

2019

Wild Arts Festival

Art + Authors + Auction for Portland Audubon



**November
23-24, 2019**

PURE SPACE

1315 NW OVERTON ST
PORTLAND, OREGON



Sponsorship Opportunities



The Wild Arts Festival is a signature fundraiser for Portland Audubon and attracts about 5,000 visitors annually. The Festival celebrates nature through the work of regionally and nationally known artists and writers, with all proceeds supporting Portland Audubon’s conservation and education programs. In 2018, the Festival raised nearly \$195,000.

New Space, New Opportunities

For its 39th year, the Festival is moving to a well-known, light-filled event space in Portland’s high-end Pearl neighborhood, Pure Space. We believe this central location will expose Audubon and Festival sponsors to an expanded audience, allowing the Festival to draw in additional visitors from the Pearl and Downtown.



The Event

The Festival continues to be very popular with regional artists. Last year, we received more than twice as many applications for booths as we could accommodate. We plan for over 60 artists to appear, offering a wide range of work highlighting nature, wildlife or sustainability.

We also draw in fans of the literary arts, with leading regional authors appearing to sell and sign their books—a mix of novelists, photographers, poets and writers of fiction and non-fiction.

Our nature-focused Silent Auction is a substantial audience draw, offering donations from our artists plus an upscale array of new and vintage art and jewelry, excursions, regional and exotic vacations and nature-related products donated by local retailers.



Promotion

The Festival is heavily promoted through paid and free media. We use a robust media mix, including multiple social media platforms, print and online ads, movie theater ads, sponsor newsletters and event listings in local media. Last year, we displayed 40 street banners along downtown thoroughfares, plus distributed 150 posters and 2,500 postcards through selected local stores. Each year, news media also choose to feature the Festival with three local broadcast stations—KGW, KATU and KOIN—highlighting the event on their news and entertainment programs in 2018.

Of course, Portland Audubon also promotes the Festival to its nearly 16,000 members through its print publications, emails and social media, including over 100,000 Portland Audubon Facebook fans.

\$10,000

Presenting Sponsor



Largest presence in advertising, promotions and at the event

- “Presented by” inclusion on all Festival promotional materials
- “Presented by” company name and logo inclusion in at least 2 full-color print media ads
- “Presented by” company name inclusion on Festival banner
- “Presented by” company name and logo inclusion on Festival program and sponsors sign
- “Presented by” and company name in 2 BirdWord e-newsletters (distribution 13,000 each)
- Company name inclusion in all press releases and media outreach
- 2 company banners at Festival
- Exclusive Sponsor Designated Festival display area for materials/products; opportunity to have staff member on site at display area
- Company logo and hyperlink on the Wild Arts Festival website
- Company logo in one BirdWord e-newsletter (distribution 13,000)
- Highlighted as “Presenting Sponsor” plus company logo in 4 issues of Portland Audubon’s magazine, the Warbler, including November preview and January Festival recap (distribution 13,000 each)
- 1-year Portland Audubon Business Alliance membership, including listing in Audubon members Warbler magazine and on website
- 100 passes to the Festival



\$5,000

Eagle



Major event presence, promotion plus customized sponsorship opportunities

- Company banner (6' x 3' max) or Festival-provided sign of at least 20" x 30" at event site
- Company logo on all Festival promotional materials
- Company logo in at least 2 full-color print media ads
- Company logo on sponsor sign at event
- Company logo in Festival program
- Company logo and hyperlink on the Wild Arts Festival website
- Company logo in one BirdWord e-newsletter (distribution 13,000)
- Company logo in Wild Arts listing in 2 issues of Portland Audubon's magazine, the Warbler, November preview and January event recap (distribution 13,000 each)
- 1-year Portland Audubon Business Alliance membership, including listing in Audubon members Warbler magazine and on website
- 80 passes to the Festival

PLUS, a customized on-site special event sponsorship. Examples:

- **Happy Hour Sponsor**
 - Company name on hard copy and email invitations to major donors, sponsors, Portland Audubon Board members
 - Opportunity to provide cocktail napkins with your logo for Preview Party
 - Opportunity to offer coupon to special event attendees
 - Listed on Happy Hour signage as event sponsor
 - Listed in program as Happy Hour Sponsor

\$2,000

Hawk



Logo featured in ads, promotions and onsite and special location sponsorship

- Company logo in at least 2 full-color print media ads
- Company logo on Festival promotional materials
- Company logo on sponsor sign at event
- Company logo in Festival program
- Company logo and hyperlink on the Wild Arts Festival website
- Company logo in one BirdWord e-newsletter (distribution 13,000)
- Name in 2 issues of Portland Audubon's magazine, the Warbler, November Festival preview and January Festival recap (distribution 13,000 each)
- 1-year Portland Audubon Business Alliance membership, including listing in Audubon members Warbler magazine and on website
- 60 passes to the Festival

Special location sponsorships available:

Silent Auction Sponsor—one of most popular Festival features, in main event room

- Banner/sign (size TBD) in Silent Auction display area
- Logo on signage at Silent Auction
- Opportunity to provide coupon or brochure at bid number desk
- Listed in program as Silent Auction sponsor

Birds & Books—Audubon's beloved education birds + author's signing room

- Logo on Festival signage at presentation area
- Company banner at area (size TBD)
- Logo on signs carried through crowd, announcing readings/presentations
- Opportunity to provide coupon or brochure at book check-out desk
- Listed in program as Birds & Books Sponsor

\$1,000

**Great Blue
Heron**



Significant promotional and on-site recognition

- Company name on Festival promotional materials
- Name on sponsor sign at event
- Name in Festival program
- Name in 2 issues of Portland Audubon's magazine, the Warbler, November Festival preview and January Festival recap (distribution 13,000 each)
- Name on the Wild Arts Festival website
- 1-year Portland Audubon Business Alliance membership, including listing in Audubon members Warbler magazine and on website
- 40 passes to the Festival

\$500

Owl

On-site recognition and year-long Business Alliance recognition

- Name on sponsor sign at event
- Name in Festival program
- Name on the Wild Arts Festival website
- Name in 1 issues of Portland Audubon's magazine, the Warbler, January event recap (distribution 13,000)
- 1-year Portland Audubon Business Alliance membership, including listing in Audubon members Warbler magazine and on website
- 24 passes to the Festival

\$250

Flicker

Festival, website and Warbler magazine recognition

- Name in Festival program
- Name on the Wild Arts Festival website
- Name in 1 issues of Portland Audubon's magazine, the Warbler, January event recap (distribution 13,000)
- 1-year Portland Audubon Membership
- 12 passes to the Festival

\$50

Hummingbird

- 4 passes to the Festival
- Recognition on Audubon-created sign at event

