

2018

Wild Arts Festival

Annual Fundraiser for Audubon Society of Portland



**November
17&18, 2018**

**MONTGOMERY
PARK**



Sponsorship Opportunities



Going strong in its 38th year, the Wild Arts Festival is a signature fundraiser for the Audubon Society of Portland and attracted nearly 5,000 visitors last year.

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 2017, the Festival raised just over \$200,000.



The Event

For two days, approximately 60 artists offer a wide range of work, with nature, wildlife or sustainability as an inspiration.

Nearly three dozen authors participate and sign books – a mix of novelists, photographers, poets and writers of fiction and non-fiction – drawing readers who want to discuss and buy books.

In addition, a Silent Auction offers an upscale array of new and vintage art and jewelry, plus excursions, vacations and products donated by local businesses.



Promotion

The Festival is heavily promoted through paid and free media. We use a robust mix of online, social, print and broadcast media, sponsor newsletters, TriMet bus signs, downtown street banners, 100 posters, 2,500 postcards distributed through selected local stores, and more than a dozen local media event listings. Each year, local media also choose to feature the Festival in news columns, with two broadcast stations and four newspapers writing about the Festival in 2017.

Of course, Portland Audubon also heavily promotes the Festival to its nearly 16,000 members through its bi-monthly newsletter, emails and social media, including over 100,000 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 two full-color Oregonian ads
- “Presented by” company name inclusion on Festival banner
- “Presented by” company name and logo inclusion on Festival program and sponsor signage
- “Presented by” and company name in two BirdWord e-newsletters (distribution 13,000 each)
- Company name inclusion in all press releases and media outreach
- Presence at the Festival with two company banners
- Presence at the Festival with materials on sponsor table and nearby product display area; opportunity to have staff member on site at display area
- Company logo on TriMet bus signs (15 buses through October–November)
- Company logo on all Festival promotional materials
- Invitation to the Night Owl VIP Soiree, Saturday, November 17
- Company logo on sponsor signage at event
- Company logo in Festival program
- Company logo and hyperlink on the Wild Arts Festival website
- Highlighted as Presenting Sponsor in four Audubon members’ newsletters, including November preview and January event recap (distribution 13,000 each)
- Company logo in Wild Arts listing in two Audubon members’ newsletters, November preview and January event recap (distribution 13,000 each)
- One year Portland Audubon Business Alliance Membership
- Company name in Business Alliance listing on Audubon website for one year
- Company logo in four Audubon newsletters, Business Alliance list
- Company name in members newsletter Business Alliance list for one year
- 50 family passes to the Festival

\$5,000

Eagle

Major event presence, promotion and advertising with customized sponsorships

All Hawk benefits (see below), PLUS:

- Company banner (6' x 3' max) or Festival-provided sign of at least 20" x 30" at event site, in entry area or as noted below
- Upgraded to company logo on all Festival promotional materials
- Upgraded to company logo in Wild Arts listing in two Audubon members' newsletters, November preview and January event recap (distribution 13,000 each)
- Upgraded to company logo in additional members' newsletter, Business Alliance list
- 10 additional family passes to the Festival

PLUS, one of these special location sponsorships:

■ Book Fair Sponsor

- Banner/sign in Book Fair room
- Logo on signage for Book Fair
- Opportunity to provide coupon or brochure at book check-out desk
- Listed in program as Book Fair Sponsor

■ Silent Auction Sponsor

- Banner/sign in Silent Auction display area
- Logo on Silent Auction signage at Festival
- Opportunity to provide door prizes (value \$100+) given at Silent Auction on Saturday and Sunday; with logo on sign on door prize display table
- Listed in program as Silent Auction sponsor

■ Raffle Sponsor — donate raffle prize worth \$300+

- Banner/sign at Raffle ticket purchase area
- Logo on signage at Raffle prize display
- Promotion of Raffle prize at Admissions desk, in Audubon newsletter, emails and social media
- Listed in program as Raffle Sponsor



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\$5,000

Eagle

continued

- **Special Events Sponsor — Happy Hour, Night Owl Soiree for VIPs, The Nest for families**
 - Logo on Festival signage for each event
 - Company name on hard copy and email invitations to VIP list of major donors, sponsors, Audubon Board members
 - Opportunity to provide cocktail napkins with your logo for Soiree
 - Name in Audubon newsletters, emails and social media promoting sponsored event
 - Opportunity to offer coupon to special events attendees
 - Listed in program as special events sponsor

 - **Automotive Dealer Sponsor**
 - Opportunity to park up to two display vehicles near entrance to Montgomery Park* with one attendant per vehicle
 - Logo on signage at auto display site
 - Listed in program as automotive sponsor
- *no on-site sales allowed



\$2,500

Hawk



Featured in ads, promotions and onsite + VIP event

All Great Blue Heron benefits (see below), PLUS:

- Company logo on TriMet bus signs (15 buses through October–November)
- Company logo in two full-color Oregonian ads
- Company logo in one BirdWord e-newsletter (distribution 13,000)
- Upgraded to company logo on sponsor signage at event
- Upgraded to company logo in Festival program
- Upgraded to company logo and hyperlink on the Wild Arts Festival website
- Upgraded to company logo in one Audubon members' newsletter, Business Alliance list
- Company name also in Audubon members' November Festival preview newsletter (distribution 13,000)
- 10 additional family passes to the Festival

\$1,000

Great Blue Heron

Significant promotional and on-site presence + VIP event

All Owl benefits (see below), PLUS:

- Company name on Festival promotional materials
- Presence at the Festival with materials on sponsor table
- Invitation to the Night Owl VIP Soiree, Saturday, November 17
- Name in one Audubon members' newsletter, January event recap (distribution 13,000)
- 5 additional family passes to the Festival

\$500

Owl

All Flicker benefits (see below), PLUS::

- Name on sponsor signage at event
- One year Portland Audubon membership upgraded to Business Alliance level
- Company name in Business Alliance listing on Audubon website for one year
- Company name in members' newsletter Business Alliance list for one year
- 5 additional family passes to the Festival

\$250

Flicker

All Hummingbird benefits (see below), PLUS:

- Name in Festival program
- Name on the Wild Arts Festival website
- Name in one Audubon members' newsletter, January event recap
- 6 additional family passes to the Festival

\$100

Hummingbird

- One year Portland Audubon Membership
- 4 family passes to the Festival

