

CITY OF
PORTLAND

Sunday PARKWAYS

PRESENTED BY
KAISER PERMANENTE

2016

SPONSORSHIP OPPORTUNITIES



PBOT
PORTLAND BUREAU OF TRANSPORTATION



**KAISER
PERMANENTE®**

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 August and October 2016
May 15, June 26, July 24, August 21, October 2
- FEATURES:** Five events in five months in five Portland neighborhood districts
- Each event is six to nine miles 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, fitness classes and food
 - Over 300 generous volunteers per event make Sunday Parkways possible
 - Portland non-profits and businesses feature their goods and services in Marketplaces along the route
- NEIGHBORHOODS:** East, North, Northeast, and Southeast Portland – from New Columbia in north Portland to the City of Milwaukie and Willamette River to SE 130th
- ATTENDANCE:** **We expect over 100,000 participants in 2016.** The 2015 Sunday Parkways season saw a record-breaking attendance at 119,000 participants - an average of 23,800 participants and volunteers per event.
- DEMOGRAPHICS:** Sunday Parkways reaches a representative and diverse cross-section of Portland's population. Outreach efforts emphasize low-income families, women, older adults and communities of color. These constituencies tend to have higher risks for disease and health conditions related to lack of physical activity such as diabetes and heart disease.



ABOUT PORTLAND SUNDAY PARKWAYS

Portland Sunday Parkways is about opening streets and connecting neighborhoods. All people – walkers, runners, bicyclists, mobility device users, older adults, friends and families – 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 nine 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 active. 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 associations and over 150 community groups in the planning and implementation of Sunday Parkways. Community supporters include:

- Kaiser Permanente
- AAA Oregon/Idaho
- Metro
- Portland Parks and Recreation
- NW Natural
- Community Cycling Center
- Bicycle Transportation Alliance
- Portland Safe Routes to Schools
- Andando en Bicicletas en Cully
- Oregon Disability Sports
- Portland Farmers Market
- Harper’s Playground
- AARP of Oregon
- Friends of Trees
- Delta Sigma Theta Sorority
- Portland Parks for New Portlanders
- Bikes for Humanity
- Kiwanis Club of Portland
- Oregon Walks
- TriMet
- Trauma Nurses Talk Tough
- Oregon Ferret Shelter
- Portland Fruit Tree Project
- Renew Oregon

ASSOCIATE YOUR COMPANY/AGENCY WITH 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. Annually, more than 100,000 people participate 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 or agency 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.

CONNECT TO SUNDAY PARKWAYS PARTICIPANTS

Portland Sunday Parkways is a perfect vehicle for organizations to connect with the local community in a meaningful way. This partnership is a public declaration that your business or agency 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 to 16,000 to 31,000 participants per event
- Include your logo on 168,000 collateral pieces, delivered to thousands of Portland-area businesses and households (See Sponsorship Deliverables)
- Receive great exposure through our website, newsletters and very active 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 – The August event coincides with the 2016 Open Streets Summit in Portland: a conference about these programs from around the globe

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 2015 have included:

- Newspapers and magazines: The Oregonian, Portland Tribune, Portland Mercury, Portland Business Journal, The New York Times, Alaska Airlines Magazine, Portland Monthly Magazine, The Hollywood Star and The Asian Reporter
- Television and radio: KATU, KGW, KOIN, KPTV Fox 12, KINK.fm, OPB, KEX-AM, KXL-AM and KBOO
- Online articles, blogs and other venues: OregonLive.com, TravelPortland.com, Portland Monthly Magazine, Metro Parent, ORbike.com, AARP of Oregon, BikePortland.org, and dozens of other venues
- **More than 16 million total advertising & publicity impressions in 2015!**

PORTLAND SUNDAY PARKWAYS CHAMPION \$40,000 for five events (limited to 2)

Portland Sunday Parkways is offering an exclusive opportunity for two special companies 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/organization name and logo will be featured in all collateral materials

PORTLAND SUNDAY PARKWAYS PROMOTER \$20,000 for five events (limited to 4)

Each event will have four 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 exhibition and activation opportunity at a popular park to maximize your impact at all events
- Inclusion of company name and/or logo in all grassroots marketing efforts including brochures, door hangers, mailers, websites, newsletters and social media

PORTLAND SUNDAY PARKWAYS ADVOCATE \$2,500 per event or \$10,000 for five events (limited to 8)

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 our very popular e-newsletters (10,800 subscribers) and Facebook page (9,258 "likes"). As a Sunday Parkways Advocate you will enjoy the positive feedback and exposure amongst the 100,000+ participants and 60,000 households directly reached with your logo and company/agency name.

