

2017 Wild Arts Festival

Annual Fundraiser for Audubon Society of Portland



**November
18 & 19, 2017**

**MONTGOMERY
PARK**



Sponsorship Opportunities



Now in its 37th year, the Wild Arts Festival is a signature fundraiser for the Audubon Society of Portland, celebrating nature through the work of regionally and nationally known artists and writers. All proceeds support Portland Audubon's conservation and education programs.

2016 was a **wildly** successful year for the Wild Arts Festival as 4,700 nature lovers and art enthusiasts attended the Festival, raising over **\$180,000** to support the mission of Audubon Society of Portland.

The Festival

For two days on November 18th and 19th, the Montgomery Park Atrium, Mezzanine and Ballroom will be transformed into the Northwest's premiere show of nature art and books in a festive atmosphere of beautiful and captivating displays. Artists offer a wide range of work, with nature, wildlife or sustainability as an inspiration. Authors are a mix of novelists, photographers, poets and writers of fiction and non-fiction.



Festival highlights include:

Artist Showcase – 67 artists displaying ceramics, paintings, photography, jewelry, metal sculpture, glass, wood working, mixed media and textiles

Book Signings – 35 authors available to meet and sign books

The 6x6 Project – 200 local artists donate a bird-themed 6"x 6" canvas

Silent Auction – 300 items available for bidding, including nature themed art, outdoor activities and weekend getaways

Audubon Education Birds – meet birds of prey

Night Owl Soirée – A reception to thank our sponsors and donors

Children's Activity and Storytime – Family fun with crafts, birds and books

F&B Café – food and drink, open both days

Media

Audubon Society of Portland enjoys tremendous support from our local media throughout the year, which plays an integral part in the promotion of the Wild Arts Festival (Festival). The 2016 Festival celebrated wonderful exposure with coverage. 2017's line-up will again be a top story.



2016 Media highlights include:

Television KGW: Portland Today, Nov 14, 2016; <http://bit.ly/2iWtbVU>

KATU: AM Northwest, Nov 14, 2016: <http://bit.ly/2iVBkYv>

Print/Online Oregonian: Arts & Entertainment – Two 4-color ads, Nov 11 & 18, 2016

Oregonian Online: <http://bit.ly/2iwnRp6><http://bit.ly/2jakLba>

Alaska Airlines Magazine (p. 10): <http://bit.ly/2jareTz>

Lake Oswego Review and West Linn Tidings: <http://bit.ly/2iblpEq>

PDXPipeline.com, 11/8/2016; <http://bit.ly/2iwwu2Q>

Event Listings OPB, Oregon Art Beat, OregonLive, Red Tricycle, PDXPipeline, Vancouver Columbian, Fairs and Festivals, Travel Portland, KGW, PSU Vanguard, West Linn Tidings, Portland Mercury, Portland Tribune Sustainable Life, Portland Monthly, PDXParent.com, ShareOregon.com, Everfest.com, Sentinel Hotel, Fantagraphics, IOTimes.com, Wherevent.com, ExplorePortlandNature, Nextdoor.com

Newsletters Backyard Bird Shop (two quarterly issues, 50,000 subscribers)

Portland Audubon Warbler, distribution 13,000

Outdoor TriMet Bus Kings: 15 Routes October 19 – November 20, 2016

Social Media Facebook, Twitter, Instagram



Sponsorship Opportunities

Audubon Society of Portland has a broad base of member and community support and very actively promotes all activities, including the Wild Arts Festival, via a comprehensive communications outreach plan. With a highly trafficked website, monthly email newsletter, a bi-monthly printed and mailed newsletter, nearly 16,000 members and over 40,000 visitors to our Wildlife Sanctuaries every year, the impressions for our brand and mission are extensive.

Our demographic is largely comprised of mature, educated adults with disposable income and an affinity for the outdoors, the arts and sustainability.

The Wild Arts Festival is an excellent opportunity to utilize these valuable assets, reaching this audience while fulfilling your community/non-profit support goals.



Assets

Membership and Community

- The largest affiliated chapter of the National Audubon Society, with nearly 16,000 members
- Bi-monthly newsletter, The Warbler, distribution of 13,000
- Over 40,000 visitors to our Wildlife Sanctuaries every year
- 37th year of the Wild Arts Festival

Marketing and PR

- Two full-color Oregonian ads in the Entertainment section
- 4,000 postcards and 200 posters distributed in the Portland area
- Over 100 participating artists and authors promoting throughout their networks: social media, websites and newsletters
- Email marketing: 13,000 opt-in members — monthly electronic newsletter, The BirdWord



