



Nov. 11
to Dec. 31

One Small Gift. One Big Impact.

For 19 years, the Reno Rodeo Foundation's annual Denim Drive has been a beacon of hope for abused and neglected infants, children, and teens across 14 Northern Nevada counties. From November 11 through December 31, 2024, we will rally together to collect monetary and clothing donations that provide vital support to young lives rescued from unfit homes.

We are excited to invite you to be a part of this important cause.

As a Denim Drive partner, your business will play a direct role in helping foster children across Northern Nevada, all while enhancing your community involvement. Our partnership opportunities provide a variety of benefits to highlight your impact and demonstrate your commitment to making a difference. Whether you're looking to host an event, boost your brand's visibility, or simply support the mission, there's a sponsorship level that fits your goals.

This is your chance to connect with the community, elevate your business presence, and contribute to a movement that transforms lives. Through monetary donations or clothing collections, your participation will have a meaningful effect on those who need it most.

RenoRodeoFoundation.org ★ 775.322.9875

Partnership opportunities

TRAILBLAZER: \$3,000

Limited availability

The Reno Rodeo Foundation will host a Denim Drive event at one of your business locations, increasing foot traffic and fostering greater community engagement.*

As a Trailblazer Partner, you will also receive:

- A custom donation page and QR code for easy contributions.
- Enhanced social media exposure, including a dedicated spotlight showcasing your involvement in the Denim Drive, along with custom posts, stories, and potential partner takeovers.
- Email newsletter feature with links to your website or special offers, reaching Reno Rodeo Foundation subscribers.
- Advertising rotations across social media, television, streaming platforms, and/or radio stations as available.
- Your logo featured on Denim Drive promotional materials.
- Recognition as a Trailblazer partner on the Reno Rodeo Foundation's website and social media platforms.
- A Denim Drive collection bin provided for all business locations, with each site listed as an official drop-off location on the Foundation's website.
- One vinyl banner for each collection location.
- Custom "Donate a Dollar for Denim" pockets branded with your logo to encourage contributions from your customers..
- 50 best available tickets to the 2025 Reno Rodeo.^

*Date to be within the campaign timeline and mutually agreed upon by your company and the Reno Rodeo Foundation. ^does not include opening night or finals night.

BLAZIN' SADDLES: \$1,500

- Enhanced social media exposure, including a spotlight on your company's involvement with the Denim Drive, along with custom posts and stories.
- A custom donation page and QR code for easy contributions.
- Email newsletter feature with links to your website or special offers for Reno Rodeo Foundation subscribers.
- Advertising rotations on social media, television, streaming platforms, and/or radio stations as available.
- Your logo included on Denim Drive promotional materials.
- Recognition as a Blazin' Saddles partner on the Reno Rodeo Foundation's website and social media channels.
- A Denim Drive collection bin for up to eight business locations, with each site listed as an official drop-off location on the Foundation's website.
- One vinyl banner for each collection location.
- Custom "Donate a Dollar for Denim" pockets branded with your logo to encourage contributions from your customers.

SILVER SPURS: \$750

- Social media spotlight highlighting your company's involvement in the Denim Drive.
- A custom donation page and QR code for easy contributions.
- Your logo featured on Denim Drive promotional materials.
- Recognition as a Silver Spurs partner on the Reno Rodeo Foundation's website and social media platforms.
- A Denim Drive collection bin for up to four business locations, with each location listed as an official drop-off site on the Foundation's website.
- One vinyl banner for each collection location.
- "Donate a Dollar for Denim" pockets to encourage contributions at your business locations.

PONY EXPRESS: \$500

- Your logo featured on Denim Drive promotional materials.
- Recognition as a Pony Express partner on the Reno Rodeo Foundation's website and social media platforms.
- A Denim Drive collection bin for up to two business locations, with each location listed as an official drop-off site on the Foundation's website.
- One vinyl banner for each collection location.
- "Donate a Dollar for Denim" pockets to encourage donations at your business locations.

DROP-OFF SITE: \$0-\$250 (optional donation, see below)

There is no required cost to participate at this level; however, a donation is greatly appreciated.

- A Denim Drive collection bin provided for one business location, with the location listed as an official drop-off site on the Reno Rodeo Foundation's website.
- Donate a Dollar for Denim pockets to encourage contributions from your customers.

★ custom sponsorships available ★

I'm ready to cowboy up

for the kids

Company Name _____

Contact Name _____

Phone Number _____

Email Address _____

Business Location(s) _____

I'd love to be a PARTNER:

Trailblazer **\$3,000**

Blazin' Saddles **\$1,500**

Silver Spurs **\$750**

Pony Express **\$500**

I'd love to be a DROP-OFF SITE:

There is no required cost to participate at this level; however, a donation is greatly appreciated.

I'm unable to donate at this time.

I would love to donate \$ _____

I am unable to partner or participate this year but would like to make a donation of \$ _____

PAYMENT METHOD

Check (make checks payable to **Reno Rodeo Foundation**)

Credit Card

Invoice Me

Mailing Address _____

City _____ State _____ Zip Code _____

Credit Card Number _____

Exp. _____ CVV _____ Signature _____

Please email completed forms to cboteler@renorodeofoundation.org or mail them to Reno Rodeo Foundation at 59 Damonte Ranch Parkway, Ste B-441, Reno, NV 89521

Reno Rodeo Foundation is a 501(c)3 nonprofit. All proceeds benefit kids with extraordinary needs.