SUPPORTING NORTHERN NEVADA KIDS

40TH ANNIVERSARY

RENO RODEO FOUNDATION

Denim Drive

Since 2016, the Reno Rodeo Foundation's Denim Drive has been a trusted source of comfort, dignity, and support for abused, neglected, and displaced infants, children, and teens across 14 Northern Nevada counties. Through the generosity of our community, Denim Drive provides brand-new clothing, shoes, hygiene items, school supplies, and other essentials to children and young adults in foster or kinship care throughout their journey, ensuring they have the resources they need as they grow, change placements, begin school, and navigate the challenges of childhood.

Today, the Denim Drive has evolved into a flexible, year-round community partnership program that allows businesses, organizations, schools, and community groups to host their own Denim Drive campaign during the time of year that works best for them. Every Denim Drive campaign, regardless of its size, duration, or location, helps ensure children receive the support they need when they need it most.

Through both in-kind and financial contributions, we provide more than just clothing and essentials. We provide choice, confidence, and a sense of normalcy during uncertain moments. Financial donations allow caseworkers and caregivers to take children shopping themselves, giving them the opportunity to choose clothing and other necessities that fit, reflect their personality, and help them feel like themselves again.

We invite you to stand with us in this mission.

As a Denim Drive partner, your business will directly support children and young adults throughout Northern Nevada while strengthening your connection to the community. You choose the month that works best for your organization, and we'll provide the tools, guidance, and promotional support to help make your campaign a success. Partnership opportunities include meaningful recognition, community visibility, volunteer engagement, and customized collection efforts tailored to your campaign.

Partners may also choose where their support is directed, helping children in the Northern Nevada community that matters most to them.

This is more than a sponsorship. It is an investment in stability, dignity, opportunity, and hope for Northern Nevada's most vulnerable children and young adults.

RENORODEOFOUNDATION.ORG ★ 775.322.9875

Partnership OPPORTUNITIES

LEGEND (PRESENTING): $25,000

only one available

Recognition

- Exclusive Legend Partner recognition across all campaign materials and platforms
- Prominent logo recognition on the Foster Family Online Denim Drive Store
- Full-page advertisement in all 2026–2027 Reno Rodeo Foundation print newsletters
- Dedicated partner spotlight video with advertising rotations, as available
- Featured recognition across Reno Rodeo Foundation digital platforms
- Recognition during applicable Denim Drive events

Campaign Development, Resources, and Marketing

- Dedicated campaign planning meeting with the Reno Rodeo Foundation
- Custom online donation page with campaign-specific QR code
- Custom branded social media graphics and digital marketing toolkit
- Collection boxes, banners, posters, flyers, and campaign signage for all participating locations
- Customized campaign messaging and promotional support
- Press release and media outreach, when appropriate
- Participating location(s) listed as Official Drop-Off Sites on Reno Rodeo Foundation website

Campaign Enhancements

Work with the Reno Rodeo Foundation to create a campaign experience that engages your employees, customers, and community. Customized campaign enhancements may include:

- Rowdy's Stars of Hope community display
- Reno Rodeo friendship bracelets for donors
- Reno Rodeo Foundation and/or Rowdy & Friends stickers
- Reno Rodeo Foundation and/or Rowdy & Friends collectible pins
- Opportunity to host a Reno Rodeo Foundation raffle with Foundation-provided prizes
- Additional customized campaign enhancements developed in collaboration with your organization

Community Engagement

- Invitation for employees and guests to participate in Denim Drive distribution events

2027 RENO RODEO BONUS

- Exclusive use of the Reno Rodeo Foundation's box (10 seats) for one night* at the 2027 Reno Rodeo, including 10 dinner tickets to Club 1919 and 2 parking passes

*date to be determined in collaboration with the partner and the Reno Rodeo Foundation

MAVERICK: $10,000

limited availability

Recognition

- Recognition as a Maverick Partner across campaign materials and platforms
- Featured logo recognition on the Foster Family Online Denim Drive Store
- Half-page advertisement in all 2026–2027 Reno Rodeo Foundation print newsletters
- Opportunity to be featured in the official Denim Drive campaign video, with advertising rotations across social media, television, streaming platforms, radio, and other media, as available
- Featured recognition across Reno Rodeo Foundation digital platforms

