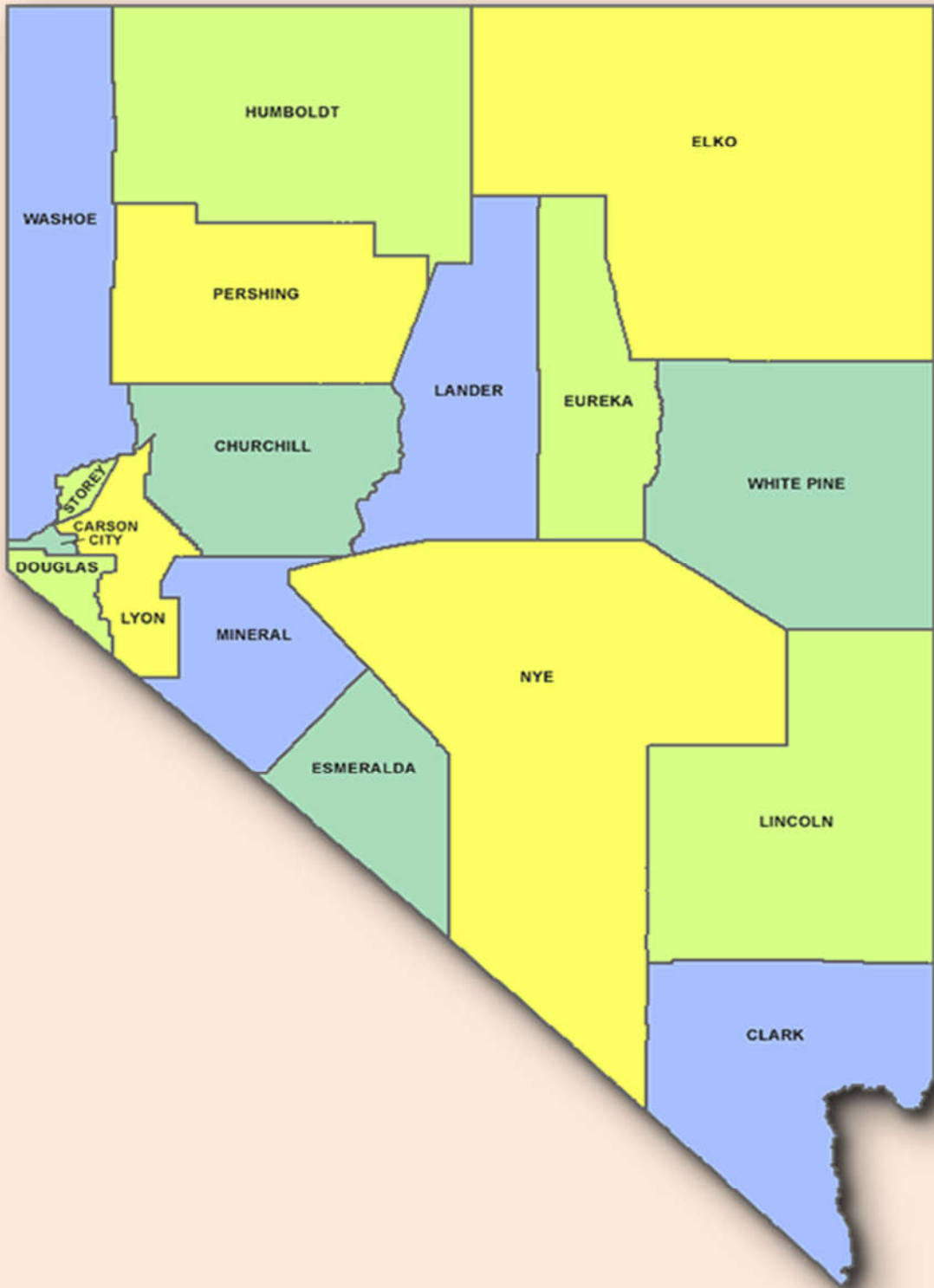


# 2019 Sponsor Packet

## Nevada Counties - 100 Years





## **The Nevada Day celebration is made possible by contributions from supporters like you!**

- Nevadans have the distinction of holding the largest statehood celebration in the nation, attended by over 25,000 people
- The state's official Nevada Day Parade began in Carson City in 1938 and that tradition is now in its 81<sup>st</sup> year
- Nevada Day, Inc. is a non-profit 501(c)(3) organization made up of a dedicated team of volunteers who are responsible for planning and executing the parade each and every year to help keep our Nevada heritage alive
- Nevada Day sponsors play a key role in providing funding to keep this unique Nevada tradition alive and thriving in Carson City each year
- Sponsor dollars and parade entry fees go toward conducting the parade and back into the community through vendors, permits, insurance, operating costs, etc
- We invite you to show your support for your state and community by selecting one or more of the sponsorship opportunities shown in this packet
- The parade is attended by over 25,000 people every year, all hotel rooms are filled on the weekend of the parade according to the Carson City Visitors Bureau (2015 numbers)
- The Nevada Day website gets thousands of hits daily throughout the year peaking at over 2.2 million hits from over 39,049 visits and 26,145 unique visitors during the month of October (2015 numbers)
- CarsonNow reaches more than 85,000 people per month (2015 numbers)
- We utilize newspapers and magazines throughout the state as well as social media

