SUNSHINE DIVISION WINTER WONDERLAND

POWERED BY Advantis credit union

2018

HOLIDAY LIGHT SHOW

Benefiting the Sunshine Division

PARTNER GUIDE

November 23 – December 26, 2018

SPONSOR OPPORTUNITIES

2018 Winter Wonderland
Benefiting the Sunshine Division

Title Sponsor — $40,000 (1)

Opportunity to be the named title sponsor in all communications and activities i.e. Acme's Winter Wonderland benefiting the Sunshine Division. Sponsor will be included in all sponsorship activities including on-site signage, promotions, media, sampling and more. A full sponsorship proposal is available with detailed benefits.

Presenting Sponsor — $25,000 (1)

Opportunity to be the named "powered by" sponsor with company mention incorporated into all communications and logo design. A wide range of sponsorship benefits across nearly every platform of the event. A full sponsorship proposal is available with detailed benefits.

Holiday Sponsor — $10,000 (UP TO 4)

Have your company integrated into nearly all areas of the event. Host a night for an opportunity to interact with attendees and hand out promotional materials. A full sponsorship proposal is available with detailed benefits.

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Custom Light Display — $6,000 (MULTIPLE)

See your name in lights! Create a custom light display for your business or organization and have your name in lights for the month-long run of the Winter Wonderland light show! Over 26,000 households will see your custom light display at this family-friendly holiday tradition.

Includes set up, breakdown, and storage for a year. Sponsor provides and produces light display. (Light display vendor information available) Size, dimensions, and power specs must be pre-approved by Sunshine Division. LED lights are required. Social media mentions and 25 complimentary tickets to car nights only are included.

Sponsor Display Sign — $4,000 (MULTIPLE)

One illuminated sponsor sign on raceway track visible for all attendees near light display, 1 sponsor banner on PIR entry fence, 20 complimentary tickets. Signage production is the responsibility of the sponsor and must be pre-approved by Sunshine Division to confirm power specs, size, and installation and storage needs. (Custom sign vendor information is available).

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We've Gone Green for the Holidays!
We've eliminated the Goodie Bag but still have great opportunities for sponsors to reach our attendees.

Holiday Flyer $1,500 (LIMITED SPACE)

- 5" x 4" ad/special offer on the Winter Wonderland flyer distributed from the ticket booths for the run of the show. An estimated 26,000 households. Artwork is the responsibility of the sponsor, space is limited, and deadlines apply
- E-newsletter template to push out to your email list announcing your partnership with Winter Wonderland along with special $1 off car night tickets for your members/clients with personalized online ticket code.
- Logo on Winter Wonderland website
- Opportunity to engage attendees by distributing information, promotional materials, special offers on Appreciation Night, Monday, December 3rd.

Special Night Presenting Sponsor $5,000

Lights & Leashes Dog Walk Night and Bike The Lights Night

Be the exclusive night host for the special Bike Night and Dog Walk Night. No cars will be on course these evenings. As a sponsor you will have the opportunity to greet each guest and give out company branded goodie bags to all walkers (provided by sponsor). You will receive 20 complimentary tickets, a company vehicle parking spot, social media highlights, name recognition on website listings of special nights, and a sponsor tent near the start line.

2017 Attendance **Bike the Lights: 2,500** **Lights & Leashes: 8,010**

Group Ticket Sales

Support the Sunshine Division and thank your employees, customers and friends by purchasing advance tickets to Winter Wonderland. Tickets can be purchased in blocks of 25 for discounted rates. To discuss quantity discounts, contact us at: 503.823.2116.

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ABOUT WINTER WONDERLAND

2018 Winter Wonderland
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Background

A Portland holiday tradition, for 26 years Winter Wonderland has entertained families throughout the Portland-metro area with over 260 holiday light displays spanning over two miles of racetrack. The only Portland light show you can view rain or shine through the comfort of your car, Winter Wonderland directly feeds and clothes struggling Portland families, veterans, seniors and the disabled through Sunshine Division's emergency assistance programs.

Your budget-friendly ticket, or sponsor support of Winter Wonderland, allows Sunshine Division to directly impact the lives of neighbors in our community by providing free food and clothing assistance in times of economic challenges. For over 95 years the Sunshine Division has been making holiday seasons brighter for local families and individuals. Every trip through the light show includes you in this cherished Portland holiday tradition.

The 2018 light show will run November 23rd through Wednesday, December 26th.

