



2017 SPONSOR OPPORTUNITIES





WHERE IS IT?

The Portland Winter Light Festival illuminates the grounds surrounding Portland's famed Oregon Museum of Science and Industry (OMSI) and is situated at the east end of the new Tilikum Crossing Bridge and along the prominent Eastbank Esplanade offering breathtaking views of downtown Portland's cityscape from across the Willamette River.

More information can be found at www.pdxwlf.com

WHAT IS IT?

The Portland Winter Light Festival sets the stage for community engagement and free, all-ages outdoor interactive fun and entertainment through innovative illuminated artwork, performances and activities along the Willamette River's east bank Esplanade. Artists from across the region present visually compelling work for the public's enjoyment. Everyone is welcome.

Inspired by light festivals in some of the most popular cities around the globe, the Portland Winter Light Festival is designed to celebrate the spirit of winter and warmth of community. Using light, color, artistry, performance, and imagination, PWLF will bring people together during a time of year typically reserved for the indoors.

The Portland Winter Light Festival is family friendly and designed to inspire adults and kids alike. Combining art and technology, families of all ages will find something to capture their spirit and fill their minds with imagination and wonder.

2016 SURVEY RESULTS

The following information was collected from visitors through our on-site survey.

30,000+ attendees over all four nights

14,000 attended the final night of the Festival

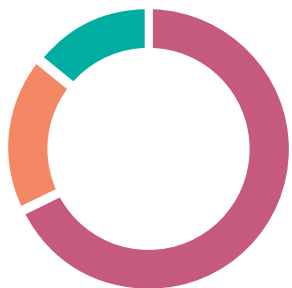
96% of groups said the Festival was the primary reason they were out that evening

96% of groups said they plan to attend the Festival next year

55% of groups were comprised of only adults

45% of groups were comprised of families or families and friends

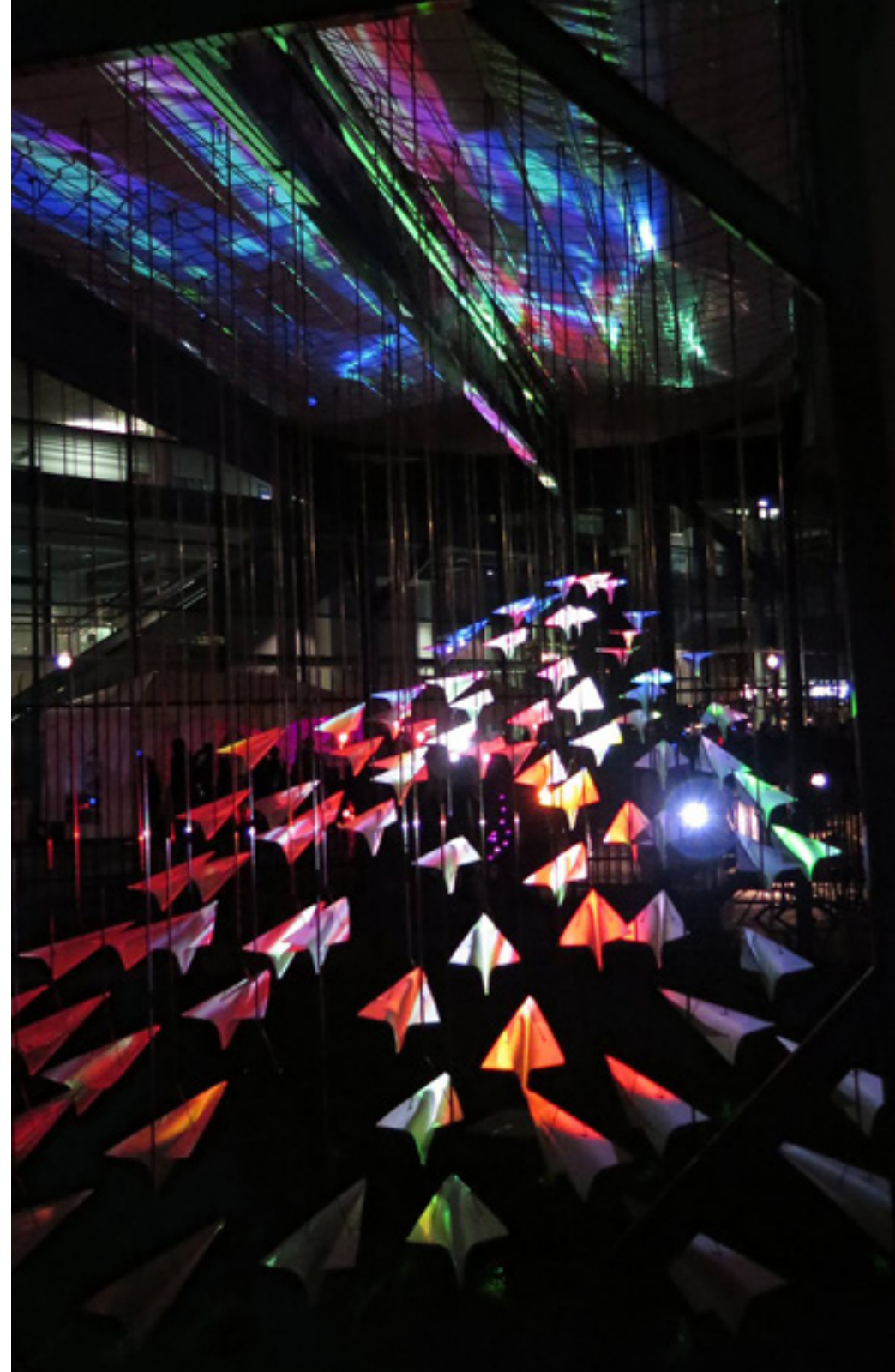
2016 VISITOR STATISTICS



68% were from Portland

18% were from Beaverton, Vancouver, Gresham, Hillsboro, Oregon City & Clackamas

14% were from Other Location



2016 FEATURES

23 installation artists

14 affiliate events

10 artistic performances

6 light science presentations

1 Illuminated bike parade

Plus free journeys on Portland Spirit with performances by Portland Opera

2016 MEDIA STATISTICS

515 Twitter Followers

423 Instagram Followers

2,263 Facebook Likes

500,000+ people reached on Facebook the week leading up to and following the festival

