



PIONEER AWARDS & GALA
5:30 P.M. – 9:30 P.M.
Wednesday, November 4, 2020
Casino Fandango

Maggie Scott
Events Manager
(775) 624-3960
msscott@nnda.org
PioneerAwards.com





About The NND Pioneer Awards

The Pioneer Awards is Northern Nevada Development Authority's annual fundraiser and awards gala recognizing individuals and businesses for outstanding contributions to economic development in the Sierra Region of Nevada. The program will include a cocktail hour, networking, an opportunity to vie for high-end prizes, and the awards ceremony. Event sponsorships and ticket sales are used to support NND's mission.

The gala is attended by over two hundred influential business leaders, executives, and management teams of companies from Northern Nevada. They represent the region's diverse industry sectors: manufacturing, construction, energy, logistics, mining, technology, financial services, agriculture, and tourism. The demographics of the audience are 56% male and 44% female. Most attendees are over the age of 55 and are employed in C-level and senior management positions. Federal, state, and local elected government officials also attend the event.

NND is the official designated regional development authority of the Sierra Region of Northern Nevada and a Nevada domestic 501(c)(6). Sponsorships and prize donations may qualify as a tax-deductible marketing expense. Nevada's Sierra Region is comprised of: Carson City, Douglas County, Lyon County, Mineral County, and Storey County. Our mission is to influence facilitate and support the ongoing growth and prosperity of the economic ecosystem of the region. You can learn more at NND.org



Battle Born

Leader in Sustainability

Tout the innovative ways you are protecting the environment while growing a profitable business. Tell us about your sustainability initiative(s) success stories, alternative energy utilization, and sustainability certifications.



Boundary Peak

Exceptional Nonprofit

Share your passion for the people and communities you serve! Tell our selection committee about the unique ways you aid your community, measure your success stories, and how you maintain financial stability.



Kit Carson Award

Extraordinary Entrepreneurism

Brag about the vision of an individual or a company to trailblaze a new or unique path to meet market and customer needs. Tell us how you successfully brought an innovation to market or reinvented your company



Silver Forge

Outstanding Manufacturer

Showcase the hard work of your employees and tell us about how you differentiate yourself from the competitors. Convey to the selection committee how you demonstrate industry leadership and innovation.

Sponsorship Packages

Title Sponsor \$6,500

2 available

- First tier billing of your logo on all promotional pieces and at the event
- First tier logo included on all ads for the event - **ADD DETAIL HERE IF POSSIBLE**
- First tier logo and link inclusion on PioneerAwards.com, email announcements to nearly two thousand NNDA business contacts, and on all The Pioneer Awards & Gala print, digital, and social media promotional pieces; and the 2020 Pioneer Awards & Gala program.
- Awards presenter – a company representative participates during our awards show
- A table for eight people marked with your logo at the event
- 8 additional drink tickets
- 1 Table for 8 sponsorship to a 2021 The Business Edge™ event
- 4 NNDA Social Media Spotlights of your company
- À la carte options: Choose 4 from the table below

Economic Ambassador Sponsor - Minimum \$4,500

4 available

- Second tier billing of your logo on all promotional pieces and at the event
- Second Tier billing of your logo included on all ads for the event - **ADD DETAIL HERE IF POSSIBLE**
- Second tier logo and link inclusion on PioneerAwards.com, email announcements to thousands of NNDA business contacts, and on all The Pioneer Awards & Gala print, digital, and social media promotional pieces.
- A table for 8 people marked with your logo at the event
- 8 additional drink tickets
- 4 Tickets to a 2021 The Business Edge™ event
- 2 NNDA Social Media Spotlights of your company
- À la carte options: Choose 2 from the table below

Title & Economic Ambassador Sponsor À la Carte Options

| | | | |
|---|---|---|--|
| Entertainment Sponsor Your logo prominently displayed with the entertainment <i>2 available</i> <i>First come first served</i> | 1 company display table at a 2021 The Business Edge™ Event with two admission tickets | Opportunity to show a 20 second promotional video at the awards gala <i>Video must be provided to NNDA no later than 2 weeks prior to the Pioneer Awards</i> | Your logo on each coat check ticket <i>2 available</i> <i>First come first served</i> |
| Your logo included on the centerpieces | Your logo on each guest's entrée selection ticket <i>3 available</i> <i>First come first served</i> | Company spotlight article, and/ or video clip featured in the header on the main page of the NNDA website <i>Minimum run time of 1 month on the NNDA website home page and must be used within 6 months of the 2020 Pioneer Awards</i> | Don't see what you hoped for here? Contact us for Custom Packages! Maggie Scott (775) 624-3960 msscott@nnda.org |



Sponsorship Packages Continued...

