

Reno Rainbow Fest
Post Office Box 34743
Reno, Nevada 89533
www.RenoRainbowFest.com

September 30, 2011

Reno Rainbow Fest is pleased to invite Your Company's participation as a sponsor in our third annual event on July 27 and 28, 2012.

Saturday's day-long celebration will be held by the scenic Truckee River in downtown Wingfield Park where you can enjoy all-day entertainment, elite exhibitor booths and specialty food items.

Reno Rainbow Fest is part of the 17th annual Artown Festival in 2012. The month-long summer arts festival features more than 400 events with major funding provided by the City of Reno. Our joint marketing strategy to attract world-wide tourism will facilitate a strong economic impact.

Artown offers a special benefit to all sponsors who choose to donate \$5,000, where that sponsor is mentioned in the festival description in 60,000 printed calendars with 40,000 inserted in home deliveries of the Reno Gazette-Journal and also in Artown's online calendar.

Reno Rainbow Fest provides additional customized sponsorships upon request.

Please review the following partnering opportunities and contact Kaye or Shelly for additional information.

Best regards,

kaye crawford
775.742.9953
kayecrwfrd@yahoo.com

Shelly Palmer
shelly.palmer@charter.net

Reno Rainbow Fest
\$5,000 EXCLUSIVE LEVEL

LOGO PRODUCT PROMOTION

- * Your company logo prominently displayed on professional posters, print ads and promotional materials distributed throughout major US markets
- * Your company logo in event's full-page color ad in the "**Rainbow Page**" Gay-friendly business directory, distributed locally in Nevada and throughout Northern California

MAJOR MEDIA ADVERTISING

- * Maximum promotion and distribution of flyers showing sponsor's support of our LGBT community in other major LGBT events
- * Flyers and event information will be distributed at Wingfield Park events in July
- * Listings in Gay & Lesbian media and travel websites locally and nationwide
- * Press Releases to local and regional media
- * Posters distributed in clubs and Gay outlets
- * CAPI's (Consolidated Association of Pride, Inc) annual poster listing Reno Rainbow Fest's event
- * Article in the **Outword** newspaper distributed throughout the Northern California region
- * The media recognize the event as part of the Artown festival and will receive July arts coverage
- * Reno Rainbow Fest will be included in the calendar of events on the Artown website @ www.Renoisartown.com, and visitors will be able to click into Reno Rainbow Fest's website

SOCIAL MEDIA

- * Your company listed on Reno Rainbow Fest's Facebook page as Exclusive Sponsor with blasts targeting event

EXHIBITOR BOOTH SPACE

- * 10 x 10 Vendor booth merchandise space including tent, table, chairs and set-up

WEBSITE

- * Your company's logo prominently displayed on the front page of www.RenoRainbowFest.com website as the Exclusive Sponsor including a link to Your company's website

BANNERS

- * Your company's branding-presence banners, provided by Your company displayed on the main stage during all-day live entertainment, as well as prominently displayed throughout festival site.

Reno Rainbow Fest
\$1,500 RAINBOW LEVEL

LOGO PRODUCT PROMOTION

- * Your company logo prominently displayed on professional posters, print ads and promotional materials distributed throughout major US markets
- * Your company logo in event's full-page color ad in the "**Rainbow Page**" Gay-friendly business directory, distributed locally in Nevada and throughout Northern California

MAJOR MEDIA ADVERTISING

- * Maximum promotion and distribution of flyers showing sponsor's support of our LGBT community in other major LGBT events
- * Flyers and event information will be distributed at Wingfield Park events in July
- * Listings in Gay & Lesbian media and travel websites locally and nationwide
- * Press Releases to local and regional media
- * Posters distributed in clubs and Gay outlets
- * CAPI's (Consolidated Association of Pride, Inc) annual poster listing Reno Rainbow Fest's event
- * Article in the **Outword** newspaper distributed throughout the Northern California region
- * The media recognize the event as part of the Artown festival and will receive July arts coverage
- * Reno Rainbow Fest will be included in the calendar of events on the Artown website @ www.Renoisartown.com, and visitors will be able to click into Reno Rainbow Fest's website

EXHIBITOR BOOTH SPACE

- * 10 x 10 Vendor booth merchandise space including tent, table, chairs and set-up

WEBSITE

- * Your company's logo prominently displayed on the front page of www.RenoRainbowFest.com website as a supportive sponsor including a link to Your company's website

BANNERS

- * Your company's branding-presence banners, provided by Your company, displayed on the main stage during all-day live entertainment, as well as prominently displayed throughout festival site

Reno Rainbow Fest
\$500 GOLD LEVEL

LOGO PRODUCT PROMOTION

- * Your company logo prominently displayed on professional posters, print ads and promotional materials distributed throughout major US markets
- * Your company logo in event's full-page color ad in the "**Rainbow Page**" Gay-friendly business directory, distributed locally in Nevada and throughout Northern California

MAJOR MEDIA ADVERTISING

- * Maximum promotion and distribution of flyers showing sponsor's support of our LGBT community in other major LGBT events
- * Flyers and event information will be distributed at Wingfield Park events in July
- * Listings in Gay & Lesbian media and travel websites locally and nationwide
- * Press Releases to local and regional media
- * Posters distributed in clubs and Gay outlets
- * CAPI's (Consolidated Association of Pride, Inc) annual poster listing Reno Rainbow Fest's event
- * Article in the **Outword** newspaper distributed throughout the Northern California region
- * The media recognize the event as part of the Artown festival and will receive July arts coverage
- * Reno Rainbow Fest will be included in the calendar of events on the Artown website @ www.Renoisartown.com, and visitors will be able to click into Reno Rainbow Fest's website

WEBSITE

- * Your company's logo prominently displayed on the front page of www.RenoRainbowFest.com website as a supportive sponsor including a link to Your company's website