



BECOME A COMMUNITY SPONSOR

Reno is known as a city that glows and this winter lets make it glow even brighter! Let It Glow, Reno, is the inaugural holiday light competition between the four vibrant business districts of Reno (MidTown, Downtown, Riverwalk & Brewery) and the businesses within those districts. Get involved and help Reno Glow this Holiday season.

Brick-n-mortar businesses within these districts will partner with fellow business neighbors to bring you a light show that will draw in people from all over Reno to come enjoy the light show and vote for their favorite lights while shopping at their favorite local businesses.

There will be holiday parties, tree lighting ceremonies, pedicab tours, bird tours to encourage people to come out, enjoy the lights and festivities and vote for categories such as most creative, Griswald and most Reno.

Self-guided walking maps, bird (scooter) maps and cycling maps will help folks navigate.

When: Thursday, December 1 2022 - Sunday, January 8, 2023
December 1-15 (public voting, twinkle tours and holiday parties)
December 17 (announcement of winners)

Why become a sponsor?

- Be community partner that connects people and supports the arts and local Reno businesses
- Align your brand with what will become an annual community Reno event
- Grow your organization's reach and impact with Let it Glow, Reno

Contracts can be customized to meet the specific needs of the sponsor

SNOWMAN SPONSOR

Contribute a minimum of \$20,000 - Two sponsors of \$10,000

Super Glow Experience

- (6) Tickets to Twinkle Tours (pedicab tours through the holiday lights)
- (2) folks from your company to sit on the judges panel
- Let It Glow, Reno Branded Shirts
- Let It Glow, Reno Branded Beanies

Marketing Experience

- Name placement on all Digital Marketing Materials (including pedicab screens)
- Name placement on Event Signage
- Included in the press release as an Official Let It Glow, Reno Sponsor
- (5) social media posts leading up to and during the event
- Company mention in every news outlet interview
- Pedicab digital screen placement during Nov and Dec (company to provide artwork)
- Booth Display & Verbal Recognition at all holiday parties
 - December 1st Tree Lighting in MidTown
 - December 7th Tree Lighting in Downtown & Riverwalk
 - December 10th Tour De Brews in Brewery District

CANDY CANE DISTRICT SPONSOR

Contribute a minimum of \$5,000 - two sponsors of \$2,500

Super Glow Experience

- (4) Tickets to Twinkle Tours (pedicab tours through the holiday lights)
- (1) person from your company to sit on the judges panel
- Let It Glow, Reno Branded Shirts
- Let It Glow, Reno Branded Beanies

Marketing Experience

- (3) social media posts leading up to and during the event
- Name placement on all Digital Marketing Materials (including pedicab screens)
- Name placement on Event Signage
- Booth Display & Verbal Recognition at your district's holiday party
 - December 1st Tree Lighting in MidTown
 - December 7th Tree Lighting in Downtown & Riverwalk
 - December 10th Tour De Brews in Brewery District

SNOWFLAKE SPONSOR

Contribute a minimum of \$1000

Super Glow Experience

- (2) Tickets to Twinkle Tours (pedicab tours through the holiday lights)
- Let It Glow, Reno Branded Shirts
- Let It Glow, Reno Branded Beanies

Marketing Experience

- (1) social media posts leading up to and during the event
- Name placement on all Digital Marketing Materials (including pedicab screens)
- Name placement on Event Signage
- Booth Display & Verbal Recognition at your choice of holiday party
 - December 1st Tree Lighting in MidTown
 - December 7th Tree Lighting in Downtown & Riverwalk
 - December 10th Tour De Brews in Brewery District

SNOWBALL PARTNERSHIP (sponsoring/ partnering with a brick & mortar business)

Contribution & marketing experience is up to collaboration. Register your business [here](#) to help make Reno Glow!