Sierra Region Sponsor – Minimum \$2,000

- A table for eight people marked with your logo at the Pioneer Awards
- Logo on third tier of PioneerAwards.com, Pioneer Awards program, and email announcements
- 2 Tickets to a 2021 The Business Edge™ event
- 1 NNDA Social Media Spotlight of your company
- 8 additional drink tickets

Supporting Sponsor – Minimum \$1,500

- A table for eight people marked with your logo at the event
- Name listed on the final tier of PioneerAwards.com, Pioneer Awards program, and email announcements

Custom Package

Don't see the price or package you wish to sponsor? Contact us!

The Pioneer Awards is NNDA's annual fundraiser. Event sponsorships and ticket sales are used to support NNDA's mission. NNDA is a Nevada domestic 501(c)(6) nonprofit. Your sponsorship may qualify as a tax-deductible marketing expense.



Contact

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PioneerAwards.com



Prize Contributions

Prize Contribution Packages

Does your business provide a unique item or service? Feature it at the Pioneer Awards! Prizes will be used as drawing or auction items. Proceeds will directly support NNDA.

- Company logo will be featured on the Pioneer Awards website and included on signage next to the contributed item at the event
- Contributed prizes will be featured on social media and the contributing company or individual will be tagged
- Showcase your business to hundreds of representatives from well-respected Nevada companies
- Attendees include industry leaders in construction, manufacturing, agriculture, energy, mining, logistics, and more!
- Your contribution may qualify as a tax-deductible marketing expense. NNDA is a 501(c)(6) nonprofit.

**Don't see what it takes to contribute a prize?
Contact us for custom packages!**

Prizes must be turned in to the NNDA no later than Friday, October 23rd.

Contact
Maggie Scott
Events Manager, CMP
D: 775-624-3960
C: 775-430-1001
msscott@nnda.org



Nomination Guide

Apply at PioneerAwards.com

The company/individual you are nominating is a thought leader, innovator, and outstanding representative of their business sector. Represent them in the best possible way by following our tips below!

Nomination Q & A's

How do the nominations work?

New in 2020 - NNDA is accepting a brief nomination for an award. The nominations are vetted to make certain the nominated company meets all of the requirements for the award; the company is then contacted for additional information. The additional information that will be requested is detailed in the "**Award Criteria & Questions**" document.

Can I self nominate as a company or an individual?

Absolutely! We encourage self nomination.

Can I begin a nomination and then return to finish it later?

Yes! Please carefully read the instructions for how to save your nomination on the first page of the online nomination form under the "**Important Notice**" section.

May I nominate someone if I am not employed by the company or know all of the information requested on the nomination application?

Yes! Please submit the name, website, and contact information to NNDA through the "**2020 Pioneer Awards Nominations**" form at PioneerAwards.com. We will contact the company or individual and let them know they have been selected by a community member for nomination to the awards.

What information do I need to do to nominate a company or individual?

The name and contact information for the best person to contact regarding the nomination. The name of the company/individual and their website or the website of the company they work for.

We highly recommend reading the full criteria for the awards and the individual award questions below before beginning your nomination!

I've been nominated and contacted for additional information!

What information should I include?

The selection committee likes details, measurable data, and success stories! What makes the company/individual stand out above everyone else? Do they have any special certifications or awards? How do they actively participate in the community and economic development? Has their business grown from six employees to fifty in the last five years? **Be concise. Be specific. Complete the entire application.**

How does the judging work?

The selection committee is made up of: a representative from the Governor's Office of Economic Development, a representative from the Nevada System of Higher Education, a nonprofit that works closely with manufacturers and promotes sustainability, an employer in the Sierra Region, former award winners, and two NNDA staff. After the nominations close, the committee will score the applications and then meet to select the best candidate. The scoring will assist with the final review, but any judge may make a particular case for a nomination they feel deserves extra consideration.

