



## 2005 RENO PROMOTIONS CALENDAR

### JANUARY: ALL RENO RADIO BLOOD DRIVE

La Tricolor participates in the 19<sup>th</sup> Annual All Reno Radio Blood Drive held at the Atlantis Hotel Casino. LA Tricolor's live remote broadcast between 10am and 5pm encourages listeners to come down and save a life by donating blood.

### JANUARY 30th: AMERICAN HEART ASSOCIATION FANTASY WEDDING FAIR

La Tricolor is a media sponsor of the 17<sup>th</sup> Annual Fantasy Wedding Faire at the Reno Hilton. This is a spectacular event put on by the American Heart Association to raise funds to combat cardiovascular disease. There are over 100 exhibitors participating. The event includes a fashion show, raffle prizes, and a silent auction! La Tricolor has a booth at the event.

### FEBRUARY 10<sup>th</sup>-11<sup>th</sup>: ST. JUDE'S/RADIO TRICOLOR RADIOTHON

On Thursday & Friday, February 10<sup>th</sup> & 11<sup>th</sup>, La Tricolor donates its airwaves to the St. Jude's Children's Research Hospital in order to reach the Northern Nevada Hispanic Community and raise funds for the largest center for research and treatment of pediatric cancer and diseases. The two-day event features story vignettes about St. Jude's Kids and live appeal appeals broadcast directly from the KVVV studio! Coverage of the event is broadcasted on KVVV Univision. **Sponsorship packages are available for clients.**

### APRI 6th: CAREER BUILDER JOB FAIR

Univision and La Tricolor partner with the Reno Gazette-Journal to put on the annual Spring Career Builder Job Fair at Park Lane Mall. A variety of employers, educational institutions and non-profit organizations are present to recruit. Workshops are held and volunteers are available to assist with the application and interview processes. Univision and La Tricolor have a booth and also provide assistance with translations.

### MARCH –MAY: WOLF PACK BASEBALL SEASON

Univision and La Tricolor are media sponsors of Nevada Wolf Pack Baseball. We'll be encouraging viewers and listeners to spend the day out at Peccole Park cheering on the Wolf Pack!

### MAY 7<sup>th</sup> & 8th: CINCO DE MAYO RENO

Cinco de Mayo Reno is the largest Cinco de Mayo celebration on the West Coast! Over 100,000 people attend this festival of fun, food & festivities in Downtown Reno. Stages feature great live music, dance & entertainment. Vendors feature the culture of Mexico and other Latin countries. Events include a 5K Race, a Parade, Headliner Concerts, Free Symphony Concert, Health Fair, Farmer's Market, Dancing Horse Pavilion and much more! Proceeds benefit Nevada Hispanic Services. Univision and La Tricolor have booths at Harrah's Plaza. Our station talent emcees the entertainment on Harrah's Main Stage. **Booths and sponsorship packages are available for clients.**

### MAY 8th: CINCO DE MAYO FIESTA AT THE RENO HILTON

This annual outdoor festival is the largest one day event in Northern Nevada with an expected attendance of 80,000 people! The Hilton Amphitheater has continuous entertainment including renowned musical groups, dancers, and local celebrities to emcee the festivities! Vendors feature authentic Mexican cuisine, cultural arts & crafts, and much more! Admission is free and there's something for the whole family to enjoy! Univision and La Tricolor have a booth space next to the main stage, and station talent emcees the entertainment. **Booths and sponsorship packages are available for clients.**



### JUNE –AUGUST: SPARKS HOMETOWNE FARMERS MARKET

Univision and La Tricolor are media sponsors of the Sparks Hometown Farmer's Market. We have a booth at the market in Victorian Square every Thursday night of the market. We do live radio call-ins to invite our audience to come down and check out the cooking demonstrations, giveaways, and great food and music of the Farmer's Market!

### JULY 4<sup>th</sup>: SKYFIRE

Univision and La Tricolor are a part of the annual 4<sup>th</sup> of July Skyfire Celebration at Rancho San Rafael Park where the community comes together to enjoy a beautiful fireworks display set to music. Univision and La Tricolor promote the event beforehand as well as providing news coverage during the event.

