA / OFFSITE ACTIVATION EVENTS GIVING LEVEL: \$5,000 (PER DATE)

Secure sponsorship rights to one of the two downtown activation events listed below. These events are all aimed at different demographics from families, to college students to residents and visitors. We expect 300 people per event to be a mix of downtown residents, Reno/Sparks locals as well as visitors who are in the downtown area. Entry fee will range from **\$5-20** depending on event and audience target.

EVENT DETAILS

Roll'n Reno Disco Roller Skating

Dates: June 09, 2023 | 6:00 p.m. - 9:00 p.m.

Location: Locomotion Plaza

(between the Reno Arch and the Eldorado)

Elevate Reno Tethered Hot Air Balloon Rides

Dates: September 5, 2023 | 7:00 a.m. - 10:00 a.m.

Location: Glow Plaza, J Resort



LOCOMOTION PLAZA / OFFSITE EVENT ACTIVATION SPONSOR BENEFITS:

- “Presented by” language for the date selected
- Two VIP “tickets” to event selected
- One feature in This is Reno prior to the event date selected
- Social media pre and post event inclusion
- One signage placement at event location (provided by business)



SPONSORSHIP PACKET

BUSINESS PARTNER SPONSOR GIVING LEVEL: \$500

Join us as a partner for any of our 2023 events to help us create a vibrant downtown Reno. **Pick any one (or more!)** of the events below to be a sponsor.



DOWNTOWN TUESDAYS

May 9, June 13, July 11, August 8, September 12

5:00 p.m. - 9:00 p.m.
Partnership Plaza, 40 E. 4th Street



ROLL'N RENO DISCO ROLLER SKATING

June 09, 2023 | 6:00 - 9:00 p.m

Locomotion Plaza
(between the Reno Arch & the Eldorado)



ELEVATE TETHERED HOT AIR BALLOON RIDES

Sep 05, 2023 | 7:00 - 10:00 a.m

Glow Plaza, J Resort

BUSINESS PARTNER SPONSOR BENEFITS:

- Social media pre-event inclusion
- Table top business logo on welcome table at event