EVENT SPONSORSHIP OPPORTUNITIES

2020

springspreserve.org/events
DÍA DEL NIÑO (CHILDREN’S DAY)

EVENT AT A GLANCE

Saturday, April 25, 2020
from 11am to 4pm

Join the excitement and festivities at the Springs Preserve as we celebrate Día del Niño! While the event focuses on children, guests of all ages will enjoy a day full of entertainment, arts and crafts, educational activities, delicious traditional foods and much more.

Attendance Estimate:
3,000

Admission:
$6 for general admission
Children ages 2 and under are free

*Deadlines set for some promotional materials. Sponsorship confirmation deadline is March 16, 2020.

PLATINUM SPONSORSHIP LEVEL: $7,000
- Industry Exclusivity for sponsorship level
- Company name/logo on advertisement and collateral *
- Mentions in select radio ads
- Time on the main stage to address audience
- Logo on main event promotional banner
- Prominent banner placement on event site
- Recognition and hyperlink on event webpage
- 10 x 10 booth space during event
- 50 General Admission event tickets
- Logo included in Las Vegas Valley Water District bill insert
  - Distributed in March to more than 320,000 customers promoting Día del Niño and will only include Platinum Sponsor logos. Deadline is January 9, 2020. (Based on availability)

GOLD SPONSORSHIP LEVEL: $4,000
- Company name/logo on select advertisement and collateral*
- Time on the main stage to address audience
- Preferred banner placement on event site
- Preferred logo placement on event program
- Recognition and hyperlink on event webpage
- 10 x 10 booth space during event
- 25 General Admission event tickets

SILVER SPONSORSHIP LEVEL: $2,500
- Banner placement on event site
- Logo on event program
- Recognition and hyperlink on event webpage
- 10 x 10 booth space during event
- 15 General Admission event tickets

BRONZE SPONSORSHIP LEVEL: $1,500
- Banner placement on event site
- Listing in event program
- 10 x 10 booth space during event
- 10 General Admission event tickets

Springs Preserve Signature Events 2020
**BREWS & BLUES FESTIVAL**

**EVENT AT A GLANCE**

**Saturday, May 9, 2020**
**from 4pm to 8pm**

Brews & Blues offers live music and beers from regional, national, and international brewers throughout the Springs Preserve. A portion of the ticket sales benefits Keep Memory Alive, supporting the mission of the Cleveland Clinic Lou Ruvo Center for Brain Health. Beverages generously donated by Southern Glazer’s Wine and Spirits.

Each ticket includes unlimited beer samples, and commemorative mugs will be available to the first 1,900 guests. Tasty food options available for purchase.

**Attendance Estimate:**
1,800

**Admission:**
$35 advance
$40 day-of (if available)
$75 VIP
$15 designated driver

*Deadlines set for some promotional materials. *Sponsorship confirmation deadline is April 9, 2020.

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**PLATINUM SPONSORSHIP LEVEL: $5,000**
- Industry Exclusivity for sponsorship level
- Company name/logo on advertisement and collateral*
- Mentions in select radio ads
- Indoor area with seating for your company
- Time on main stage to address audience
- Logo on event promotional banner
- Recognition and hyperlink on event webpage
- Logo on event program
- 10 x 10 booth space during event
- 4 VIP tickets
- Sampling Station Banner recognition
- 20 General Admission event tickets
- Logo included in Las Vegas Valley Water District bill insert
  - Distributed in April to more than 320,000 customers promoting Brews & Blues and will only include Platinum Sponsor logos. **Deadline is February 10, 2020.** *(Based on availability)*

**GOLD SPONSORSHIP LEVEL: $2,500**
- Company name/logo on select advertisement and collateral*
- Time on main stage to address audience
- Recognition and hyperlink on event webpage
- Logo on event program
- Sampling Station Banner recognition
- 10 x 10 booth space during event
- 10 General Admission event tickets

**SILVER SPONSORSHIP LEVEL: $1,000**
- Logo on event program
- Sampling Station Banner recognition
- 4 General Admission event tickets

**BRONZE SPONSORSHIP LEVEL: $600**
- Logo on sampling station sign
- 2 General Admission event tickets
ICE CREAM FESTIVAL

EVENT AT A GLANCE

Saturday, May 16 – Sunday, May 17, 2020
from 11am to 3pm

Sweet treats and yummy eats will be on the menu as we host our annual all-you-can-eat Ice Cream Festival. This family-friendly event will feature stations serving ice cream sundaes, novelties and root beer floats, with entertainment for all ages.