PORTLAND SUNDAY PARKWAYS SUPPORTER \$1,500 per event or \$6,000 for five events (limited to 10)

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 display. Your company will enjoy a high level of exposure as well as enjoy marketing and promotion on our website, Facebook and Twitter social media.



BENEFITS AT A GLANCE

	SUNDAY PARKWAYS CHAMPION	SUNDAY PARKWAYS PROMOTER	SUNDAY PARKWAYS ADVOCATE	SUNDAY PARKWAYS SUPPORTER
One event investment	-	-	\$2,500	\$1,500
Portland Sunday Parkways Partner (All 5 events)	\$40,000	\$20,000	\$10,000	\$6,000
Exclusive Main Park title	X			
Extensive on-route signage	X			
Logo on 2016 Volunteer T-Shirts	X			
Category exclusivity	X	X		
Premier event location(s) for maximum visibility	X	X		
Newsletter articles with company/organization byline	Three newsletters	One newsletter		
Mention and/or logo in all event newsletters	X	X	X	
High visibility event location(s) for excellent participant reach	X	X	X	
Features in social media marketing	X	X	X	
Activation space in activity area/ park	X	X	X	
10' x 20' exhibition space	X	X	X	X
Company/organization message and logo on website	2 paragraphs & logo	1 paragraph & logo	2 sentences & logo	Name and logo only
Logo placement on season-wide collateral (Posters, banners, etc.) (Portland Sunday Parkways Partners only)	Large	Medium	Small	Mention only
Logo placement on single-event collateral	X-Large	Large	Medium	Small
Exclusive name and/or logo on event signs	2 signs	2 signs	2 signs	2 signs



SPONSORSHIP DELIVERABLES

2016 MEDIA IMPRESSIONS AND COLLATERAL MATERIAL

Portland Sunday Parkways enjoys substantial media coverage and impressions through the eight month season, mid-February to mid-October. What follows is a specific breakdown of the types of exposure we expect for Sunday Parkways in 2016.

- 11x17 All-season Portland Sunday Parkways poster – Distributed to 500 area businesses
- 4x6 All-season Sunday Parkways flyer – 25,000 (20,000 in English, 5,000 in Spanish)
- Postcard mailers – 70,000 households
- Door hangers along new route – 2,000 households
- Event brochures/mailings – 70,000 households plus 400 at events
- Sunday Parkways banners – 8 per event or 40 banner placements
- Marketplace and park signs – 40 per event or 200 sign placements
- On route Presenting and Champion Sponsor signage – 80 signs per event
- Sunday Parkways traffic signs – 300 per event or 1,500 sign placements
- Sunday Parkways volunteer t-shirts – 800
- Sunday Parkways bandanas – 300

SOCIAL MEDIA/SUNDAY PARKWAYS E-NEWSLETTER

Portland Sunday Parkways e-newsletter is distributed to 10,800 unique email addresses. Portland SmartTrips email blasts reach an additional 12,800 households with Sunday Parkways messages.

Currently, Sunday Parkways has 9,258 Facebook “Likes” with 52,000 weekly reaches for each month during the season. The Twitter account has 1,742 followers. PortlandSundayParkways.org is the most popular web page in the City of Portland PortlandOregon.gov website.

TRADITIONAL AND ONLINE MEDIA

Over 150 different media/blog/stories with millions of media impressions in 80 plus media venues including the following:

In 2015 Print, Television & Radio included:

The Oregonian	KATU Television
The New York Times	KGW Television
Alaska Airlines Magazine	KOIN Television
Portland Tribune	KPTV FOX 12 Television
Willamette Week	AM 860 Radio
The Portland Mercury	KBOO Radio
Portland Business Journal	KEX Radio
The Asian Reporter	KINK Radio
AARP Bulletin	KXL Radio
Portland Monthly Magazine	OPB Radio
St Johns Review	
Hollywood Star News	

Internet & Online

- Oregonlive.org
- BikePortland.org
- PDX Pipeline
- Red Tricycle
- Travel Portland
- Outdoors NW
- Neighborhood Notes
- Ride Oregon
- Timbers Army
- Portland Family
- Go Local PDX

PORTLAND SUNDAY PARKWAYS
 City of Portland Bureau of Transportation
 Active Transportation Division
 1120 SW 5th Avenue, 8th Floor
 Portland, OR 97204

LINDA GINENTHAL
 linda.ginenthal@portlandoregon.gov
 503.823.5266
 Facebook: Portland Sunday Parkways
 Twitter: @SundayParkways

SUPPORT PORTLAND SUNDAY PARKWAYS

Sunday Parkways in 2016 will once again reach neighborhoods all across the city for the growing crowds both on the routes and in the parks. We encourage you to join us in this celebration of Portland.

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 bicycling events
- In 2016, we expect more than 100,000 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 children, low-income residents, people of color, people with disabilities and older adults
- 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!

