



Accentuate the Positive 2009 -- Fact Sheet [updated 8/24/09]

TMT is a nonprofit 501(c)(3) organization (EIN: 88-0290211)

What

Truckee Meadows Tomorrow's (TMT) biennial community-wide celebration, is one of the most widely attended special events in the region. Almost 1,000 energized individuals gather over lunch to salute the positive aspects of life in the region. 2009 is the 11th anniversary of TMT honoring individuals and organizations with **Silver Stars** for making a measurable difference in our quality of life. **Avenue of the Stars** exhibitors will also showcase how they support a healthy, prosperous region for all of us to—*take quality of life personally!*

Details

Friday, **October 9, 2009** -- Noon luncheon in the **Peppermill Tuscany Ballroom** in Reno
Avenue of the Stars/Quality of Life Showcase -- 11:00 AM - 2:00 PM (except during the luncheon)

Silver Stars

Almost 100 online nominations were received for 2009 Silver Stars from March 1 through April 30, 2009. [Silver Stars to be honored at this year's ATP are posted on TMT's Web site \(below\)](#). In addition, community leader **Fred Boyd**, will be honored with TMT's 2009 ***Making a Genuine Difference Award***, sponsored by Renown Health.

A list of previous **Silver Stars** can also be downloaded from TMT's Web site. Nominations are widely solicited via email, eNews, Web site, radio and print ads. **Silver Stars** are awarded for demonstrated improvement in any of TMT's 33 indicators in the following 10 quality of life categories: *arts & cultural vitality, civic engagement, economic wellbeing, education & lifelong learning, enrichment, health & wellness, innovation, land use & infrastructure, natural environment, and public wellbeing.*

Avenue of the Stars

More than 100 organizations, including the 2009 Silver stars, will interactively exhibit how they champion quality of life in northern Nevada. It's a value-added way for organizations to engage with their clients, potential customers, attendees and the media, defining how their organization's activities are improving the region. [Exhibitor applications can be downloaded from TMT's Web site \(below\)](#).

ATP Sponsors (receive a free ad in the October 5th Northern Nevada Business Weekly insert, at qualifying levels)

Visionary Underwriters

- * City of Reno (IK)
- * KRNV-Channel 4 (IK)
- * NV Energy
- * NNBW (IK)
- * Olsen & Associates (IK)
- * Peppermill Reno (IK)
- * Renown Health (Life member)
- * The Glenn Group (IK)

Platinum Sponsors

- * Twelve Horses (IK)
- * Washoe Education Association

- * Wells Fargo

Gold Sponsors

- * City of Reno

Silver Sponsors

- * AT&T Nevada
- * Charles Schwab Bank
- * Saint Mary's
- * High Sierra Industries

Table Sponsors

- * Twelve Horses

Benefits

ATP focuses the community's collective energy on continuous improvement. Contributors, whether businesses, organizations or individuals, represent the "collaboration and partnership" TMT is all about. ATP is also TMT's only fundraising event, held once every two years. Sponsorships allow TMT to sustain its work to research community indicators and report its findings (including research on qualitative issues, such as the perception of our community's safety). TMT's **Community Wellbeing Report** is used by a wide range of diverse groups from

economic development to tourism to funders to nonprofits. The 2008 report presented research on 33 updated indicators, to ensure relevant, outcome-based measurements that support community-based quality of life improvement activities. Sponsorship also allows TMT to continue its grassroots **Adopt an Indicator** program that encourages participation from every citizen to promote quality of life improvement and maintenance one indicator at a time, whether drought landscaping or mentoring. TMT's **Web site** makes it easier to adopt any of the new indicators online, including online reporting adoption improvement actions. Sponsorship also support TMT's Quality of Life Collaborations/**Community Compacts** program involving formal, voluntary agreements with organizations that work together to improve specific indicators, including outcomes and deliverable reporting. TMT's most recent compact targets affordable housing improvements. A workforce development compact is currently in development.

Contacts

Accentuate the Positive Co-chairs

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TMT Executive Director, Karen Hruby, 323-1518, karenhruby@sbcglobal.net

Sponsorship

2007 Corporate Sponsorship Levels

Visionary ATP Underwriter \$10,000

- * Table of 10 and preferential seating
- * Corporate banner displayed and special recognition during the program
- * Sponsor promotion and logo on TMT's Web site
- * **Full-page ad in NNBW insert, October 5, 2009 (seen by up to 20,000 business leaders)**
- * Exhibit Space
- * One-year (2009) Visionary TMT Membership (Value \$5,000)

Platinum \$5,000

- * Table of 10
- * Corporate banner displayed
- * **Half-page ad in NNBW insert, October 5, 2009 (seen by up to 20,000 business leaders)**
- * One-year (2009) Platinum TMT Membership (Value \$3,000)

Gold \$3,500

- * Table of 10
- * **Quarter-page ad in NNBW insert, October 5, 2009 (seen by up to 20,000 business leaders)**
- * One-year (2009) Gold TMT Membership (Value \$1,500)

Silver \$2,500

- * Table of 10
- * One-year (2009) Silver TMT Membership (Value \$750)
- * **NNBW October 5th insert ads available for purchase at special reduced rates**

Table Sponsors: \$1,250

- * Table of 10
- * **NNBW October 5th ads available for purchase at special reduced rates**

Nonprofit Tables: \$500 (nonprofit tax id number required)

- * Table

Tickets: \$50 (Open seating only)

Avenue of the Stars exhibits

Single: \$150 (includes 1-table and 2-chairs, plus 1-ATP luncheon ticket)
Double: \$200 (includes 2-tables and chairs, plus 1-ATP luncheon ticket)

For more information, to sponsor and purchase ticket(s), or download the Avenue of the Stars exhibitor application form visit: <http://www.truckeemeadowstomorrow.org/atp>