



Nevada Division of Tourism
FY18 (July 1, 2017 – June 30, 2018) Sponsorships Recommendation
\$150,000

The following sponsorship opportunities are for events held in metropolitan areas and for organizations for which TravelNevada is a cooperative partner. These activities are those in which the Nevada brand is extended, but for which the program is not managed by TravelNevada.

Event	New? Existing?	Sponsorship Overview	Proposed Sponsorship Level	Benefit to Nevada Tourism
Great Reno Balloon Race Reno	Existing	Onsite media and marketing opportunities including brand banner on a balloon, pre-event contest, and inclusion within sponsorship listings.	\$15,000	<ol style="list-style-type: none"> 1. Popular event that brings people from across the region. 2. Event ideally connects with “Don’t Fence Me In” campaign. 3. Opportunity to extend the brand through graphic display on a balloon.
Red Rock Rendezvous Las Vegas March/April 2018	Existing	Sponsorship listing	\$8,000	<ol style="list-style-type: none"> 1. Major outdoor adventure event, appeals to Millennial target audience. 2. Extends awareness of Las Vegas/southern Nevada as an outdoor destination.
Reno Air Service Corporation	Existing	Northern Nevada regional air service enhancement organization.	\$50,000	<ol style="list-style-type: none"> 1. Group works with area public and private partners to enhance air service into Reno-Tahoe International Airport. 2. Advertising and media relations efforts directed at existing and potential fly markets.
Reno-Tahoe Winter Games Coalition / 2018 Men’s Curling World Championships in Las Vegas	Existing	Major event for the curling community. Event brings more than 5,000 Canadians to Nevada/Las Vegas. 3,600 full-event ticket packages	\$15,000	<ol style="list-style-type: none"> 1. Canadian travelers are the #1 international market into Nevada. 2. Sponsorship includes logo placement within the rink boards, booth space in the arena along with other fulfillment including tickets to all competition and social events (may invite Canadian clients).

Audi Championship, Lake Las Vegas/Henderson, NV	New	Start-up golf / celebrity chef event at Lake Las Vegas in October in conjunction with the City of Henderson	\$10,000	Advertising: Full page ads in regional <i>Golfing</i> magazines, inclusion in e-blasts to 75,000+ in western USA Event Exposure: sponsor listing and signage, event participation (teams, dinner tickets), various logo and ad placement (programs, website, print/radio/TV promotions, posters, more)
National Championship Air Races	New	One-of-a-kind event with a proven appeal that extends far beyond its aviation-loving core audience	\$40,000	Promotional presence at event; various advertising placements with broad visibility for the TravelNevada brand to an audience significantly comprised of out-of-state visitors.
Miscellaneous collateral to maximize brand recognition at the events			\$4,500	
Currently Unassigned			\$7,500	
			TOTAL: \$150,000	