



April 21-23 | Elko, NV | RuralRoundup.com

Travel Nevada's Rural Roundup: Connecting Rural Nevada to the World

In 2024, travelers to rural Nevada spent \$2.04 billion (yes, with a “b”!) which means that visitors spent an average of nearly \$5.6 million per day! Rural Roundup is your chance to connect with the destination marketing organizations (DMOs), travel professionals, and industry experts from across the state who drive this important economic engine. These rural movers and shakers are the lifeblood of our “Get a Little Out There” ethos, and they are looking for organizations like yours to enhance their efforts, connect with visitors, and share their stories.



Why Sponsor Rural Roundup?

Rural Roundup is the premier tourism conference for rural Nevada. Hundreds of attendees from across the tourism industry—including government, business, and academic partners—will see your brand through multiple mediums including our website, email marketing, social media, and of course, during this year’s conference in beautiful Elko, Nevada.

SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR

\$5.000

SPONSOR EITHER A BREAKFAST OR LUNCH SESSION (4 available)

An opportunity to sponsor one of the meals and designated session listed below:

- **Wednesday (Apr. 22nd)**
Opening Breakfast + General Session (Keynote)
- **Wednesday (Apr. 22nd)**
Opening Lunch + General Session
- **Thursday (Apr. 23rd)**
Opening Breakfast + General Session
- **Thursday (Apr. 23rd)**
Opening Lunch + General Session

Each of the opportunities listed will include the following deliverables:

- Four (4) complimentary conference registrations
- A video (MP4 file format required) of your choice will be played prior to the selected session. Sponsor will deliver a brief welcome on stage prior to the screening of their provided video. The total allowed time for this segment and video is 5 minutes.
- Official press release prepared by Travel Nevada
- Attendee contact list provided upon conclusion of conference
- Dedicated posts on Travel Nevada's social media platforms highlighting your organization, featuring your logo, a quote about what tourism means to you (100-150 words), and a link to your website
- Logo placement on the conference website
- Logo displayed outside where designated session will be held
- Logo featured on the marquee outside the convention center (please ensure the marquee logo is sized at 288 x 176 pixel)
- Logo placed on conference Bingo card
- Contribute one (1) branded gift to be awarded to a conference Bingo Card winner (e.g., in-kind marketing services)
- Conference exhibit table 8x10 with pipe and drape (power available upon request)
- Acknowledgement at Industry Awards Dinner

GOLD SPONSOR

\$3.000

SPONSOR A BREAKOUT SESSION (3 available)

- Three (3) complimentary conference registrations
- Web advertisement in the Nevada Magazine and Visitor Guide webpage on TravelNevada.com

Deadline to submit to Travel Nevada: June 30, 2026. Will Run for 3 months

Ad type: Strip ad

Size: 1280px by 150px

File requirements: PDF, JPG, or PNG, resolution 72 DPI

- Logo included in event related emails and communications to attendees by Travel Nevada
- Dedicated posts on Travel Nevada's social media platforms highlighting your organization, featuring your logo, a quote

about what tourism means to you (100-150 words), and a link to your website

- Logo placement on the conference website
- Logo displayed outside of the specific breakout room where designated session will be held
- Logo featured on the marquee outside the convention center (please ensure the marquee logo is sized at 288 x 176 pixels)
- Logo placed on conference Bingo Card
- Conference exhibit table 8x10 with pipe and drape (power available upon request)
- Acknowledgement at Industry Awards Dinner

SILVER SPONSOR

\$1.000

SPONSOR A REFRESHMENT STATION BETWEEN SESSIONS (4 available)

- Two (2) complimentary conference registrations

- Logo to be placed near snack stations and refreshment areas

- Web advertisement in the Nevada Magazine and Visitor Guide webpage on TravelNevada.com

Deadline to submit to Travel Nevada: June 30, 2026. Will Run for 3 months

Ad type: Strip ad

Size: 300px by 250px

File requirements: PDF, JPG, or PNG, resolution 72 DPI

- Your organization's logo will be featured alongside other valued sponsors in a dedicated Sponsor Spotlight appreciation post, shared across Travel Nevada's official social media platforms
- Logo placement on the conference website

- Logo placed on conference Bingo Card
- Conference exhibit table 8x10 with pipe and drape (power available upon request)

SPONSORSHIP OPPORTUNITIES

PRE-DINNER COCKTAIL RECEPTION SPONSOR

\$2,500

In-Kind Contribution (2 available)

OR

\$5,000

(exclusive)

- Co-Sponsor OR Exclusive Sponsor of the Wednesday (Apr. 23nd) cocktail reception
- Branded drink coupons to be distributed to all attendees
- Two (2) complimentary conference registrations
- Choose a signature cocktail under a name of your choosing
- Conference exhibit table (power available upon request)
- Logo placement on digital display boards throughout the convention
- Logo displayed outside the specific room where cocktail reception will be held
- Dedicated posts (before and after the conference) on Travel Nevada's social media platforms featuring your organization's logo and website link
- Reserved table at Wednesday's Industry Awards Dinner

WORKSHOP SPONSOR

\$750

(unlimited)

- One (1) complimentary conference registration
- Your organization's logo displayed outside the specific room where designated workshop will be held
- Brief acknowledgement (2 minutes) at the start of the workshop
- Feature your giveaways or brochures in our curated conference swag bags
- Your organization's logo featured alongside other valued sponsors in a dedicated Sponsor Spotlight appreciation post, shared across Travel Nevada's official social media platforms

CONFERENCE SURVEY SPONSOR

\$500

(2 available)

- One (1) complimentary conference registration
- As the sponsor of the post-conference survey, your logo will appear in all reminder communications sent to attendees requesting feedback. This unique opportunity ensures your logo is the final impression attendees see after the event!
- This reminder will include a 100-150-word quote on what tourism means to you, a link to your website, and a general email address of your choosing for inquiries
- Your organization's logo will be featured alongside other valued sponsors in a dedicated Sponsor Spotlight appreciation post, shared across Travel Nevada's official social media platforms

EXHIBIT TABLE ONLY SPONSOR

\$250

(first come first serve)

- Conference Exhibit Table 8x10 with pipe and drape (Power Available Upon Request)
- Includes two (2) passes for the sponsor area only
- Conference registration sold separately
- Your organization's logo will be featured alongside other valued sponsors in a dedicated Sponsor Spotlight appreciation post, shared across Travel Nevada's official social media platforms