70,000+ visitors to our website on final day of the festival

36 minutes of TV airtime on all local channels

8+ feature stories in newspapers and online



2016 ESTIMATED ECONOMIC IMPACT

Groups, on average, spent \$37.00, or about \$10.25 per person

30,000 Visitors x \$10.25 Spent Per Visitor =
\$307,500 estimated impact

2017 SPONSORSHIP LEVELS

Exclusive presenter at the Keynote Networking Event on Feb 3, 2017.	Logo recognition on Festival Banners, Canvassing poster; First round PR, promo and marketing materials.	Presenting sponsor of Festival artworks. Exclusive recognition on signage at artwork installation locations.	Presenting sponsor of Festival performance(s). Exclusive recognition on website and in Festival print materials; Private VIP Festival Tour; Meet the Artists.	Tickets to Networking event on Feb 3, 2017; Use of PWLF logo for related activities.	Logo recognition on PWLF website (link to donor website); Name recognition in Festival print materials. *	Name recognition on website, Social media shares.	CASH & IN-KIND DONORS SPONSORSHIP LEVELS
●	●	6	2	20	●	●	LUMINOUS \$50,000+
	●	4	2	10	●	●	RADIANT \$25,000+
		2	1	8	●	●	SHIMMERING \$15,000+
			1	6	●	●	SPARKLING \$10,000+
				4	●	●	DAZZLING \$5,000+
				2	●	●	SHINING \$2,500+
						●	GLOWING \$1,000+

* Shining level - Black & White only / All other levels (excluding Glowing) - Full Color

2017 SPONSORSHIP BENEFIT DETAILS

\$50,000 / \$25,000 / \$15,000 LEVELS

LUMINOUS LEVEL / \$50,000

- Exclusive presenter of Keynote Networking Event & VIP Party
- Logo recognition on Festival banners and Canvassing poster
- First round of PR, promo and marketing opportunities
- Presenting Sponsor of 6 Festival artwork installations
- Presenting Sponsor of 2 Festival performances
- Exclusive recognition at Installation signage locations**, on PWLF website and in other Festival materials
- Private VIP Festival Tour; Meet the Artists
- 20 Tickets to Keynote Networking Event
- Use of PWLF logo for related activities
- Full-color logo on PWLF website (link to donor website)
- Logo recognition in print and digital promotion material
- Social Media shares

RADIANT LEVEL / \$25,000

- Logo recognition on Festival banners and Canvassing poster
- First round of PR, promo and marketing opportunities
- Presenting Sponsor of 4 Festival artwork installations
- Presenting sponsor of 2 Festival performances
- Exclusive recognition at Installation signage locations**, on PWLF website and in other Festival materials
- Private VIP Festival Tour; Meet the Artists
- 10 Tickets to Keynote Networking Event
- Use of PWLF logo for related activities
- Full-color logo on PWLF website (link to donor website)
- Logo recognition in print and digital promotion material
- Social Media shares

SHIMMERING LEVEL / \$15,000

- Presenting Sponsor of 2 Festival artwork installations
- Presenting Sponsor of 1 Festival performance
- Exclusive recognition at Installation signage locations**, on PWLF website and in other Festival materials
- Private VIP Festival Tour; Meet the Artists
- 8 Tickets to Keynote Networking Event
- Use of PWLF logo for related activities
- Full-color logo on PWLF website (link to donor website)
- Logo recognition in print and digital promotion material
- Social Media shares

** "Presented by..." listed under title of artwork

2017 SPONSORSHIP BENEFIT DETAILS

\$10,000 / \$5,000 / \$2,500 / \$1,000 LEVELS

SPARKLING LEVEL / \$10,000

- Presenting Sponsor of 1 Festival performance
- Exclusive recognition on PWLF website and in print materials
- Private VIP Festival Tour; Meet the Artists
- 6 Tickets to Keynote Networking Event
- Use of PWLF logo for related activities
- Full-color logo on PWLF website (link to donor website)
- Logo recognition in print and digital promotion material
- Social Media shares

DAZZLING LEVEL / \$5,000

- 4 Tickets to Keynote Networking Event
- Use of PWLF logo for related activities
- Full-color logo on PWLF website (link to donor website)
- Logo recognition in print and digital promotion material
- Social Media shares

SHINING LEVEL / \$2,500

LIGHT/SCIENCE LECTURES SPONSOR

- 2 Tickets to Keynote Networking Event
- Black & White logo on PWLF website (link to donor website)
- Social Media shares

GLOWING LEVEL / \$1,000

- Name listed on website
- Social Media shares





Discover unique marketing opportunities by becoming a sponsor of the Portland Winter Light Festival!

For more information, please contact Michael Joyce: info@pdxwlf.com

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www.pdxwlf.com

info@pdxwlf.com