**For more information,  
See the person who gave you this packet or call 775-882-2600**

Dear Valued Sponsor,

Mark your calendar! The 155th Nevada Day celebration takes place October 25 through October 27, 2019, with the Nevada Day Parade taking place on Saturday, October 26. The theme for this year is "**Nevada Counties – 100 years**". This event is a celebration of Nevada's statehood and has been held in Carson City since 1938. Nevada is one of the few states to commemorate its admission into the union on an annual basis. The Nevada Day celebration provides a "uniquely Nevadan" event that encourages local, regional and out-of-state participation in many activities that are fun, educational and historic.

The parade has been termed "**The Best Hometown Parade in the West**" and has won several awards. This is a unique event that brings Nevadans together and promotes tourism at the same time. **Nevada Day, Inc. is a not for profit 501(c)(3)** organization whose commitment to this project since 1956 has evolved from a one-day parade to a multi-day celebration. With the help of many dedicated volunteers and generous sponsors, the event grows each year, bringing in even more visitors and business to foster the economic vitality of our area. It is Nevada Day, Inc.'s desire to continue to promote Nevada and celebrate Nevada's statehood, thereby increasing public awareness of the rich cultural history of our area, plus encouraging tourism and its contribution to the economic vitality of this region.

***Please consider being a part of this one-of-a-kind celebration!***

In order to continue to promote Nevada and help Nevadans remain aware, educated and proud of our 155 years of history and culture, ***we invite you to make a difference by committing to a sponsorship of this event. Your sponsorship dollars go directly toward promotion of this event throughout the region and this year we are offering free entries for Nevada high school marching bands and our military and veterans organizations that are wishing to participate, but may not have the funding to come to this historic parade.***

Enclosed you will find descriptions and benefits for each of the sponsorship levels, as well as a sponsor selection form. We encourage you to give us a call if you have any questions or would like to discuss this opportunity further at (775) 882-2600. **We will gladly tailor a package to your specific needs.** You may also visit our website at [www.nevadaday.com](http://www.nevadaday.com).

We appreciate your support!

Sincerely,

Ken Hamilton  
Executive Director

# 2019 SPONSORSHIP BENEFITS

## NEVADA DAY PROGRAM

Sponsors at the Diamond, Platinum, Gold, Silver and Bronze levels receive an ad in the Nevada Day Program as part of their sponsorship. The Nevada Day program includes editorial content as well as advertising and an overview of the events that surround the Nevada Day parade.

**10,000 printed Nevada Day Programs will be distributed in the following manner:**

- To the crowd before and during the parade
- At events before and on parade day
- Through local lodging properties and event sponsors
- Through the Carson City Visitors Center, Carson City Chamber of Commerce and the Nevada Day Store

An electronic version of the program will also be available for viewing at **CarsonNow.org**

## CARSON NOW WEBSITE

Sponsors at the GOLD level and above (plus the FIRST two Silver Sponsors) receive an **In-Story Banner** on **CarsonNow.org**.

## THE NEVADA DAY WEBSITE

All Nevada Day sponsors get a presence on **NevadaDay.com**. The Nevada Day website gets thousands of hits daily throughout the year, peaking at over 2.2 million hits from over 39,049 visits and 26,145 unique visitors during the month of October. Depending on sponsorship level, a web presence on **NevadaDay.com** can range from a prominently displayed strip ad or rotating ad on the home page, to a logo with a link on the sponsor page and/or on an event's page, or a simple name listing.

## NEVADA DAY SOCIAL MEDIA

Nevada Day, Inc. maintains a strong social media presence, the anchor being the Nevada Day Facebook page. With over 3,619 "Likes" and growing, **facebook.com/NevadaDay** engages the community via contests, lively discussions, event postings, Nevada Day Store offerings, plus live posts during the Nevada Day Parade. You can also find us on **Twitter** (@NevadaDayInc) and **Instagram** (Nevada\_Day). Top Nevada Day sponsors are promoted on Nevada Day, CarsonNow.org and other partners and social media when the sites are most active: in the weeks leading up to the Nevada Day parade and through Nevada Day weekend.

