

## MISSION

The Economic Development Authority of Western Nevada (EDAWN) is a private/public partnership established in 1983, committed to adding quality jobs to the region by recruiting new companies, supporting the success of existing companies, and assisting newly forming companies, to diversify the economy and have a positive impact on the quality of life in Greater Reno-Sparks.

BY FULFILLING THIS MISSION, EDAWN:

- Builds wealth in our region
- Creates jobs

## FOCUS

### PRIMARY COMPANIES

- Produce goods & services in Greater Reno-Sparks
- Export those goods & services and import \$\$\$

### RETAIL

- Typically circulates money within a community versus bringing in new money; therefore, not a focus of EDAWN

## EDAWN'S ROLE

- Real estate selection
- Permitting & licensing
- Quick & easy data sourcing
- Public relations
- Access to key community members
- Connects companies to workforce resources
- Conducts competitive market analysis
- Secures incentives for new and expanding companies

ONGOING ROLE = CONTINUED GROWTH AND SUCCESS

## AREAS OF FOCUS

### MARKETING AND ATTRACTION

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Management of inbound company prospects. Research and develop a marketing plan and strategy that will create new business leads in targeted industry categories.

### RETENTION, EXPANSION AND WORKFORCE DEVELOPMENT

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Generate quality economic impact by retaining and expanding existing “primary” employers (companies that import wealth by having the majority of their customers outside of the region) and by working with partners to improve the skills of employees and potential employees in the region. Lead the outreach effort to local primary companies to make connections, identify and help resolve issues they may have, identify opportunities for growth, and work to assist them in their expansion efforts. Provide feedback from these visits to the community for business climate assessment and improvement.

### ENTREPRENEURIAL DEVELOPMENT AND HIGHER EDUCATION LIAISON

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Management of the entrepreneurial ecosystem of Northern Nevada, as well as collaboration between the University of Nevada, Reno, other higher education institutions and private industry. Work with local incubation and start-up groups to help create new companies that will ultimately grow in the region and diversify our economy. Diversify the Greater Reno-Sparks economy through entrepreneurship and engage key partners to assist in the growth of small businesses from primary business sectors.

## THE ECONOMIC DEVELOPMENT AUTHORITY OF WESTERN NEVADA

EDAWN is a private/public partnership committed to recruiting and expanding quality companies that have a positive economic impact on the quality of life in the Greater Reno-Sparks-Tahoe region.



### PLATINUM

#### PLATINUM INVESTOR {\$50,000+} - MAJOR INVESTOR LEVEL

Automatic nomination for a next available EDAWN Board of Trustee seat (term limits may be waived by the EDAWN Board of Trustees)

ALL PRESIDENTIAL GOLD, GOLD & SILVER INVESTOR VALUES



### PRESIDENTIAL GOLD

#### PRESIDENTIAL GOLD INVESTOR {\$25,000+}

Preferred consideration for a Board of Trustees seat

Preferred consideration to attend company prospect meetings

Receive monthly Board of Trustee packet and slides

Opportunity to become a volunteer for the "Business Builders" outreach program for EDAWN's Business Retention team

Exclusive update to investor management team upon request

Invitation to attend EDAWN annual Major Investor/Board of Trustee Summer Social

Company Logo highlighted on the EDAWN website

Annual meeting with EDAWN PRESIDENT/CEO

ALL GOLD & SILVER INVESTOR VALUES



### GOLD

#### GOLD INVESTOR {\$12,500}- MAJOR INVESTOR LEVEL

Priority consideration for Board of Trustees seat

Inclusion in Major Investor Guide

Opportunity to become a volunteer for the "Business Builders" outreach program for EDAWN's Business Retention team

Company name listed on EDAWN Website

Priority Seating at EDAWN Events

Invitation to attend EDAWN annual Major Investor/Board of Trustee Summer Social

Special invitations to Board & Major Investor exclusive events

Opportunity to host an AFTER 5! exclusive reception for EDAWN Major Investors

Receive EDAWN Updates & Correspondence

ALL SILVER INVESTOR VALUES



### SILVER

#### SILVER Investor {\$2,500}

Opportunity to become a volunteer for the "Business Builders" outreach program for EDAWN's Business Retention team

Company name listed on the EDAWN website Investors Page (link to a PDF document listing all Silver Investors)

Opportunity to host a Silver Investor only networking event at your business or other location

Receive EDAWN email Correspondence

Receive invitations to EDAWN community events

## BOARD OF TRUSTEES OFFICERS

## VOTING BOARD OF TRUSTEES

## DESIGNATED TRUSTEES (EX-OFFICIO)

## **STATE & LOCAL GOVERNMENT SUPPORT**

**PLATINUM**

**PRESIDENTIAL GOLD**

# GOLD

## ECONOMIC DEVELOPMENT AUTHORITY OF WESTERN NEVADA

			Select Box
<b>“PLATINUM”</b> Major Investor	Annual Investment	\$50,000+	
<b>“PRESIDENTIAL GOLD”</b> Major Investor	Annual Investment	\$25,000+	
<b>“GOLD”</b> Major Investor	Annual Investment	\$12,500	
<b>“SILVER”</b> Investor	Annual Investment	\$2,500	

Company Name:		Number of Employees:	
Main Investor Contact Name:			
Title:	Phone:	Cell:	
Your Assistant’s Contact Name/Phone/Email:			
Mailing Address:			
City:	State:	Zip Code:	
Email:			
Website:			
Name/email/phone of person responsible for renewal:			
Description of your company in 25 words or less:			

