

Showcase Your Community Commitment at One of Las Vegas' Largest Family Events



Vegas PBS. **Be My Neighbor Day**

Saturday, October 3, 2026

10 a.m. – 2 p.m.

**The Lawn at
Downtown Summerlin®**

1825 Festival Plaza Drive
Las Vegas, NV 89135

We invite you to become a sponsor for our annual **Be My Neighbor Day** event, a heartwarming celebration of community and kindness. This free event brings families together for a day of meaningful activities and unforgettable educational experiences, including performances from Daniel Tiger.

Why Sponsor?

Reach and Impact: By sponsoring **Be My Neighbor Day**, your brand will be showcased to a diverse and engaged audience of families and community members. Over 9,000 individuals attended the event in 2025. This is an excellent opportunity to demonstrate your commitment to community values and social responsibility.

Community Engagement: Align your brand with a beloved event that promotes kindness, empathy and community spirit. Your sponsorship will enhance the event experience for attendees.

Brand Visibility: Enjoy prominent exposure through event signage, promotional materials and more. Your support will be acknowledged in event-related communications, ensuring maximum visibility.

Event Participation Requirements:

- Sponsors should be prepared to conduct a community-focused act of kindness activity engaging families in conversations about being a good neighbor.
- Sponsors are required to bring tents. A limited number of tents will be available for rent on a first come, first served basis.
- Must provide Clark County Business License and Certificate of Insurance (COI) shortly after registration.



Partner with Vegas PBS for Be My Neighbor Day!

☐ **Presenting Sponsor • \$20,000** CATEGORY EXCLUSIVE

Event Benefits:

- “Vegas PBS Be My Neighbor Day Presented by [sponsor]” language below event title on materials when feasible
- Prime location of 10'x20' space at event
- Logo recognition in Vegas PBS-owned media

- Logo recognition in applicable paid media
- Logo recognition in Downtown Summerlin marketing
- Acknowledgement as Presenting sponsor at event

Media Benefits:

- \$18K in media value of your choosing with Vegas PBS

☐ **Neighborly Sponsor • \$10,000**

2 AVAILABLE

Event Benefits:

- Prime location of 10'x20' space at event
- Logo recognition in Vegas PBS-owned media
- Logo recognition in Downtown Summerlin marketing
- Acknowledgement as Neighborly sponsor at event

Media Benefits:

- \$10K in media value of your choosing with Vegas PBS

☐ **Helpful Sponsor • \$5,000**

4 AVAILABLE

Event Benefits:

- 10'x10' space at event
- Logo recognition in Vegas PBS-owned media
- Logo recognition in Downtown Summerlin marketing
- Acknowledgement as Helpful sponsor at event

Media Benefits:

- \$5K in media value of your choosing with Vegas PBS

☐ **Thoughtful Sponsor • \$1,250**

Event Benefits:

- 10'x10' space at event
- Company listing in Vegas PBS-owned media
- Acknowledgement as Thoughtful sponsor at event

Media Benefits:

- \$1.25K in media value of your choosing with Vegas PBS

☐ **Respectful Sponsor • \$7,500**

3 AVAILABLE

Event Benefits:

- Prime location of 10'x20' space at event
- Logo recognition in Vegas PBS-owned media
- Logo recognition in Downtown Summerlin marketing
- Acknowledgement as Respectful sponsor at event

Media Benefits:

- \$7.5K in media value of your choosing with Vegas PBS

☐ **Kindness Sponsor • \$2,500**

Event Benefits:

- 10'x10' space at event
- Company listing in Vegas PBS-owned media
- Acknowledgement as Kindness sponsor at event

Media Benefits:

- \$2.5K in media value of your choosing with Vegas PBS

Additional Opportunities

Event Program Booklet

- Full Page Ad: \$1,000
- Half Page Ad: \$500
- Good Neighbor Deal: \$250
- Asset Deadline: 9/15/26. See Event Program flyer for specs and details.

In-Kind Donations for Raffle

Vegas PBS welcomes in-kind donations for family-friendly items or activities that young children can enjoy. Vegas PBS provides a free raffle for attendees to enter and win.

Secure your spot by Friday, August 14th!

Questions? Contact Corporate Sponsorship at corporatesponsorship@vegaspbs.org or 702.799.1010 x5335.

Company Name

Signature

Date

All assets listed are based on available inventory at time of commitment. 30 DAYS WRITTEN NOTICE IS REQUIRED FOR CANCELLATION BY EITHER PARTY. Vegas PBS reserves the right to preempt or re-schedule underwriting credits and paid PSAs and make changes in copy deemed necessary in order to comply with FCC regulations.

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