

CITY OF
PORTLAND

Sunday PARKWAYS

PRESENTED BY
KAISER PERMANENTE

2012 SPONSORSHIP OPPORTUNITIES





OFFICE OF MAYOR SAM ADAMS
CITY OF PORTLAND

Letter from Mayor Sam Adams

There is a special kind of excitement in exploring new places and having new experiences in places you already know. That's one of the things I appreciate most about Portland's Sunday Parkways. At five Sunday Parkways throughout the summer, you can rediscover your city – one neighborhood at a time, with your neighbors, from the middle of the street.

Sunday Parkways is community-building at its finest. In an editorial, *The Oregonian* called it “a gift to the entire community” (June 24, 2008). Over the past four summers, more than 280,000 Portlanders have participated in this “gift,” joining friends, neighbors and visitors to explore miles of traffic-free streets. Next year, we expect 110,000 to walk, run, ride, roll, eat, drink and shop along Sunday Parkways routes.

Today I'm writing to ask you to help us expand Sunday Parkways and broaden the base of community support.

To remain successful and sustainable, Sunday Parkways needs the financial support of our business community. You know firsthand how critical Portlanders' sense of civic pride is to their support of local businesses. Your support of Sunday Parkways is an investment in Portland's vitality, diversity, and connections to our neighborhoods.

Please help ensure that as many of our residents as possible experience and enjoy the special places that make Portland unique.

Thanks in advance.

Sincerely,

Sam Adams
Mayor, City of Portland

Portland Sunday Parkways promotes healthy active living through a series of free events opening the city's largest public space – its streets – to walk, bike, roll, and discover active transportation.

Portland Sunday Parkways fosters civic pride, stimulates economic development, and represents the community, business and government investments in Portland's vitality, livability, and diversity.

DATES: One event each month - May to September, 2012

FEATURES: Five events in five months in five Portland neighborhood districts

- Each event is a six to eight-mile loop of traffic-free streets, where people can safely walk, bike, roll or run in the streets
- Featured parks along the route are packed with fun games, entertainment and food
- Over 300 generous volunteers per event make Sunday Parkways possible
- Portland non-profits and businesses feature their goods and services in Market Places along the route

NEIGHBORHOODS: East, North, Northeast, Southeast and Southwest Portland

ATTENDANCE: The five 2011 Sunday Parkways events collectively drew 107,000 participants and 1,500 volunteers - an average of 21,700 participants and volunteers per event



ABOUT PORTLAND SUNDAY PARKWAYS

Portland Sunday Parkways is about opening streets and connecting neighborhoods. All people – walkers, runners, bicyclists, mobility device users, seniors, adults, and children – enjoy a day of healthy physical activities right in their own neighborhoods. It shows off Portland’s premiere family-friendly bicycle routes, called neighborhood greenways, and Portland’s beautiful parks on six to eight mile routes with no start or end.

Portlanders take great pride in their city. We are leaders in the green economy, in walking and in bicycling. We have vibrant local business corridors and active community organizations. Sunday Parkways provides the opportunity to highlight all of these amazing assets during these safe, fun and wildly popular community events.

During Sunday Parkways, everyone is invited to come and play in the streets, connect with their neighbors, meet new friends and get healthy. And when people discover just how much fun it is to walk, bike, roll, skate, and stroll (again) they just might go out and have their own “Sunday Parkways” every day!