Website

- 20,000 monthly visits to the website
- 50,000 page views per month

Social Media

- Audubon Society of Portland Facebook page – 102,800 fans
- Wild Arts Festival Facebook page – 2,000 fans
- Twitter – 5,455 followers
- Instagram – 3,873 followers

Sponsorship Levels

\$10,000

**Presenting
Sponsor** **SOLD**

(Backyard Bird Shop)

Event Marketing

- “Presented by” inclusion on all Festival promotional materials
- “Presented by” company name and logo inclusion in two full-color Oregonian ads
- Company name inclusion in all press releases and media outreach
- Company logo and hyperlink on the Festival website
- Highlighted as presenting sponsor in 4 Warbler newsletters, including November cover story and January recap (dist 13,000; 52,000 impressions (imp))
- Company logo in 2 Warbler newsletters, including November cover story and January recap (dist 13,000; 52,000 imp)
- “Presented by” company name inclusion in 2 BirdWord e-newsletters (dist 13,000+, 26,000+ imp)
- Company logo in the Festival Facebook Sponsor Gallery
- Inclusion in social media outreach – Facebook, Twitter

Event Presence

- “Presented by” company name inclusion on Festival banner
- “Presented by” company name and logo inclusion on Festival program and sponsor signage
- Presence at the Festival with 2 company banners
- Presence at the Festival with materials on sponsor table
- Special invitation to the Night Owl VIP Soiree at the Wild Arts Festival, Saturday, Nov 18, 4:00 - 6:00 pm
- 50 family passes to the Festival

Cause Marketing

- 1 year Portland Audubon Business Alliance Membership
- Company logo in 4 Warbler issues – business section (dist 13,000; 52,000 imp)
- Company name in Warbler business list for 1 year (dist 13,000; 91,000 imp)
- Company name on Audubon website for 1 year – Business Alliance Supporter

\$5,000

Eagle

4 available

Event Marketing

- Company logo on all Festival promotional materials
- Company logo in two full-color Oregonian ads
- Company logo and hyperlink on the Festival website
- Company logo in 2 Warbler newsletters, including November cover story and January recap (dist 13,000; 52,000 imp)
- Company logo and hyperlink on the website
- Company logo in 1 BirdWord e-newsletter (dist 13,000+)
- Company logo in the Festival Facebook Sponsor Gallery
- Inclusion in social media outreach – Facebook, Twitter

Event Presence

- Company logo on Festival program and sponsor signage
- Presence at the Festival with 1 company banner
- Presence at the Festival with materials on sponsor table
- Special invitation to the Night Owl VIP Soiree at the Wild Arts Festival, Saturday, Nov 18, 4:00 – 6:00 pm
- 40 family passes to the Festival

Cause Marketing

- 1 year Portland Audubon Business Alliance Membership
- Logo in 4 Warbler issues – business section (dist 13,000; 52,000 imp)
- Company name in Warbler business list for 1 year (dist 13,000; 91,000 imp)
- Company name on Audubon website for 1 year – Business Alliance

\$3,500

**The Nest
Children’s Area**

1 available

Event Marketing

- Company logo on all Festival promotional materials
- Company logo and hyperlink on the Festival website
- Company logo in 2 Warbler newsletters, including November cover story and January recap (dist 13,000; 52,000 imp)
- Company logo and hyperlink on the website
- Company logo in 1 BirdWord e-newsletter (dist 13,000+)
- Company logo in the Festival Facebook Sponsor Gallery
- Inclusion in social media outreach – Facebook, Twitter

continued

Event Presence

- Company logo on Festival program and sponsor signage
- Logo included on children's activity area signage
- Presence at the Festival with materials on sponsor table
- Special invitation to the Night Owl VIP Soiree at the Wild Arts Festival, Saturday, Nov 18, 4:00 – 6:00 pm
- 30 family passes to the Festival

Cause Marketing

- 1 year Portland Audubon Business Alliance Membership
- Logo in 4 Warbler issues – business section (dist 13,000; 52,000 imp)
- Company name in Warbler business list for 1 year (dist 13,000; 91,000 imp)
- Company name on Audubon website for 1 year – Business Alliance

\$2,500

Hawk

Event Marketing

- Company Logo inclusion on all Festival promotional materials
- Company logo in two full-color Oregonian ads
- Company logo in 2 Warbler newsletters, including November cover story and January recap (dist 13,000; 29,000 imp)
- Inclusion of company logo and hyperlink on the Festival website
- Company logo in 1 BirdWord e-newsletter (dist 13,000+)
- Inclusion of company logo in the Festival Facebook Sponsor Gallery
- Inclusion in social media outreach – Facebook, Twitter

