



BLACK HISTORY MONTH FESTIVAL

EVENT AT A GLANCE

Virtual Event

On-demand content on Springs Preserve website from February 11-28, 2021

Commemorating the contributions of African-Americans to Southern Nevada's history and culture, the Springs Preserve celebrates Black History Month with music and dance performances, cultural and educational demos and speakers, fun activities for children and more.

Event Impressions

An estimated 100,000 combined impressions on event web pages and social media event posts is expected for this virtual event.

Admission:

Free Event

*Deadlines set for some promotional materials.

Sponsorship confirmation deadline is January 14, 2021.

PLATINUM SPONSORSHIP LEVEL: \$7,500

- Industry exclusivity for sponsorship level
- Company name/logo on advertisement and collateral*
- Premium inclusion in social media strategy
- Designated time on virtual stage to address audience
 - **Deadline is January 4, 2021**
- Logo and hyperlink on event homepage
- Virtual booth space on event webpage
 - To include logo or photo, brief statement and link
- Logo included in the Las Vegas Valley Water District bill insert
 - Distributed in February to more than **320,000** customers promoting Black History Month Festival and will only include **Platinum Sponsor logos. Deadline is January 11, 2021**

GOLD SPONSORSHIP LEVEL: \$5,000

- Company name/logo on select advertisement and collateral*
- Inclusion in social media strategy
- Designated time on virtual stage to address audience
 - **Deadline is January 4, 2021**
- Logo and hyperlink on event homepage
- Virtual booth space on event webpage
 - To include logo or photo, brief statement and link

SILVER SPONSORSHIP LEVEL: \$1,000

- Logo and hyperlink on event homepage
- Virtual booth space on event webpage
 - To include logo or photo, brief statement and link

INDIVIDUAL PATRON LEVEL: \$100

- Name listed on event webpage