GOALS OF PORTLAND SUNDAY PARKWAYS

- Increase the health and physical activity of all Portland-area residents
- Showcase infrastructure improvements supporting active transportation such as walking and bicycling
- Increase environmental and climate change awareness
- Increase neighborhood accessibility and livability
- Increase economic opportunities for local businesses



COMMUNITY INVOLVEMENT

The Portland Bureau of Transportation works with all neighborhood and business associations and over 250 other community groups in the planning and implementation of Sunday Parkways. Community supporters include:

- | | |
|---|---|
| <ul style="list-style-type: none"> • Kaiser Permanente • Metro • NW Natural • Community Cycling Center • Bicycle Transportation Alliance • Portland Safe Routes to Schools • Trauma Nurses Talk Tough • Immigrant and Refugee Community Organization (IRCO) • Big Brothers Big Sisters | <ul style="list-style-type: none"> • El Programa Hispano • Elders in Action & Ride Connection • Bureau of Environmental Services • Hacienda CDC • Vecinos en Alerta • African Youth and Community Organization • Comite Barrio Dignidad • Kiwanis Club of Portland • Rose Festival Royal Rosarians |
|---|---|

ASSOCIATE YOUR COMPANY WITH PORTLAND SUNDAY PARKWAYS

Sunday Parkways captures the essence of Portland. It combines passions for health, community and the environment. The people of Portland love Sunday Parkways. The first event in 2008 grew to five in 2010. In 2011, 107,000 people participated in five Sunday Parkways events. It is the only event of its kind. There is no profiteering, no ulterior motive – just a mission and method to provide a safe, fun environment where people can be active and enjoy themselves.

Your support of Portland Sunday Parkways will create an indelible association between your company and the aspirations inherent in the Portland lifestyle. Your sponsorship of Sunday Parkways is an investment in the community, the people, and the future of Portland.

We've had a blast participating in Sunday Parkways already this year and are really looking forward to the upcoming ones as well.

You all put on an amazing series of events. We can't over-emphasize how fantastic they are, and they make us really proud to be Portlanders!

-- Sunday Parkways Vendor

CONNECT TO SUNDAY PARKWAYS PARTICIPANTS

Portland Sunday Parkways is a perfect vehicle for businesses to connect with the local community in a meaningful way. This partnership is a public declaration that your business shares the same values as Sunday Parkways. It supports neighborhoods, families and the things that make them healthy. It is dedicated to the growth, prosperity, and happiness of the place that we all call home.

Sunday Parkways helps you achieve high-impact results with your sponsorship.

- Deliver your company's product or service directly into the hands of 20,000 participants per event
- Include your logo on 250,000 collateral pieces, delivered to thousands of Portland-area businesses and households
- Receive great exposure through our website, newsletters and social media
- Attract national and international attention! Portland Sunday Parkways is a national leader and an event model copied by cities across America and around the world

RECEIVE EXTENSIVE RECOGNITION

Your support of Sunday Parkways will not go unnoticed. The media loves Portland Sunday Parkways. The City of Portland generated millions of direct impressions and strategic partnerships echoed that message exponentially.

Sources of marketing and publicity in 2011 included:



- Newspapers and magazines: The Oregonian, Willamette Week, Portland Mercury, The Examiner and Portland Tribune
- Television and radio: KATU, KGW, KOIN, KNRK, KINK.fm, KEX-AM and KXL-AM
- Online articles and blogs: OregonLive.com, ORbike.com, TravelOregon.com, TravelPortland.com and BikePortland.org and dozens of other venues
- **At least 13,800,000 total advertising & publicity impressions in 2011!**

PORTLAND SUNDAY PARKWAYS CHAMPION

\$50,000 for five events

Portland Sunday Parkways is offering an exclusive opportunity for one company to be the major sponsor at all five events. The Sunday Parkways Champion will enjoy a high level of visibility throughout each event and be prominently recognized for supporting this important community program.

- The Sunday Parkways Champion will benefit from exclusive opportunities only available at this sponsorship level
- Your company will become synonymous with Portland Sunday Parkways
- Company name and logo will be featured in all collateral materials as "Sunday Parkways Champion Company Name"



PORTLAND SUNDAY PARKWAYS PROMOTER

\$6,000 per event or \$24,000 for five events

Each event will have two or more parks on route in which tens of thousands of people listen to live music, enjoy performances, participate in exercise classes, eat food and play sports and games. Sunday Parkways Promoters will be offered the next highest level of exposure to Sunday Parkways participants and households.

