



**SPRINGSTM
PRESERVE**

EVENT SPONSORSHIP
OPPORTUNITIES

2020



springspreserve.org/events



GRAPES & HOPS

EVENT AT A GLANCE

Saturday, October 3, 2020
5pm to 9pm

Sample fine wines and a unique selection of beers and food from some of Las Vegas' finest restaurants while raising money for a great 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 and live entertainment will 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 the audience
- Recognition and hyperlink on event web page
- 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
 - 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 web page
- 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, and

30-31, 2020

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 much 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 web page
- Logo on event program
- 30 General Admission event tickets
- 10 x 10 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 web page
- Logo on event program
- 10 x 10 booth space during event
- 20 General Admission event tickets

SILVER SPONSORSHIP LEVEL: \$2,000

- Banner placement on event site
- Recognition and hyperlink on event web page
- 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

Friday – Sunday
November 6-8, 2020
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. This blends rich customs with excitement such as live theater and dance performances, mariachis, face painting, and cultural activities. 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, candles and incense, and display favorite foods of their loved ones. Poems with fun phrases are recited to bring joy and lighten the mood.

Attendance Estimate:
 12,000+ (over a three-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.

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 web page
 - 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 web page
- 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 web page
- 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.



HOLIDAY EXPRESS

EVENT AT A GLANCE

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

Embrace the magic of the season at our Holiday Express event! The whole family will 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.

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
- Co-branded photo backdrop
- Recognition and hyperlink on event web page
- 10 x 10 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



BLACK HISTORY MONTH FESTIVAL

EVENT AT A GLANCE

February 20, 2021
11am to 5pm

Commemorating the contributions of African-Americans to Southern Nevada's history and culture, 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 web page
- 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 12, 2020.** (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 web page
- 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 web page
- 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

What does your support mean to the Springs Preserve?

Education

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

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

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 help 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 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.