Campaign Development, Resources, and Marketing

- Custom online donation page with campaign-specific QR code
- Custom branded social media graphics and digital marketing toolkit
- Collection boxes, banners, posters, flyers, and campaign signage for all participating locations
- Customized campaign messaging and promotional support
- Press release and media outreach, when appropriate
- Participating location(s) listed as Official Drop-Off Sites on Reno Rodeo Foundation website

Campaign Enhancements

Work with the Reno Rodeo Foundation to create a campaign experience that engages your employees, customers, and community. Customized campaign enhancements may include:

- Rowdy's Stars of Hope community display
- Reno Rodeo friendship bracelets for donors
- Reno Rodeo Foundation and/or Rowdy & Friends stickers
- Reno Rodeo Foundation and/or Rowdy & Friends collectible pins
- Opportunity to host a Reno Rodeo Foundation raffle with Foundation-provided prizes

Community Engagement

- Invitation for employees and guests to participate in Denim Drive distribution events

2027 RENO RODEO BONUS

- 30 best available tickets*

*date to be determined in collaboration with the partner and the Reno Rodeo Foundation

Partnership OPPORTUNITIES

TRAILBLAZER: $5,000

limited availability

Recognition

- Recognition as a Trailblazer Partner across campaign materials and platforms
- Logo recognition on the Foster Family Online Denim Drive Store
- Quarter-page advertisement in all 2026–2027 Reno Rodeo Foundation print newsletters
- Recognition across Reno Rodeo Foundation digital platforms

Campaign Development, Resources, and Marketing

- Custom online donation page with campaign-specific QR code
- Custom branded social media graphics and digital marketing toolkit
- Collection boxes, banners, posters, flyers, and campaign signage for all participating locations
- Customized campaign messaging and promotional support
- Participating location(s) listed as Official Drop-Off Sites on Reno Rodeo Foundation website

Campaign Enhancements

Work with the Reno Rodeo Foundation to create a campaign experience that engages your employees, customers, and community. Customized campaign enhancements may include:

- Rowdy's Stars of Hope community display, Reno Rodeo friendship bracelets for donors, Reno Rodeo Foundation and/or Rowdy & Friends stickers, and/or Reno Rodeo Foundation and/or Rowdy & Friends collectible pins

Community Engagement

- Invitation for employees and guests to participate in Denim Drive distribution events

BLAZIN' SADDLES: $3,000

Recognition

- Recognition as a Blazin' Saddles Partner across campaign materials and platforms
- Logo recognition on the Foster Family Online Denim Drive Store
- Recognition across Reno Rodeo Foundation digital platforms

Campaign Development, Resources, and Marketing

- Custom online donation page with campaign-specific QR code
- Custom branded social media graphics and digital marketing toolkit
- Collection boxes, banners, posters, flyers, and campaign signage for all participating locations
- Customized campaign messaging and promotional support
- Participating location(s) listed as Official Drop-Off Sites on Reno Rodeo Foundation website

Campaign Enhancements

Work with the Reno Rodeo Foundation to create a campaign experience that engages your employees, customers, and community. Customized campaign enhancements may include:

- Rowdy's Stars of Hope community display, Reno Rodeo friendship bracelets for donors, Reno Rodeo Foundation and/or Rowdy & Friends stickers, and/or Reno Rodeo Foundation and/or Rowdy & Friends collectible pins

Community Engagement

- Invitation for employees and guests to participate in Denim Drive distribution events

SILVER SPURS: $1,500

Recognition

- Recognition as a Silver Spurs Partner across campaign materials and platforms
- Logo recognition on the Foster Family Online Denim Drive Store
- Recognition across Reno Rodeo Foundation digital platforms

Campaign Development, Resources, and Marketing

- Custom online donation page with campaign-specific QR code
- Custom branded social media graphics and digital marketing toolkit
- Collection boxes, banners, posters, flyers, and campaign signage for all participating locations
- Customized campaign messaging and promotional support
- Participating location(s) listed as Official Drop-Off Sites on Reno Rodeo Foundation website

