

2025 SPONSOR PACKET

THE  
**RIVERWALK**®  
DISTRICT

PIONEER YOUR OWN TRAIL



# 2025 SPONSORSHIP OPPORTUNITIES

Celebrate the vibrant Reno Riverwalk Merchants Association **365 Days a Year**

## WHO WE ARE

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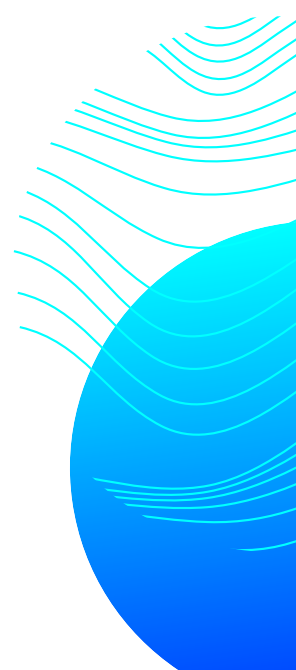
For more than two decades, the Riverwalk Merchants Association has been the leading organization in the Downtown Reno area, focusing solely on improving and revitalizing the Riverwalk District. We are a tax-exempt 501 (c)(6) non-profit whose mission is to increase year-round traffic and business for Riverwalk Merchants while creating and nurturing a vibrant and safe downtown district. To celebrate and support Reno's diversity in the arts and its cultural and historical heritage and contribute to the growth, education, and variety of vital downtown shopping and entertainment for locals and visitors.

## WHY WE NEED YOUR HELP

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The Riverwalk Merchants Association receives funding support through special events, community donations, and sponsorship opportunities.

The Riverwalk District needs help from every member of our community. By donating to our non-profit association, you help ensure we can continue our education, business mentorship, river beautification, and sustainability efforts. By participating in the annual events, partnerships, and investor opportunities, you can become a part of our goals to rehabilitate and enhance the Riverwalk Corridor.



# HOW TO BECOME A SPONSOR OF THE RIVERWALK

The Riverwalk District wants to partner with **you!**

## RIVERWALK BROCHURE

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Brochure spaces are limited and based on a first-come, first-serve basis. Ads reach 65,000 visitors, and brochures are printed 2x a year.

// Receive a full-color-ad (6-month purchase)

// Two Advertisement Sizes:

- Full Page Ad (4" x 9") - \$1400
- Half Page Ad (3.75" x 4.25")- \$750
- Business Listing Highlighted (Option only available for members) - \$250

## SPONSORED RIVERWALK BLOG

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(Available to members only) Purchase a dedicated blog about your business, supported through the Riverwalk website, social media, and partnering media groups. Photos and written stories are included in the fee.

// Receive a sponsored article - \$125

## CORPORATE SPONSOR OF THE RIVERWALK- \$10,000

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Singular Ad space is available and based on a first-come, first-serve basis. Ads reach 7,900 visitors and are deployed monthly.

- // 4 free wine walk passes for your company each month
- // Corporate logo on all Riverwalk District email marketing
- // Corporate logo on Riverwalk District membership materials
- // Corporate logo and link to your website on the website
- // Occasional social media mentions supporting sponsorship
- // Opportunity to present at upcoming Merchant event
- // Opportunity to host membership networking event

## RIVERWALK MONTHLY E-NEWSLETTER

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Singular Ad space is available and based on a first-come, first-serve basis. Ads reach 7,900 visitors and are deployed monthly

// Receive a full-color banner ad (100 pixel x 600 pixel) - \$185

# HOW TO BECOME A FRIEND OF THE WINE WALK

The Riverwalk District wants to partner with **you!**

## WINE WALK WRIST BAND EVENT SPONSORSHIP

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Branded wine walk wristbands. This opportunity is available to only one Sponsor per month and is based on a first-come, first-serve basis. Sponsorship reaches 400-800+ visitors monthly and is handed to every event attendee.

**// Receive logo placement on singular month's wine walk wristbands -\$100 / Per Month (this includes your logo and the riverwalk logo)**

## RIVERWALK MONTHLY WINE WALK MAP ADVERTISEMENT

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Singular Ad space is available and based on a first-come, first-serve basis. Ads reach 400-800+ visitors monthly and are handed to every event attendee.

**// Receive a full-color ad (2.86" x 4.86") -\$350 / Month**

## FRIEND OF THE WINE WALK - \$1,500

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**// 8 free wine walk passes for your company each year**  
**// Corporate logo on all Riverwalk District email marketing (one month of your choosing)**  
**// Corporate logo and link to your website on Riverwalk District website**

# HOW TO BECOME A FRIEND OF THE RIVERWALK

The Riverwalk District wants to partner with **you!**

## FRIEND OF THE RIVERWALK - \$500

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- // 4 free wine walk passes for you each year
- // Corporate logo and link to your website on Riverwalk District website

## OTHER WAYS TO HELP

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- // Donate raffle items to the monthly wine walk raffle
- // Attend events
- // Donate media or advertising
- // Volunteering
- // Become a Member (\$250 business / \$100 non-profit)
- // Purchase items from the Riverwalk Store
- // Special event Sponsor
- // Donate advertising space

# APPLICATION

## Choose Your Membership Level:

- |   |   |
|---|---|
| <input type="checkbox"/> Riverwalk Brochure             | <input type="checkbox"/> Wine Walk Wrist Band Sponsorship   |
| <input type="checkbox"/> Riverwalk Monthly E-Newsletter | <input type="checkbox"/> Corporate Sponsor of the Riverwalk |
| <input type="checkbox"/> Sponsored Riverwalk Blog       | <input type="checkbox"/> Friend of the Riverwalk            |
| <input type="checkbox"/> Riverwalk Monthly Wine Walk    | <input type="checkbox"/> Donation                           |

Riverwalk Member  Yes  No

**Details:** Name \_\_\_\_\_ Email \_\_\_\_\_

Phone number \_\_\_\_\_ Website \_\_\_\_\_

**Billing Address:** Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

## Payment Method:

Visa  Mastercard  Amex  Check  Other

Credit Card No. \_\_\_\_\_ Expiration Date \_\_\_\_/\_\_\_\_/\_\_\_\_ CVC \_\_\_\_\_

## Other ways to help:

Volunteering  Gifts for Raffle Winners  Donated Media or Advertising