

2016

**WINTER WONDERLAND
LIGHT SHOW**

BENEFITING THE SUNSHINE DIVISION

**PARTNER
GUIDE**

NOVEMBER 25TH - DECEMBER 25TH

2016 WINTER WONDERLAND

BENEFITING THE SUNSHINE DIVISION



SPONSOR OPTIONS

TITLE SPONSORSHIP: **\$35,000 (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. See handout for full details.

PRESENTING SPONSOR: **\$25,000 (1)**

Opportunity to be the named presenting sponsor in all communications and activities. A wide range of sponsorship benefits across nearly all platforms of the event. See handout for full details.

CUSTOM LIGHT INSTALLATION SPONSOR: **\$10,000 (multiple)**

Opportunity for prominent placement of custom, logo'd light installation for the month-long run of the show. Includes set up, breakdown, and storage for the year. Sponsor provides and produces light installation. Social media mentions, 25 complimentary tickets. (Light Installation vendor information available on demand. Size dimensions and power specs must be pre-approved by Sunshine Division).



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PORTLAND POLICE BUREAU
est. 1923

SPONSOR OPTIONS CONTINUED

HOLIDAY SPONSOR: \$10,000 (up to 4)

Have your company integrated into nearly all areas of the event. See handout for full details.

GOODIE BAG SPONSOR

- **A) \$1500** - Have your company flyer, coupon, product, and/or branded item in all 22,000 bags for 32 days.
- **B) \$400** - Inclusion of 600 items in one night's goodie bag.

SPECIAL EVENT SPONSOR, BIKE NIGHT OR DOG-WALK NIGHT: \$5,000

Be the exclusive night host for the special Bike Night and Dog-Walk Night. No cars will be on the course these evenings and as a sponsor you can greet each guest, give out company branded goodie bag to all walkers (provided by sponsor), 20 complimentary tickets, company vehicle parked on site, social media highlights, ability to provide a special offer or insert in goodie bag that evening, and have a sponsor tent on site near the walk start line, and name recognition on website listing of special nights.

SPONSOR DISPLAY SIGN ON COURSE: \$5,000

1 lit sponsor sign on raceway track visible for all attendees near light display, 1 sponsor banner on PIR entry fence, 20 complimentary tickets.



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SPONSOR OPTIONS CONTINUED

REUSABLE BAG SPONSOR: **\$5,000**

Our reusable bag sponsor has the ability to provide your own logo'd reusable bag that will be distributed to 5,000 attendees (roughly one week of visitors). Sponsors can pre-stuff the bag with marketing collateral, coupons, and/or special offers. Sponsor will have the ability to hang one banner on PIR fencing and will receive 20 complimentary tickets.

SPECIAL NIGHT BOOTH / VENDOR SPONSOR: **\$1,500**

Opportunity for 10 x 10 space to share samples or distribute merchandise on site for the Lights and Leashes Dog Walk or Bike the Lights Night. (No cars will be on the course these evenings.) Special offer insert or swag in the goodie bag that evening, host a sponsor tent on site in the community area of the event, 10 tickets to the special night event, on site branded vehicle, and mention on the website for special night. (Sponsor must provide tent and table set up. Please discuss your power needs with us.)

Group Advance Ticketing 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 with a \$1 discount per entry.



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BENEFITING THE SUNSHINE DIVISION



PORTLAND POLICE BUREAU
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BACKGROUND

Recognized throughout the Pacific Northwest as the "Largest Holiday Light Show West of the Mississippi", the 24th annual Winter Wonderland Holiday Light Show at Portland International Raceway is now a signature fund and food-raiser for the Sunshine Division.

With the generous support of the Murdock Trust, the Sunshine Division is now operating the Winter Wonderland event to increase awareness of our mission; providing emergency food and clothing for local families in times of crisis. The Sunshine Division has been committed to making holiday seasons brighter for local families since 1923.

Winter Wonderland aligns with that mission by creating a platform to generate community support during a critical time of year. The 2016 show will be executed on behalf of Sunshine Division by local event professionals, The Hood To Coast Race Series. This year's show opens Friday, November 25th, and closes Sunday, December 25th, Christmas Night.