Attendance Estimate:
3,000 per day

Admission:
$10 for adults
$8 for children ages 3 to 17
Children ages 2 and under are free

*Deadlines set for some promotional materials. Sponsorship confirmation deadline is April 16, 2020.

PLATINUM SPONSORSHIP LEVEL: $7,000
- Industry Exclusivity for sponsorship level
- Company name/logo on advertisement and collateral *
- Mentions in select radio ads
- Time on the main stage to address audience
- Recognition and hyperlink on event webpage
- Logo on event promotional banner
- Prominent Banner placement on event site
- Logo on event program
- 10 x 10 booth space during event
- 50 General Admission event tickets
- Logo included in the Las Vegas Valley Water District bill insert
  - Distributed in April to more than 320,000 customers promoting Ice Cream Festival and will only include Platinum Sponsor logos.
  - Deadline is February 10, 2020. (Based on availability)

GOLD SPONSORSHIP LEVEL: $4,000
- Company name/logo on select advertisement and collateral *
- Time on the main stage to address audience
- Preferred Banner placement on event site
- Recognition and hyperlink on event webpage
- Logo on event program
- 10 x 10 booth space during event
- 25 General Admission event tickets

SILVER SPONSORSHIP LEVEL: $2,500
- Recognition and hyperlink on event webpage
- 10 x 10 booth space during event
- Logo on event program
- 15 General Admission event tickets

BRONZE SPONSORSHIP LEVEL: $1,500
- Banner placement on event site
- 10 x 10 booth space during event
- Listing in event program
- 10 General Admission event tickets
GRAPES & HOPS

EVENT AT A GLANCE

Saturday, October 3, 2020 from 5pm to 9pm

Sample fine wines, a unique selection of beers and food from some of Las Vegas' finest restaurants while helping to raise money for a good cause—at our Grapes & Hops Festival. Kicking off Breast Cancer Awareness Month, 65% of ticket sales and all silent auction proceeds from this event benefit Par for The Cure, a non-profit organization dedicated to raising funds for breast cancer research. A variety of food is included in the ticket price; live entertainment to be announced closer to the event. Wine and beer generously donated by Southern Glazer’s Wine and Spirits.

Attendance Estimate: 2,000+ (event typically sells out)

Admission:
$45 advance
$50 day-of (if available)
$125 VIP
$30 designated driver

*Deadlines set for some promotional materials.
Sponsorship confirmation deadline is August 24, 2020.

PLATINUM SPONSORSHIP LEVEL: $6,000
• Industry Exclusivity for sponsorship level
• Company name/logo on advertisement and collateral*
• Mentions in select radio ads
• Logo on event promotional banner
• Time on the main stage to address audience
• Recognition and hyperlink on event webpage
• Logo on event program
• 4 VIP passes
• 12 General Admission event tickets
• 10 x 10 booth space during event
• Logo included in the Las Vegas Valley Water District bill insert
  o Distributed in September to more than 320,000 customers promoting Grapes & Hops and will only include Gold Sponsor logos. Deadline is July 13, 2020. (Based on availability)

GOLD SPONSORSHIP LEVEL: $4,000
• Company name /logo on advertisement and collateral*
• Time on the main stage to address audience
• Recognition and hyperlink on Event webpage
• Logo on event program
• 10 General Admission event tickets
• 10 x 10 booth space during event

SILVER SPONSORSHIP LEVEL: $2,000
• Logo on event program
• 4 General Admission event tickets
• 10 x 10 booth space during event
HAUNTED HARVEST

EVENT AT A GLANCE

Friday – Sunday
October 16-18, 23-25, 30-31, 2020
from 5pm to 9pm

Spooktacular fun for all ages awaits those who dare enter our annual Haunted Harvest. The family-friendly event features trick-or-treat stations, live entertainment, carnival games, interactive activities, a hay maze and more!

Attendance Estimate: 23,000+ (over a 9-day period)

Admission: $8 for general admission
Children ages 2 and under are free

*Deadlines set for some promotional materials. Sponsorship confirmation deadline is September 9, 2020.