Campaign Enhancements

Work with the Reno Rodeo Foundation to create a campaign experience that engages your employees, customers, and community. Customized campaign enhancements may include:

- Rowdy's Stars of Hope community display, Reno Rodeo friendship bracelets for donors, Reno Rodeo Foundation and/or Rowdy & Friends stickers, and/or Reno Rodeo Foundation and/or Rowdy & Friends collectible pins

Community Engagement

- Invitation for employees and guests to participate in Denim Drive distribution events

Partnership OPPORTUNITIES

PONY EXPRESS: $750

Recognition
- Recognition as a Pony Express Partner across campaign materials and platforms
- Recognition across Reno Rodeo Foundation digital platforms

Campaign Resources and Marketing
- Custom online donation page with campaign-specific QR code
- Access to the official Denim Drive digital marketing toolkit
- Collection boxes, posters, and flyers for participating locations
- Participating location(s) listed as Official Drop-Off Sites on Reno Rodeo Foundation website

Campaign Enhancements
Campaign enhancements may include:
- Rowdy's Stars of Hope community display, Reno Rodeo friendship bracelets for donors, Reno Rodeo Foundation and/or Rowdy & Friends stickers, and/or Reno Rodeo Foundation and/or Rowdy & Friends collectible pins

BUCKAROO: $500

Recognition
- Recognition as a Buckaroo Partner across campaign materials and platforms

Campaign Resources and Marketing
- Custom online donation page with campaign-specific QR code
- Access to the official Denim Drive digital marketing toolkit
- Collection boxes, posters, and flyers for participating locations
- Participating location(s) listed as Official Drop-Off Sites on Reno Rodeo Foundation website

Campaign Enhancements
Campaign enhancements may include:
- Rowdy's Stars of Hope community display, Reno Rodeo friendship bracelets for donors, Reno Rodeo Foundation and/or Rowdy & Friends stickers, and/or Reno Rodeo Foundation and/or Rowdy & Friends collectible pins

WRANGLER: $250

Recognition
- Recognition as a Wrangler Partner across campaign materials and platforms

Campaign Resources and Marketing
- Access to the official Denim Drive digital marketing toolkit
- Collection boxes, posters, and flyers for participating locations
- Participating location(s) listed as Official Drop-Off Sites on Reno Rodeo Foundation website

Campaign Enhancements
Campaign enhancements may include:
- Rowdy's Stars of Hope community display, Reno Rodeo friendship bracelets for donors, Reno Rodeo Foundation and/or Rowdy & Friends stickers, and/or Reno Rodeo Foundation and/or Rowdy & Friends collectible pins

DROP-OFF SITE: $0-$249

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

Campaign Resources and Marketing
- Access to the official Denim Drive digital marketing toolkit
- Collection boxes, posters, and flyers for participating locations
- Participating location(s) listed as Official Drop-Off Sites on Reno Rodeo Foundation website

Campaign Enhancements
Campaign enhancements may include:
- Rowdy's Stars of Hope community display, Reno Rodeo friendship bracelets for donors, Reno Rodeo Foundation and/or Rowdy & Friends stickers, and/or Reno Rodeo Foundation and/or Rowdy & Friends collectible pins

I'm ready to cowboy up FOR THE KIDS

Company Name _____

Contact Name _____

Phone Number _____

Email Address _____

Business Location(s) _____

_____

Please share with us the dates you'd like to host your campaign: _____

I'd love to be a PARTNER:

- ☐ Legend (Presenting) **$25,000**
- ☐ Maverick **$10,000**
- ☐ Trailblazer **$5,000**
- ☐ Blazin' Saddles **$3,000**
- ☐ Silver Spurs **$1,500**
- ☐ Pony Express **$750**
- ☐ Buckaroo **$500**
- ☐ Wrangler **$250**

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 $_____

☐ I would like to designate my funding to the following county or counties within Northern Nevada:_____

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.