# 2019 SPONSOR BENEFITS

## CarsonNOW.org

*Your One Stop for Carson City News*

**Carson City's #1 destination for local news and information**

**More Local Customers** Carson Now is the place Carson City readers turn to for local news. We reach more than 85,000 people per month, about 10 times the circulation of the local newspaper, and more than double the number of Carson City readers as any other local online news outlet

**More Effective Ads** Carson Now's online Billboard Ads are the largest and highest impact advertising you can buy on any local website. Their size and position makes them unbeatable in terms of connecting with your customers.

With our innovative NowAds system, businesses can instantly update their ads anytime they want by posting to Facebook, including text, photos, links, etc. No other local advertising option gives you this power and freedom to communicate with your customers in real time.

**Less Cost** You can advertise on Carson Now for an entire month for about the same price as a single newspaper ad that runs for one day. Let us design a program that brings in more customers for your business.

**CarsonNow.org/advertising (775) 434-8877 • advertising@carsonnow.org**

## IMPORTANT DEADLINES!

To be advertised in the Nevada Day Program sponsorship forms and payment must be received by **Monday, SEPTEMBER 23, 2019**

HOWEVER ... to get the most exposure for your sponsorship dollars don't wait until the deadline! Complete your sponsorship application and send in payment today!

Checks can be made payable to: **Nevada Day, Inc. PO Box 999 Carson City, NV 89702**

Or, to pay with Mastercard, Visa or PayPal, please call the office at 775-882-2600

**ART SUBMISSION DEADLINE: Tuesday, October 1, 2019**

# 2019 NEVADA DAY MAJOR SPONSORSHIP LEVELS

## DIAMOND SPONSOR..... \$7,000+

- **Ad at CarsonNow.org for one month**
- **Double-truck spread (2-pg ad as center spread of Nevada Day Program)** Only 1 available, 1st come
- Ad on the home page of NevadaDay.com
- Balloon Sponsorship (see page 7 for details)
- Ten (10) tickets - VIP viewing stands to include a box lunch on Parade Day
- Mentioned by announcers along parade route
- Logo on a parade route banner
- Company logo with link on NevadaDay.com sponsor page
- Recognition on Nevada Day social media
- **Early Parade float entry** -Please fill out parade app.

## PLATINUM SPONSOR.....\$5,000

- **Ad at CarsonNow.org for one month**
- **Full-page premium position ad in Nevada Day Program**
- Eight (8) tickets - VIP viewing stands on Parade Day to include a box lunch on Parade Day
- Balloon Sponsorship (see page 7 for details)
- Mentioned by announcers along parade route
- Logo on a parade route banner
- Company logo with link on NevadaDay.com sponsor page
- Recognition on Nevada Day social media
- **Early Parade float entry**-Please fill out parade app.

## GOLD SPONSOR.....\$3,000

- **Ad at CarsonNow.org for one month**
- **Full-page ad in the Nevada Day Program**
- Six (6) tickets - VIP viewing stands on Parade Day to include a box lunch
- Mentioned by announcers along parade route
- Logo on a parade route banner
- Company logo with link on NevadaDay.com sponsor page
- Recognition on Nevada Day social media
- **Early Parade float entry** - Please fill out parade app.

## SILVER SPONSOR.....\$2,000

- **Ad at CarsonNow.org for one month**
- **1/2 pg ad in the Nevada Day Program**
- Logo on NevadaDay.com
- Four (4) tickets - VIP viewing stands on Parade Day to include a box lunch
- Mentioned by announcers along parade route
- Logo on a parade route banner
- Company logo with link on NevadaDay.com sponsor page
- Recognition on Nevada Day social media
- **Early Parade float entry**- Please fill out parade app.

**BRONZE SPONSOR.....\$1,000**

- **1/4 pg ad in the Nevada Day Program in Premium Position**
- Mentioned by announcers along parade route
- Company logo with link on NevadaDay.com
- Parade float entry- *Please fill out parade app.*

**COPPER SPONSOR ..... \$ 800**

- **1/8 pg ad in the Nevada Day Program in Premium Position**
- Mentioned by announcers along parade route
- Company logo with link on NevadaDay.com
- Parade float entry - *Please fill out parade app.*

**TURQUOISE SPONSOR ..... \$ 500**

- **1/8 pg ad in the Nevada Day Program**
- Mentioned by announcers along parade route
- Link on NevadaDay.com
- Parade float entry - *Please fill out parade app.*

**2019 NEVADA DAY SPECIALTY SPONSORSHIP LEVELS**

The following Specialty Sponsorship opportunities are available as enhancements in addition to a *Top Sponsorship* level, or can be purchased as stand-alone sponsorships. It's not uncommon for sponsors to select multiple *Specialty Sponsorships* to show support and gain exposure at numerous Nevada Day events.