- Extensive signage and exhibition opportunity at a popular park to maximize your impact at each participating event
- Inclusion of company name and/or logo in all grassroots marketing efforts relating to your event(s), including brochures, door hangers, mailers, websites, newsletters and social media

PORTLAND SUNDAY PARKWAYS ADVOCATE

\$2,500 per event or \$10,000 for five events

Through being a Sunday Parkways Advocate your company will reach all across the city promoting good health and active transportation. Sunday Parkways Advocates will be highlighted in very popular e-newsletters (50,000 subscribers) and Facebook page (5,600 "fans"). As a Sunday Parkways Advocates you will enjoy the positive feedback and exposure amongst the 200,000+ participants and households reached with your logo and company name.



PORTLAND SUNDAY PARKWAYS SUPPORTER

\$1,500 per event or \$5,000 for five events

As a Sunday Parkways Supporter you will be able to create a special on-route Sunday Parkways site where your company will enjoy a steady stream of people flowing right past your table. Your company will enjoy the highest level of exposure as well as enjoy exposure on our website, Facebook and Twitter social media.

	SUNDAY PARKWAYS CHAMPION	SUNDAY PARKWAYS PROMOTER	SUNDAY PARKWAYS ADVOCATE	SUNDAY PARKWAYS SUPPORTER
One event investment	-	\$6,000	\$2,500	\$1,500
Portland Sunday Parkways Partner (5 events)	\$50,000	\$24,000	\$10,000	\$5,000

Exclusive Sunday Parkways Champion sponsorship	X			
Exclusive Main Park title	X			
Association with the most popular Sunday Parkways attractions	X			
Company name embedded in activity area title	" Brought to you by Sunday Parkways Champion ____"	"Sponsored by Sunday Parkways Promoter ____"		
Logo on all highlights brochure in association	X	X		
Category exclusivity (Portland Sunday Parkways Partners only)	X	X		
Mention and/or logo in all event newsletters	X	X	X	
Features in social media marketing	X	X	X	
Company message and logo on website	2 paragraphs & logo	1 paragraph & logo	2 sentences & logo	Name and logo only
Logo placement on season-wide collateral (Portland Sunday Parkways Partners only)	Large	Medium	Small	Mention only
Logo placement on single-event collateral	Large	Large	Medium	Small
Exclusive name and/or logo on event signs	10 Major Park signs	6 Park signs	4 signs	2 signs
10' x 20' exhibition space	X	X	X	X

SUPPORT PORTLAND SUNDAY PARKWAYS

Sunday Parkways in 2012 will expand once again to more neighborhoods to accommodate the growing crowds both on the routes and in the parks. We encourage you to join us in this celebration of Portland.

It was so much fun to participate! I was amazed at all the people who showed (rain or shine)! It was fun looking at other booths and talk with other agencies.
-Sunday Parkways Vendor

There's an opportunity for your company to support Sunday Parkways at any level. We're dedicated to working with you to maximize the return on your investment.

BE PART OF THIS GREAT COMMUNITY EVENT

- Sunday Parkways is one of Portland's signature walking and cycling events



- In 2012, we expect more than 110,000 participants
- Sunday Parkways brings together all Portlanders by involving hundreds of volunteers, non-profits, businesses and local community groups
- We engage communities across Portland to encourage healthy, sustainable lifestyles, including low-income residents, people of color, people with disabilities, children and seniors
- Cities across America and the world look to Portland Sunday Parkways for inspiration and direction as they create similar events in their own communities

PORTLAND SUNDAY PARKWAYS DELIVERS

- Dedicated staff members support your company throughout the event to achieve your sponsorship goals
- Maximum creative incorporation of sponsor name and marks in the fabric of all aspects of the event
- Professional, friendly, and knowledgeable representation at all times
- Documentation of all logo placements and event exposure with a summary of marketing impressions
- Implementation of sales promotions that lead to activation
- A turn-key partnership - we'll make it happen!
- Thousands of happy Portlanders!