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BENEFITING THE SUNSHINE DIVISION



STATS & DEMOGRAPHICS

Spectators can enjoy the most impressive drive-through light show in the region, viewing over **250** colorful light set pieces and many fully animated scenes from the comfort of their own vehicle.

MORE THAN 2.1 MILLION VISITORS have taken the Winter Wonderland journey since its origin and have contributed more than 43 tons of food to the Sunshine Division via the event.

In 2015:

23,000

vehicles attended the show

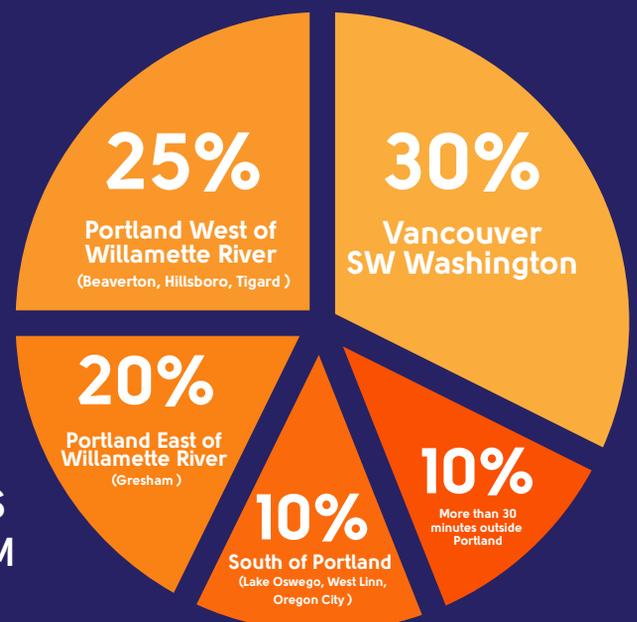
100,000+

visitors attended the show

DEMOGRAPHICS OF WINTER WONDERLAND PARTICIPANTS:

- Target demographic: **Women 18-49**
- 86% of adult attendees are 18-49 years old.
- Family event: **over 58% of all vehicles have 2 or more children per car.**
- Age of children: **80% of children are 11 years old or younger.**

WHERE PARTICIPANTS COME FROM



2016 WINTER WONDERLAND

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SOCIAL MEDIA

- **Facebook.com/sunshinedivision**
Total Likes To Date: **3,207**
- **Facebook.com/winterwonderlandportland**
Total Likes To Date: **4,231** Total checked in during the 2015 show: **11,589**
- **Facebook.com/portlandpolice**
Total Likes To Date: **20,201**
- **Facebook.com/hoodtocoast**
Total Likes To Date: **29,431**
- **Twitter.com/ppbsunshined**
Total Followers To Date: **2,287**
- **Twitter.com/portlandpolice**
Total Followers To Date: **61,000**

E-NEWSLETTERS

3,000+

Sunshine Division
eblast list

INDIVIDUALS RECEIVING
PROMOTION &
INFORMATION E-NEWSLETTERS

90,000+

Hood To Coast Relays
eblast list

ADVERTISING & PROMOTION

- **Web Promotion** via www.sunshinedivision.org, www.winterwonderlandportland.com, and <http://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.

Sunshine Division

Portland Police Bureau
est. 1923

Since 1923, the Portland Police Bureau Sunshine Division has been providing food and clothing relief to Portland 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 93-year legacy of mobilizing quickly and efficiently to assist distressed Portlanders.

The Sunshine Division offers food assistance six days a week at our 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 any time. We also provide no-cost, bulk food and food boxes to 20+ local hunger relief non-profits serving Clark, Clackamas, Washington, and Multnomah counties. In addition to food relief, we offer new and gently-used clothing in our on-site clothing room and fund new school clothes for low income children through our Izzy's Kid's program which pairs a Portland police officer with a child for a one-on-one shopping experience.

For more information on event sponsorship, 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