Event Presence

- Company logo on Festival program and sponsor signage
- Presence at Wild Arts Festival with materials on sponsor table
- Special invitation to the Night Owl VIP Soiree at the Wild Arts Festival, Saturday, Nov 18, 4:00 – 6:00 pm
- 30 family passes to the Festival

Cause Marketing

- 1 year Portland Audubon Business Alliance Membership
- Company logo in 3 Warbler issues – business section (dist 13,000; 39,000 imp)
- Company name in Warbler business list for 1 year (dist 13,000; 91,000 imp)
- Company name on Audubon website for 1 year – Business Alliance

\$2,000

**Night Owl
Soiree**

2 available

Event Marketing

- Company name on all Festival promotional materials
- Company logo and hyperlink on the Festival website
- Company logo in 2 Warbler newsletters, including November cover story and January recap (dist 13,000; 29,000 imp)
- Company name in the Festival Facebook Sponsor Gallery
- Company name in 1 BirdWord e-newsletter (dist 13,000+)
- Inclusion in social media outreach – Facebook, Twitter

Event Presence

- Company name on Festival program and Night Owl Soiree signage
- Presence at the Festival with materials on sponsor table
- Special invitation to the Night Owl VIP Soiree at the Wild Arts Festival, Saturday, Nov 18, 4:00 – 6:00 pm
- 24 family passes to the Festival

Cause Marketing and Benefits

- 1 year Portland Audubon Business Alliance Membership
- Company logo in 1 Warbler issues – business section (dist 13,000)
- Company name in Warbler business list for 1 year (dist 13,000; 91,000 imp)
- Company name on Audubon website for 1 year – Business Alliance

\$1,000

**Great Blue
Heron**

Event Marketing

- Company name on all Festival promotional materials
- Company logo and hyperlink on the Festival website
- Company logo in 2 Warbler newsletters, including November cover story and January recap (dist 13,000; 29,000 imp)
- Company name in the Festival Facebook Sponsor Gallery
- Company name in 1 BirdWord e-newsletter (dist 13,000+)
- Inclusion in social media outreach – Facebook, Twitter

Event Presence

- Company name on Festival program and sponsor signage
- Presence at the Festival with materials on sponsor table
- Special invitation to the Night Owl VIP Soiree at the Wild Arts Festival, Saturday, Nov 18, 4:00 – 6:00 pm
- 20 family passes to the Festival

continued

Cause Marketing and Benefits

- 1 year Portland Audubon Business Alliance Membership
- Company logo in 1 Warbler issues – business section (dist 13,000)
- Company name in Warbler business list for 1 year (dist 13,000; 91,000 imp)
- Company name on Audubon website for 1 year – Business Alliance

\$500

Owl

Event Marketing

- Company name and hyperlink on the Festival website
- Company name in 1 Warbler newsletter, January recap (dist 13,000; 13,000 imp)
- Company name in 1 BirdWord e-newsletter (dist 13,000+)
- Company name in the Festival Facebook Sponsor Gallery

Event Presence

- Company name on Festival program and sponsor signage
- 15 family passes to the Festival

Cause Marketing and Benefits

- 1 year Portland Audubon Business Alliance Membership
- Company logo in 1 Warbler issue – business section (dist 13,000; 91,000 imp)
- Company name in Warbler business list for 1 year (dist 13,000; 66,000 imp)
- Company name on Audubon website for 1 year – Business Alliance

\$250

**40 Friends
of Wild Arts**

Event Marketing

- Company name on the Wild Arts Festival website
- Company name in 1 Warbler newsletter, January recap (dist 13,000; 13,000 imp)

Event Presence

- Company name on Festival program and sponsor signage
- 10 family passes to the Festival

Cause Marketing and Benefits

- 1 year Portland Audubon Membership

\$50– \$249

**Community
Supporter**

Event Marketing

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



Audubon Society of Portland

Founded in 1902, the Audubon Society of Portland is one of the oldest conservation organizations in the nation. The mission of the Audubon Society of Portland (ASoP) is to promote the enjoyment, understanding and protection of native birds, other wildlife and their habitats. ASoP connects people with nature and their power to protect it. From Portland's urban neighborhoods to across the region and state, ASoP has been instrumental in developing the environmental policies that shape our region today, helping to create Oregon's first National Wildlife Refuges, Portland's first Wildlife Refuges and the state's first marine reserves. ASoP offers educational programs designed to engage kids and adults alike in the appreciation and stewardship of nature, and our conservation programs provide a continuum of engagement opportunities in natural resources stewardship and protection. Hosting over 40,000 visitors each year, our 150-acre Wildlife Sanctuary, just five minutes from downtown Portland, offers four miles of family friendly trails, a Nature Store and the region's busiest wildlife rehabilitation center.



wildartsfestival.org | audubonportland.org

