Portland Sunday Parkways Sponsorship Packet

OPENING OUR STREETS, CONNECTING OUR COMMUNITIES
PORTLAND BUREAU OF TRANSPORTATION
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 2018

MAY 20 SOUTHEAST PORTLAND
JUNE 24 NORTH PORTLAND
JULY 22 DOWNTOWN/CENTRAL EASTSIDE – GREEN LOOP
AUGUST 19 OUTER NORTHEAST PORTLAND
SEPTEMBER 23 NORTHEAST PORTLAND

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

ATTENDANCE: We expect over 100,000 participants in 2018. 2017 attendance was 100,350!

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 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
- Portland Safe Routes to Schools
- Andando en Bicicletas en Cully
- Oregon Kickball Club
- Portland Farmers Market
- Portland Parks for New Portlanders
- Harper’s Playground
- AARP of Oregon
- Friends of Trees
- Delta Sigma Theta Alumni Chapter
- Pollinator Project
- Bikes for Humanity
- Kiwanis Club of Portland
- TriMet
- Trauma Nurses Talk Tough
- Congregation Neveh Shalom
- Partners for a Hunger Free Oregon
- Multnomah County Library
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 10,000 to 31,000 participants per event
- Include your logo on 150,000 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 copied by cities across America and around the world. Each year Sunday Parkways garners national media stories.

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 exponentially.

18.6 million+ total advertising & publicity impressions in 2017!
PORTLAND SUNDAY PARKWAYS CHAMPION  $40,000 for five events (limited to 1)

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

PORTLAND SUNDAY PARKWAYS PROMOTER  $20,000 for five events (limited to 3)

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  $10,000 for five events (limited to 10)

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 (9,650 subscribers) and Facebook page (10,627 “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 6)

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.
<table>
<thead>
<tr>
<th>Feature</th>
<th>Sunday Parkways Champion</th>
<th>Sunday Parkways Promoter</th>
<th>Sunday Parkways Advocate</th>
<th>Sunday Parkways Supporter</th>
</tr>
</thead>
<tbody>
<tr>
<td>One event investment</td>
<td>-</td>
<td>-</td>
<td>$2,500</td>
<td>$1,500</td>
</tr>
<tr>
<td>Portland Sunday Parkways Partners (All five events)</td>
<td>$40,000</td>
<td>$20,000</td>
<td>$10,000</td>
<td>$6,000</td>
</tr>
<tr>
<td>Exclusive Main Park title</td>
<td>X</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Extensive on-route signage</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on 2018 Volunteer T-Shirts</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Category exclusivity</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Premier event location(s) for maximum visibility</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
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<tr>
<td>Newsletter articles with company/organization byline</td>
<td>Three newsletters</td>
<td>One newsletter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mention and/or logo in all event newsletters</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>High visibility event location(s) for excellent participant reach</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
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<tr>
<td>Features in social media marketing</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Activation space in activity area/park</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
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<tr>
<td>10’ x 20’ exhibition space</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Name and activation on event brochures and web highlights site</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Company/organization message and logo on website</td>
<td>2 paragraphs &amp; logo</td>
<td>1 paragraph &amp; logo</td>
<td>2 sentences &amp; logo</td>
<td>Name and logo only</td>
</tr>
<tr>
<td>Logo placement on season-wide collateral (Posters, banners, etc.) (Partners only)</td>
<td>Large</td>
<td>Medium</td>
<td>Small</td>
<td>Mention only</td>
</tr>
<tr>
<td>Logo placement on single-event collateral including mailers and door-hangers</td>
<td>X-Large</td>
<td>Large</td>
<td>Medium</td>
<td>Small</td>
</tr>
<tr>
<td>Exclusive name and/or logo on event signs</td>
<td>1 signs</td>
<td>1 signs</td>
<td>1 signs</td>
<td>1 signs</td>
</tr>
</tbody>
</table>
2018 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 2018.

- 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 – 4,000 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 – 900
- Sunday Parkways bandanas – 300

SOCIAL MEDIA/SUNDAY PARKWAYS E-NEWSLETTER

Portland Sunday Parkways e-newsletter is distributed to 11,407 unique email addresses. Portland SmartTrips email blasts reach an additional 11,281 households with Sunday Parkways messages.

Currently, Sunday Parkways has 10,811 Facebook “Likes” with 12,876 weekly reaches for each month during the season. The Twitter account has 2,385 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 stories with millions of impressions in 100 plus venues including the following:

In 2017 Print, Television & Radio included:

<table>
<thead>
<tr>
<th>The Oregonian</th>
<th>KATU Television</th>
<th>Internet &amp; Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portland Tribune</td>
<td>KGW Television</td>
<td>Oregonlive.org</td>
</tr>
<tr>
<td>Willamette Week</td>
<td>KOIN Television</td>
<td>BikePortland.org</td>
</tr>
<tr>
<td>The Portland Mercury</td>
<td>KPTV FOX 12 Television</td>
<td>PDX Pipeline</td>
</tr>
<tr>
<td>AARP Bulletin</td>
<td>OPB Radio</td>
<td>Travel Portland</td>
</tr>
<tr>
<td>Portland Monthly</td>
<td>AM 860 Radio</td>
<td>Neighborhood Notes</td>
</tr>
<tr>
<td>Magazine</td>
<td>Skanner News</td>
<td>Metro News</td>
</tr>
<tr>
<td>Hollywood Star News</td>
<td>KEX Radio</td>
<td>Pacific Northwest Inlander</td>
</tr>
<tr>
<td>Mid-County Memo</td>
<td>KINK Radio</td>
<td>Ride Oregon</td>
</tr>
<tr>
<td>Vox.com</td>
<td>KXL Radio</td>
<td>Portland Family</td>
</tr>
</tbody>
</table>
**SUPPORT PORTLAND SUNDAY PARKWAYS**

Sunday Parkways in 2018 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 2018, 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 or agency throughout the event to achieve your sponsorship goals
Maximum creative incorporation of sponsor name and logo 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!