**POLITICAL SPONSOR PACKAGE ..... \$ 600**

- **1/4 pg ad in the Nevada Day Program**
- Mentioned by announcers along parade route
- Link on NevadaDay.com
- **Early Parade float entry** - *Please fill out parade app.*

**VENDOR SPONSOR PACKAGE.....\$500**

- **1/4 pg ad in the Nevada Day Program**
- Mentioned by announcers along parade route
- Link on NevadaDay.com
- Mentioned on Events Page in Program
- Vendor Booth

**BALLOON EVENT SPONSOR.....\$500**

Sponsor a hot air balloon during the **Nevada Day RE/MAX Balloon Launch** before the Nevada Day Parade. (Note: Balloon Sponsorship is a benefit included with the Gold Level & Above). Balloon event sponsors enjoy the following benefits:

- A wonderful 45 to 60 minute free-flight above Carson City for a party of two adults (weather permitting). Depart at 8:00am, Saturday, October 26, 2019, from the Carson Mall on South Carson Street. Sponsors are transported back to the parade route from the landing site in plenty of time to see the parade.
- Hang a **4' x 3' foot company banner off the balloon's basket** during your flight (sponsor must supply their own banner)
- Name in the Nevada Day Program
- Name or company logo on the Nevada Day website

**NEVADA DAY "FRIENDS" SPONSORSHIPS**

The Nevada Day Friends sponsorships are for those families or individuals who seek to show that they are closely linked to the annual celebration. Select the particular event(s) for which you'd like to show your support.

**FRIENDS OF THE PARADE.....\$100**

- Name in the Nevada Day Program
- Name or company logo with link to your website on NevadaDay.com
- Recognition during the live parade webcast

**FRIENDS OF "THE ROCK" (SINGLE JACK ROCK DRILLING CONTEST).....\$100**

- Name in the Nevada Day Program
- Name or company logo with link to your website on NevadaDay.com
- Your name on an event display banner
- Name mentioned by announcer during the Rock Drilling contest

**FRIENDS OF THE BEARD CONTEST.....\$100**

- Business name in the Nevada Day Program
- Name or company logo with link to your website on NevadaDay.com
- Name mentioned by announcer during Beard Contest

**MILITARY FRIEND (SPONSORED PARADE ENTRY).....\$100**

By becoming a Military Friend, you're covering the costs of a parade float entry for a group in the military. This sponsorship level is an affordable way for individuals or families to get involved with supporting the parade for the first time and can be added to any other sponsorship level as a show of additional support for our troops. Benefits at this level include:

- A name listing as a Military Friend in the Nevada Day program
- A name listing as a Military Friend on NevadaDay.com

**Sponsorship forms and payment must be received by September 23, 2019 with all final ad copy due October 1, 2019 to be advertised in the Nevada Day Program.**

**DON'T SEE WHAT YOU'RE  
LOOKING FOR?**



**WE CAN CUSTOMIZE A  
PACKAGE JUST FOR YOU  
AND YOUR BUDGET!**



**CALL 775-882-2600**

**ASK FOR KEN**

**2019 NEVADA DAY SPONSORSHIP FORM**

PLEASE CHECK THE LEVEL(S) FOR WHICH YOU'D LIKE TO PARTICIPATE

- Diamond Sponsorship..... \$7,000
- Platinum Sponsorship..... \$5,000
- Gold Sponsorship..... \$3,000
- Silver Sponsorship..... \$2,000
- Bronze Sponsorship..... \$1,000
- Copper Sponsorship..... \$800
- Turquoise Sponsorship..... \$500
- Political Sponsor Package..\$600
- Vendor Sponsorship.....\$500
- Balloon Sponsorship.....\$500
- Friends of the Parade.....\$100
- Military Friend .....\$100
- Friends of "The Rock".....\$100
- Friends of "The Beard".....\$100

ContactName \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_  
Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_  
Website \_\_\_\_\_

(Signature) \_\_\_\_\_  
Authorized By  
(PRINT NAME) \_\_\_\_\_

IF SPONSORSHIP IS FOR **Turquoise (\$500)** LEVEL OR ABOVE, PLEASE COMPLETE THE SECTION BELOW:

**YES/NO**

\_\_\_\_\_ We will have a float and/or march in the Nevada Day Parade! **Please fill out parade app and turn in with this sponsorship form.**