Award Criteria & Questions



Criteria For All Awards

- Must have been in business for two years.
- **Must be located in Carson City, Douglas, Lyon, Mineral, or Storey counties. If located outside of the Sierra Region, the company must be a current NNDA Partner.**
- *All nominations must be submitted by 11:45 p.m. on February 29, 2020.*
- *Additional information requested from the nominees must be submitted by 11:45 p.m. on March 31, 2020.*
- Awardees are not eligible for nomination for any award the year following their win.
 - The exception is if an individual was the recipient of the award, their company may be eligible to win the following year; or if a company was the recipient of the award, an individual within the company may be nominated.
- Previous awardees may not win the same award until five years have passed, but may be nominated for other categories.

Award Questions

Each award has a unique set of criteria. In addition, you will be asked if there is additional information you would like to add for the Selection Committee to take into consideration for each award.



Battleborn Award

Leader in Sustainability

Sustainability is defined for the purposes of the award as: business practices resulting in water and/or energy reduction to provide superior cost performance, reducing or eliminating wastes, repurposing and/or recycling of materials, and/or contributed to the health and/or environmental best practices of the Sierra Region. (Examples may include: office practices, LEED certification(s), energy savings, agriculture practices, sourcing methods, etc.)

- How do you demonstrate leadership in sustainability measures?
- Please describe your implemented sustainability measures. Be specific: include applicable figures for reduced environmental footprint and long-term cost savings from environmental sustainability improvements.
- Please describe your employee engagement with implemented sustainability measures.
- What additional sustainability information can you provide to the Selection Committee? Example: Does the company hold any sustainability certification(s)? E.g. LEED or Zero Waste facility; Do you purchase renewable energy? What percentage of energy do you purchase? Other?
- How has the nominee contributed to the local economy? E.g. participated and/or partnered in support of the workforce development such incentives for employees to continue their education, scholarship programs, certificate programs, volunteering with youth programs that support careers, donations to local charities, paid volunteer time for employees, etc.)



Boundary Peak Award

Exceptional Nonprofit

- Define the population and the population size that the nonprofit serves.
- How do you measure the success of the nonprofit?
- What specific project(s) have you implemented that exceed the expectations of nonprofit performance in your field?
- How does the non-profit demonstrate financial accountability? (e.g. active board oversight, publishing financials online, grant activity, and fundraising efforts/plans?)
- What are some of your key performance indicators? (e.g. volunteer hours contributed, number of service(s) provided, recognition/awards from another entity, etc.)
- How does the non-profit differentiate itself from other nonprofits in the pursuit of excellence?
- How has the nominee contributed to the local economy? E.g. participated and/or partnered in support of the workforce development such incentives for employees to continue their education, scholarship programs, certificate programs, volunteering with youth programs that support careers, donations to local charities, paid volunteer time for employees, etc.)

Award Questions Continued...



Kit Carson Award

Extraordinary Entrepreneurism

The award may be for a company or for an individual-company founder or business leader. The entrepreneurial business and the entrepreneurial person must have been in business or a leadership position for a minimum of two years and no more than eight years **OR** The entrepreneur must demonstrate what major re-invention of the business occurred to make them a change or thought leader.

- What was the product, service, or innovative opportunity the entrepreneur seized? Please be specific. Suggested items to include in your response, if applicable, are: a description of new/improved services or goods, the goods/services gap the company or individual filled, the shift in target market for your goods/services, and etc.
- Does the nominee own intellectual property?
- What innovative practices has the company/individual implemented to change, revolutionize, and grow the business?
- How did the nominee inspire others with vision, achievement, and leadership?
- How has the nominee contributed to the local economy? E.g. participated and/or partnered in support of the workforce development such incentives for employees to continue their education, scholarship programs, certificate programs, volunteering with youth programs that support careers, donations to local charities, paid volunteer time for employees, etc.)



Silver Forge Award

Outstanding Manufacturer

- What do you produce?
- Please define your target market/industry sector that you serve (e.g. aerospace, construction, technology, etc.)
- How does the manufacturer demonstrate industry leadership and differentiate itself from its competitors?
- Has the manufacturer added additional jobs to the Sierra Region in the past three years?
 - If yes, what was the percentage increase from the base number of jobs in 2015?
- What are your accomplishments? (e.g. sales, new revenue streams, job growth, exports, services provided to prestigious companies/entities, industry awards, etc.)
- How has the nominee contributed to the local economy? E.g. participated and/or partnered in support of the workforce development such incentives for employees to continue their education, scholarship programs, certificate programs, volunteering with youth programs that support careers, donations to local charities, paid volunteer time for employees, etc.)

