

Hometown Nevada

This is a special sponsorship program for local businesses. The event has grown so much that it needs stronger support to remain at this level, and continue to grow several innovative programs. Hometown Nevada seeks to focus sponsorship efforts and attention on local businesses. This supports the collaborative community atmosphere that the event has come to symbolize. There are only 3 qualifications to be included in this program:

- 1) Minimum \$500 sponsorship
- 2) Must be locally owned and operated (at least 50% of ownership must live in Northern Nevada or Tahoe area, including boards, if applicable. If franchise or branch, HQ must be local).
- 3) First Come-First Serve – Only 8 spots available!

You still get ALL of the sponsorship benefits noted in the General Sponsorship Package for your level (free space at event, Sponsor banner, website, etc.), PLUS these additional Hometown Nevada benefits:

- a) The Hometown banner will have its own page whole in our newspaper ad.
- b) The Hometown banner will have its own page whole in the Earth Day Program
- c) The Hometown banners (6 x 5 feet) will be displayed in a minimum of 3 locations within the event.
- d) The Hometown program and sponsors will have a dedicated page on our website.
- e) Hometown sponsors will have their logos linked to their websites from our website.
- f) We will be mentioning Hometown sponsors on our radio PSA's throughout March and April.
- g) We will do a special press release on each Hometown sponsor, where they can tell us their story, talk about upcoming items and special promotions, to be approved by the sponsor.
- h) We will be taking every opportunity to Thank and promote the Hometown sponsors as community businesses stepping up to the plate and making sure this event happens.

Estimated additional value for Hometown Sponsors = \$10,000

Plus the benefits for your level \$500, \$1000, \$2500 or \$5000. See General Sponsorship levels for those additional benefits on the next page.

2018 Reno Earth Day Sponsorship Levels		Supporter Up to \$499	Keeper \$500	Steward \$1,000	Protector \$2,500	Earth Guardian \$5,000
1	Name/Logo/Link to your site from Earth Day Website Sponsor page	Name & Link	Logo/Link	Logo/Link	Logo/Link	Logo/Link
2	VIP Invitation to the Volunteer & Sponsor Appreciation Party: Food, Awards, Community	X	X	X	X	X
3	Planning Committee Seats if desired	X	X	X	X	X
4	Volunteer Opps. For employees incl. free gifts, hours tracking and VIP Appreciation Party	X	X	X	X	X
5	Name/Logo in all Earth Day 2018 Sponsorship Banners hung in multiple high traffic locations	Name	Logo	Larger Logo	Large Logo w/ High Placement	Largest Logo w/ Highest Placement
6	Logo on Event Map Signs-multi-locations @ event-IDing your booth location or named feature.	^ \$500 ^ Total Value	X	X	X	X
7	Free Booth Space at event to be used for anything - product demos, staff recruitment, education, sales, special activities/exhibits (non-transferable)		10x10	up to 20x20	up to 30x30	Unlimited
8	Choice of location at event to maximize your presence & goals (first come/first serve on locs).		X	X	X	X
9	We'll hang your extra banner(s) in prime location(s) throughout event.		(1 location)	(2 locations)	(3 locations)	Unlimited
10	Logo included on Event Flyers, posted locally in 100+ locations+social media+emailed to 1000's		X	X	X	X
11	Stage Announcements on all stages		^ \$1,400 ^ Total Value	(min. 3)	(min. 6)	(min. 10)
12	Special Press Release on your company/sponsorship (sponsor may provide content if desired or we will write)			X	X	X
13	Company Feature Promotion on our extensive Social Media for 3 months			X	X	X
14	Posting of your other media (events, press releases, promos, etc.) in our social media all year (for any content provided by sponsor through year)			X	X	X
15	Invaluable IN-PARK reserved parking for your booth/event participants.			X	X	X
16	Your event booth participants receive ALL VIP benefits, incl. Volunteer greenroom, food, drink tokens & T-Shirt & other gifts.			X	X	X
17	Specific Company Ad in our main Newsprint ad/ Printed program (you can design or we will)			1/4 page	1/2 page	1/2 page+ logo on Title Page
18	Specific Feature of event as a Named Sponsor, Labeled in all programs, maps, signage for that feature (all high traffic features-FCFS)			20x20 Shade Tent	Choice any Single Feature or Topic Area	Choice any 1 Feature & 1 Topic Area

**^ \$5,500 ^
Total Value**

2018 Reno Earth Day Sponsorship Levels		Supporter Up to \$499	Keeper \$500	Steward \$1,000	Protector \$2,500	Earth Guardian \$5,000
19	Named in our live radio PSA's				X	X
20	Featured in Digital Banner on Home Page of Reno Earth Day Site (200,000+ annual visits)				X	X
21	Additional 1/2 page ad in Newspaper for your company to run any week leading up to event.				X	X
22	Logo & Link to your company on additional Mercury websites beyond Earth Day Event.				X	X
23	Named in radio ads everywhere allowed				^ \$11,000 ^ Total Value	X
24	Named in TV spots everywhere allowed					X
25	Logo included on Event T-Shirt, sold at event & online + ALL Volunteers/Staff/Sponsors wear for years to come.					X
26	Featured as Main event Sponsor in all media on event, incl. signs, ads, digital media - with title above fold, category exclusivity.					X
						^ \$20,000+ ^ Total Value

These benefits in addition to Hometown Nevada if you qualify.