### SEPT – NOV: UNIVERSITY OF NEVADA WOLF PACK FOOTBALL SEASON

Univision and La Tricolor support the University of Nevada Wolf Pack! We're out at select home football games inviting Radio Tricolor listeners to come out to watch the Pack and we cover the games for the sports segment of Univision's "Breves Informativos"

### SEPTEMBER: HISPANIC HERITAGE DAY

Univision and La Tricolor are major sponsors of the Hispanic Heritage Day celebration at the Reno Hilton. This event is free to the public and is put on by Nevada Hispanic Services to celebrate the September 16<sup>th</sup> Mexican Independence Day. This is a family event complete with authentic food, crafts, and live entertainment. Univision and La Tricolor have a booth space at the event and station talent emcee the entertainment. **Sponsorship packages are available for clients.**

### SEPTEMBER: SAK N SAVE HISPANIC HERITAGE CELEBRATION

Univision and La Tricolor sponsor the annual Hispanic Heritage Days Celebration at Sak N Save on Plumb Lane and Silverada Blvd. La Tricolor's live remote broadcasts invite listeners down to Sak N Save to enjoy four days of music, food, and great specials! Visitors are also able to register to win prizes courtesy of Sak N Save and La Tricolor! Univision and La Tricolor have a booth space at the event, and station talent emcee the entertainment. **Event tie-ins are available to clients who work with Sak N Save.**

### SEPTEMBER: AMERICAN HEART ASSOCIATION HEART WALK

Univision and La Tricolor are media sponsors of this event dedicated to research and treatment of heart disease. We will run PSAs for the event as well as have a presence at the event with banner and logo placement.

### OCTOBER: NORTHERN NEVADA RACE FOR THE CURE

Univision and La Tricolor are media sponsors of this event dedicated to eradicating breast cancer as a life-threatening disease by advancing research, education, screening and treatment. Univision and La Tricolor have a booth out at IGT Headquarters on the day of the race, and La Tricolor broadcasts live inviting listeners to the race.

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**OCTOBER: FALL CAREER BUILDER JOB FAIR**

Univision and La Tricolor partner with the Reno Gazette-Journal to put on the annual Fall Career Builder Job Fair at Park Lane Mall. A variety of employers, educational institutions and non-profit organizations are present to recruit. Workshops are held and volunteers are available to assist with the application and interview processes. Univision and La Tricolor have a booth at the event and also assist with translations.

**OCTOBER: RENO HILTON FRIGHTMARE**

Univision and La Tricolor partner with Reno Radio Reps to sponsor "Frightmare," a haunting and horrific Halloween event taking place weekly in the Reno Hilton parking lot!

**OCTOBER: SAFE & SANE HALLOWEEN**

Univision and La Tricolor are media sponsors of the Safe & Sane Halloween at Park Lane Mall benefiting the Salvation Army. This Halloween event is geared toward children under the age of 12. Families are invited to bring their children in costume to Park Lane Mall between 5:00pm and 7:00pm where they can trick-or-treat safely store to store. Admission is one non-perishable food item to be donated to the Salvation Army. Univision and La Tricolor have a station booth at the event where we hand out candy.

**OCTOBER: SAFE STREET TRICK OR TREAT**

Univision and La Tricolor partner with Reno Radio Reps to sponsor Safe Street, a safe trick-or-treating event for children. The Reno Hilton parking lot will be filled with Disney characters, and children will be able to visit a variety of booths to gather candy. Univision and La Tricolor will man a booth complete with costumed staff members handing out candy!

**NOVEMBER: FOOD OR TOY DRIVE/ANGEL TREE**

Details Pending.

**DECEMBER: SPARKS HOMETOWNE CHRISTMAS**

Univision and La Tricolor are media sponsors of the Annual Hometowne Christmas, which kicks off the holiday season in the Truckee Meadows. The event takes place on Victorian Square in downtown Sparks from 11:30am to 5:30pm and includes a parade traveling seven city blocks. Univision and La Tricolor station personalities announce parade floats in both English and Spanish! In addition to the parade there is plenty of family entertainment and a variety of warm drinks and food. The celebration concludes with the lighting of the community Christmas tree. (Expected attendance: 15,000-20,000)

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