\_\_\_\_\_ We will submit our own art for the Nevada Day Program (Art submission deadline is 9/29/19)

\_\_\_\_\_ I wish to be contacted about graphic design for our ad in the Nevada Day Program

\_\_\_\_\_ We will be taking part in the RE/MAX Nevada Day Balloon Launch (For Platinum & Gold Levels, only)

**IMPORTANT: Sponsorship forms and payment must be received by September 24, 2019 with final ad copy due October 1, 2019 to be advertised in the Nevada Day Program.**

Please attach check or money order. Checks can be made payable to:

**Nevada Day, Inc. • PO Box 999 • Carson City, NV 89702**

Payment by credit card can be made by calling the Nevada Day Store 775-882-2600

NEVADA DAY IS A 501(c)(3) NON-PROFIT ORGANIZATION FORMED TO PROMOTE THE CELEBRATION OF NEVADA STATEHOOD BY ORGANIZING AND PLANNING THE ANNUAL NEVADA DAY CELEBRATION.

**THANK YOU FOR YOUR SUPPORT!**

## **2019 NEVADA DAY PROGRAM AD SIZES & SPECS**

Submit final print-ready art to [advertising@carsonnow.org](mailto:advertising@carsonnow.org) no later than 5:00pm on Tuesday, October 1, 2019.

### **AD SIZES**

**DIAMOND SPONSOR:** Double-Truck, Center Spread layout (only one available, first come, first served)  
Bleed: 17.5" x 8.75" (BLEED SHOULD BE SET TO .25" ON ALL 4-SIDES) Trim: 16.5" x 10.75" | Live Area: 15.5" x 9.625" (KEEP CRITICAL TEXT & GRAPHICS WITHIN LIVE AREA)

**PLATINUM SPONSORS:** Full page, premium placement – select from Full Bleed or No Bleed: **Opt 1: Full Bleed Size 8.75" X 11.25"** (BLEED SHOULD BE SET TO .25" ON ALL 4-SIDES) Trim: 8.25" x 10.75" | Live Area: 7.25" x 9.625"(KEEP CRITICAL TEXT & GRAPHICS WITHIN LIVE AREA)

Opt 2: No-Bleed Size: 7.25" x 9.625"

**GOLD SPONSORS:** Full Page, no-bleed 7.25" x 9.625"

**SILVER SPONSORS\*:** 1/2 Page Vertical 3.5625" x 9.625" | 1/2 Page Horizontal 7.25" x 4.75"

**BRONZE OR POLITICAL SPONSORS\*:** 1/4 Page Vertical 3.5625" x 4.75" | 1/4 Page Horizontal 7.25" x 2.3125"

**COPPER OR TURQUOISE SPONSORS:** 1/8 Page: 3.5625" x 2.3125" (Horizontal Only)

\* The deadline to select either VERTICAL or HORIZONTAL orientation for a 1/2 page or 1/4 page ad is SEPT.17, 2019. If orientation is not specified by Sept. 17, 2019, ad sizes will be assumed as horizontal for 1/2 page and vertical for 1/4 page ads. (Note: This deadline only applies to reservation of space orientation; art files remain due by Monday, October 1, 2019.)

### **SUBMITTING YOUR PRINT-READY AD**

Ad should be supplied as a print-ready PDF at final size with NO crop marks or excess white margin area. All ads must be at least 300dpi at actual ad size, with any PMS or RGB colors converted to CMYK.

**FILES NOT ACCEPTED:** TIFF, PSD, AI, EPS, JPG, PNG, BMP, nor native files from Microsoft Publisher, Microsoft Word, Quark Xpress or Adobe InDesign.

### **PRINT IMAGES VS. INTERNET IMAGES**

**PLEASE DO NOT USE IMAGES FROM THE INTERNET FOR YOUR AD!** Web images are usually saved as 72 dpi JPEG, GIF or PNG files. While they look good on your computer SCREEN, they will PRINT pixelated, distorted and blurry. All print files should be at least 300 dpi at the full dimensions required for print.

For instance, an image that is 8" x 4" at 72 dpi will shrink to a size of just 2" x 1" once converted to 300 dpi. If you are taking photos for your ad, set your digital camera to its highest quality setting. If you're unsure if your images are okay for printing, email them to [advertising@carsonnow.com](mailto:advertising@carsonnow.com) and we'll let you know.

**If you wish CarsonNow to design your ad for the Nevada Day Program, please provide wording for your ad plus any high-resolution logos and/or photography desired for the ad by September 24, 2019. Including "rough" sketches of desired layout are also helpful. Email ad elements to [advertising@carsonnow.org](mailto:advertising@carsonnow.org).**