## ADDITIONAL INVESTOR CONTACT INFORMATION:

Name:		
Title:		
Phone:	Cell:	
Mailing Address:		
City:	State:	Zip code:
Email Address:		

Name:		
Title:		
Phone:	Cell:	
Mailing Address:		
City:	State:	Zip code:
Email Address:		

Name:		
Title:		
Phone:	Cell:	
Mailing Address:		
City:	State:	Zip code:
Email Address:		

<b>PAYMENT METHOD:</b>	Amount: \$ _____
<input type="checkbox"/> <b>CHECK</b> Check number:	
<input type="checkbox"/> <b>CREDIT CARD</b> (please circle one) Visa MasterCard Discover AMEX	
Card number:	Authorized Name on account:
Exp date:	3 digit code (on back of card):
Name as it appears on card:	

**I accept the invitation to invest in The Economic Development Authority of Western Nevada.**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Your commitment to economic diversity is greatly appreciated.  
**THANK YOU FOR YOUR SUPPORT!**

**ONLY (1) industry category** that best describes can be selected from the list below:

- Accounting
- Advertising, Marketing & PR
- Airlines/Airports
- Architects
- Arts And Culture
- Banks
- Biomedical Technology
- Business Services
- Clubhouses/Private Clubs
- Communications
- Computer & Technology Services
- Construction/General Contractors
- Consulting Services And Support
- Convention Services
- Credit Unions
- Developers
- Distribution
- Economic Development
- Education
- Employment, Training and Human Resources
- Engineering
- Environmental Services/Products
- Financial
- Food Services
- Government Agencies
- Health Care
- Hotels/Casinos
- Industrial Support Services
- Insurance
- Internet Service Providers
- Internet Software
- Landscape/Nurseries
- Legal Services
- Logistics Providers
- Mailing/Fulfillment
- Manufacturing
- Marketing
- Mortgage Brokerage
- Moving/Storage
- Non Profit Organizations
- Office Products
- Organizations/Associations/Chambers
- Printing/Promotional Products
- Publishing
- Radio Broadcasting
- Real Estate - Property Management
- Real Estate Appraisals
- Real Estate- Residential
- Real Estate-Commercial/Industrial
- Records & Information Management
- Religious Organizations
- Research & Development
- Retail
- Telecommunications
- Television And Video Production
- Title Companies
- Tourism
- Transportation, Planning and Services
- Travel Agency
- TV Broadcasting Network
- Utilities
- Website Design, Development & Hosting Service
- Other \_\_\_\_\_

**PLEASE RETURN THIS FORM WITH YOUR PAYMENT TO:**

Economic Development Authority of Western Nevada (EDAWN)

ATTN: INVESTOR RELATIONS

50 W. Liberty, Suite 108 – Reno, NV 89501

Phone: (775) 829-3704 | [www.edawn.org](http://www.edawn.org)

## EDAWN's 2025 Events Calendar

**February 13, 2025 (Thursday) – EDAWN's "State of the Economy in Northern Nevada"**

**Time: 11:00 am/Check-In; 12 noon - 1:30 pm/Lunch & Program**

**Location: Peppermill Resort Spa Casino**

**March 13, 2025 (Thursday) – EDAWN's Major Investor Orientation & Overview of Opportunities**

**Time: 11:30 am/Check-In; 12 noon - 1 pm/Lunch & Program**

**Location: Peppermill Resort Spa Casino**

**April 10, 2025 (Thursday) – EDAWN's Exclusive Major Investor & Board Member Luncheon**

**Time: 11:30 am/Check-In; 12 noon - 1:30 pm/Lunch & Program**

**Location: Atlantis Casino Resort Spa**

**May 1, 2025 (Thursday) – EDAWN's "Interns for Industry" Luncheon**

**Time: 11 am – 12 noon/Networking & Informational Booths**

**12 noon – 1:30 pm/Lunch & Program**

**Location: Atlantis Casino Resort Spa**

*(Sponsorship opportunities available for EDAWN Investors)*

**July 24, 2025 (Thursday) – Exclusive Major Investor & Board Member Social**

**Time: 5 pm - 6 pm/Cocktail Reception; 6 pm – 8 pm/Program & Dinner**

**Location: The Club at ArrowCreek**

*(Major Investors may bring a spouse or significant other)*

**September 29 - October 3, 2025 – Reno Startup Week**

**Contact Candi Block for details & sponsorship | [block@edawn.org](mailto:block@edawn.org)**

*(Sponsorship opportunities available for EDAWN Investors)*

**November 6, 2025 (Thursday) - Exclusive Major Investor & Board Member Luncheon**

**Time: 11:30 am/Check-In; 12 noon - 1:30 pm/Lunch & Program**

**Location: Atlantis Casino Resort Spa**

**December 4, 2025 (Thursday) – EDAWN's "Celebration of Business & Industry in Northern Nevada"**

**Time: 4:30 pm/Check-In & Pre-Event Reception; 5:30 pm/Program**

**6:30 pm – 8 pm/Cocktails & Dinner (open seating)**

**Location: Peppermill Resort Spa Casino**

*(Sponsorship opportunities available for EDAWN Investors)*

February 5, 2026 (Thursday) – EDAWN’s “State of the Economy in Northern Nevada”

Time: 11:00 am/Check-In; 12 noon - 1:30 pm/Lunch & Program

Location: Peppermill Resort Spa Casino

*(Sponsorship opportunities available for EDAWN Investors)*

*(Events in **blue** and **green** are exclusive to Major Investors & EDAWN Board Members)*

**Contact: Sheila Imsdahl, SVP Investor Relations & Events**  
**775-829-3704 | [imsdahl@edawn.org](mailto:imsdahl@edawn.org)**