PLATINUM SPONSORSHIP LEVEL: $7,000
- Industry Exclusivity for sponsorship level
- Company name/logo on advertisement and collateral*
- Mentions in select radio ads
- Logo on event promotional banner
- Time on the main stage to address audience
- Prominent Banner placement on event site
- Recognition and hyperlink on Event webpage
- Logo on event program
- 30 General Admission event tickets
- 10x10 booth space with candy during event
- Logo included in the Las Vegas Valley Water District bill insert
  - Distributed in September to more than 320,000 customers promoting Haunted Harvest and will only include Platinum Sponsor logos. Deadline is July 15, 2020. (Based on availability)

GOLD SPONSORSHIP LEVEL: $4,000
- Company name/logo on select advertisement and collateral*
- Mention in select radio ads
- Time on the main stage to address audience
- Preferred Banner placement on event site
- Recognition and hyperlink on Event webpage
- Logo on event program
- 20 General Admission event tickets
- 10 x 10 booth space during event

SILVER SPONSORSHIP LEVEL: $2,000
- Banner placement on event site
- Recognition and hyperlink on Event webpage
- Listing on event program
- 10 x 10 booth space during event
- 15 General Admission event tickets

ACTIVITY SPONSOR: $1,500
- Banner in Activity Space
- Listing in event program
- Company Volunteer Opportunity for sponsored weekend
DÍA DE MUERTOS (DAY OF THE DEAD)

**EVENT AT A GLANCE**

**PLATINUM SPONSORSHIP LEVEL: $10,000**
- Industry Exclusivity for sponsorship level
- Company name/logo on advertisement and collateral*
- Mentions in select radio ads
- Time on the main stage to address audience
- Logo on main event promotional banner
- Recognition and hyperlink on event webpage
- Prominent banner placement on event site
- Prominent logo on event program
- Priority on Altar selection (made by Aug. 28)
- 10 x 10 booth space at event during event
- 30 General Admission event tickets
- Logo included in the Las Vegas Valley Water District bill insert
  - Distributed in October to more than 320,000 customers promoting Día de Muertos and will only include Platinum Sponsor logos. **Deadline is August 13, 2020. (Based on availability)**

**GOLD SPONSORSHIP LEVEL: $7,500**
- Company name/logo on select advertisement and collateral *
- Mention in select radio ads
- Time on the main stage to address audience
- Recognition and hyperlink on Event webpage
- Logo on event program
- Banner placement on event site
- 10 x 10 booth space during event
- 20 General Admission event tickets

**SILVER SPONSORSHIP LEVEL: $5,000**
- Company name/logo on select advertisement and collateral*
- Recognition and hyperlink on Event webpage
- Logo on event program
- 10 x 10 booth space during event
- 15 General Admission event tickets

Only sponsors have a presence at the event, booth rentals are **not** available.

**Friday – Sunday**  
**November 6-8, 2020**  
**from 4pm to 9pm**

Celebrating a centuries-old tradition rooted in Latin American cultures, we present a colorful Día de Muertos (Day of the Dead) event. It blends rich customs with excitement such as live theater and dance performances, mariachis, face painting, cultural activities and more. The highlight of the family-friendly event is the altars that residents, community groups and artists create to honor deceased relatives. Participants decorate the altars with photographs, burning candles and incense, and display favorite foods of their loved ones. Poems with fun phrases and some that make fun of death are recited to bring joy and lighten the mood.

**Attendance Estimate:**  
12,000+ (over a 3-day period)

**Admission:**  
$12 for adults  
$8 for children ages 3 to 17  
Children ages 2 and under are free

*Deadlines set for some promotional materials.  
**Sponsorship confirmation deadline is September 28, 2020.**
**HOLIDAY EXPRESS**

**EVENT AT A GLANCE**

**Friday – Sunday (one Monday)**  
**December 5-6, 12-13, 18-23, 2020**  
**from 11am to 7:15pm**

Embrace the magic of the season at our Holiday Express event! The whole family can enjoy train rides to Santa’s magical village and festive activities including photos with Santa, holiday crafts, cookie decorating, holiday stories, and a nutcracker display. This community tradition includes the quintessential holiday trimmings along the way.

**Attendance Estimate:**  
5,000 (over a 10-day period)

**Admission:**  
$12 for general admission  
Children ages 2 and under are free

*Deadlines set for some promotional materials.  
Sponsorship confirmation deadline is November 4, 2020.