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Stats and Demographics

Spectators can enjoy the most impressive drive-through light show in the region, viewing over 260 colorful light set pieces and scenes from the comfort of their own vehicle.

MORE THAN 2.3 MILLION VISITORS have taken the Winter Wonderland journey since its origin and have contributed more than 44 tons of food to the Sunshine Division via the event.

In 2017

25,650
vehicles attended the show

125,000+
visitors attended the show

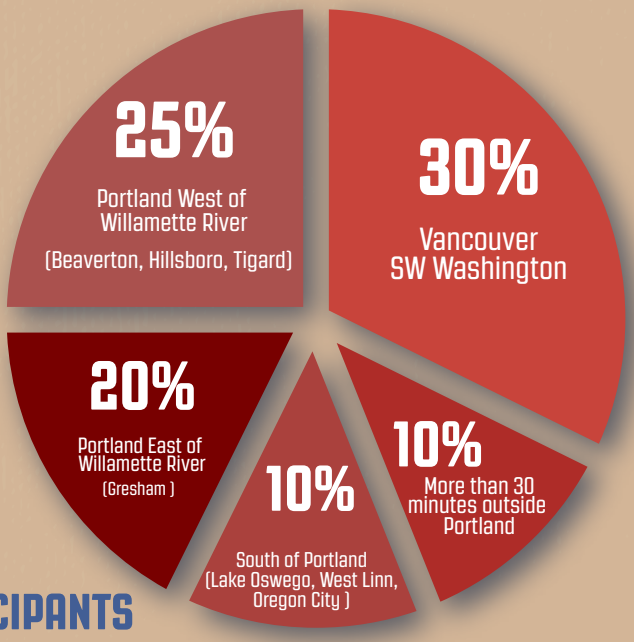
Demographics of Winter Wonderland Participants

Target Demographic
Women 18-49

Adult Age
86% of adult attendees are 18-49 years old

Family Event
Over 50% of all vehicles have 2+ children per car

Children Age
80% of children are 11 years old or youngerr



WHERE PARTICIPANTS COME FROM

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PUBLICITY

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Social Media

Facebook.com/sunshinedivision
Total Likes To Date: 3,824

Facebook.com/winterwonderlandportland
Total Likes To Date: 6,370
Total checked in during the 2017 show: 21,000

Facebook.com/hoodtocoast
Total Likes To Date: 35,186

Facebook.com/portlandpolice
Total Likes To Date: 50,946

Twitter.com/ppbsunshined
Total Followers To Date: 2,752

Twitter.com/winterwonderPDX
Total Followers To Date: 309

Twitter.com/portlandpolice
Total Followers To Date: 173,000

E-mail Marketing

4,500+
Sunshine Division
eblast list

INDIVIDUALS RECEIVING PROMOTION & INFORMATION E-NEWSLETTERS

70,000+
Hood To Coast Relay
eblast list

Advertising and Promotion

Web Promotion via www.sunshinedivision.org, www.winterwonderlandportland.com, and www.htcraceseries.com

Media Stories with our local media partners. "Pitches" to local media will be made to highlight the event and sponsors via Sunshine Division, Hood to Coast, and the Portland Police Bureau.

Event Advertising through our Radio, TV, and online media partners.

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2018 Winter Wonderland

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Sunshine Division

Portland Police Bureau

Est. 1923

Since 1923, the Portland Police Bureau Sunshine Division has been providing free food and clothing relief to Portland area families and individuals in need. Whether due to the loss of a job, domestic crime, illness, or victims of fire or disaster, the Sunshine Division has built a 95-year legacy of mobilizing quickly and efficiently to assist distressed Portlanders.

The Sunshine Division offers food assistance six days a week at our N. Thompson food pantry, four days a week at our SE Stark food pantry, and 24 hour food assistance through our partnership with the Portland Police Bureau who store Sunshine Division food boxes at each police precinct to be dispatched at times of immediate need. The Sunshine Division also provides no-cost bulk food and food boxes to 20+ local hunger relief nonprofits serving Clark, Clackamas, Washington, Multnomah counties and beyond. In addition to food assistance, we offer new and gently-used clothing in our two clothing rooms and fund new school clothes for low-income children through our Izzy's Kids program which pairs a police officer with a child for a one-on-one shopping experience.

For more information on Event Sponsorship, please contact:

Kyle Camberg

Executive Director, Portland Police Bureau Sunshine Division

Direct: 503.823.2131 Cell: 503.577.6852

Email: kyle@sunshinedivision.org

www.sunshinedivision.org

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