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**PLATINUM SPONSORSHIP LEVEL: $6,000 (only 3 available)**
- Industry Exclusivity for sponsorship level
- Company name/logo on advertisement and collateral*
- Mentions in select radio ads
- Logo on event promotional banner
- Prominent Banner placement on event site
- Cobranded photo backdrop
- Recognition and hyperlink on Event webpage
- 10X10 booth space during event
- Company logo on event program
- 20 Springs Preserve General Admission tickets  
  - Logo included in the Las Vegas Valley Water District bill insert  
    - Distributed in December to more than 320,000 customers promoting Holiday Express. It will only include the **Gold Sponsor logos. Deadline is September 2, 2020. (Based on availability)**

**GOLD SPONSORSHIP LEVEL: $3,000**
- Company name/logo on select advertisement and collateral *  
- Recognition and hyperlink on event webpage
- Preferred Banner placement on event site
- Company Listing on event program
- 10 Springs Preserve General Admission tickets for December - January

**SILVER SPONSORSHIP LEVEL: $1,000**
- Banner placement on event site
- Company mention during event activity
- Company logo on select event signage
EVENT AT A GLANCE

February 20, 2021
from 11am to 5pm

Commemorating the contributions of African-Americans to Southern Nevada’s history and culture, the Springs Preserve celebrates Black History Month with live music, dance performances, historic photo exhibits and authentic African-American cuisine.

Attendance Estimate:
3,000

Admission:
$6 for general admission
Children ages 2 and under are free

*Deadlines set for some promotional materials.

Sponsorship confirmation deadline is January 16, 2020.

PLATINUM SPONSORSHIP LEVEL: $10,000
- Industry Exclusivity for sponsorship level
- Company name/logo on advertisement and collateral*
- Mentions in select radio ads
- Time on the main stage to address audience
- Logo on main event promotional banner
- Recognition and hyperlink on event webpage
- Prominent banner placement on event site
- Prominent logo placement on event program
- 10 x 10 booth space during event
- 50 General Admission event tickets
- Logo included in the Las Vegas Valley Water District bill insert
  - Distributed in January to more than 320,000 customers promoting Black History Month Festival and will only include Platinum Sponsor logos. **Deadline is November 14, 2019**. (Based on availability)

GOLD SPONSORSHIP LEVEL: $5,000
- Company name/logo on select advertisement and collateral*
- Time on the main stage to address audience
- Preferred banner placement on event site
- Preferred logo placement on event program
- Recognition and hyperlink on event webpage
- 10 x 10 booth space during event
- 30 General Admission event tickets

SILVER SPONSORSHIP LEVEL: $3,000
- Banner placement on event site
- Recognition and hyperlink on event webpage
- 10 x 10 booth space during event
- 20 General Admission event tickets
- Logo on event program

BRONZE SPONSORSHIP LEVEL: $1,000
- Banner placement on event site
- 10 x 10 booth space during event
- 10 General Admission event tickets
- Listing in event program

BLACK HISTORY MONTH FESTIVAL
Education
The Springs Preserve is a living classroom like no other. Our field trip program is free, interactive and ignites imagination through hands-on learning. The Nature Exchange helps youth appreciate and interact with the natural environment and our “Teach the Teacher” workshops assist in the development of curriculum in areas such as archeology, biology, geology and hydrology.

Sustainability
The Springs Preserve offers a unique forum where visitors can learn how to protect valuable environmental resources without compromising their quality of life. Through our sustainable classes and tours, we educate our community about water and power conservation, reusing, recycling and water smart landscaping. We hope to empower individual change to benefit nature, both locally and globally.

Gardens & Trails
Our Gardens curriculum includes year-round educational tours and classes that cover topics such as indoor and outdoor gardening, landscapes and hardscapes, pest control, pruning, plant selections, perennials and more.

Historic Preservation
The Springs Preserve exists today largely because of the rare cultural and biological resources found onsite and our community’s interest in protecting those resources for the enjoyment of all. Tours and programs focus on archaeology/history, natural history, living collections and Preserve natural areas.

Arts & Culture
Since 2007 Springs Preserve has hosted extraordinary art and artists that showcase our region’s rich history and helps bring our vision of environmental stewardship to life. Our gallery exhibits focus on sustainability and the world of nature to highlight insightful, creative and bold works of art in a serene setting. We host a variety of community events that help enhance and celebrate the diversity of Las Vegas.

By investing in our Springs Preserve Signature Events, you are helping us to build community in the place we call home.

The Springs Preserve Foundation is a 501(c)(3) nonprofit organization committed to supporting programs, projects and events at the Springs Preserve.