



PORTLAND WINTER LIGHT FESTIVAL

Sponsorship Opportunities
February 2 - 10, 2024

the WILLAMETTE
LIGHT BRIGADE



A BOLD COMMUNITY

The Portland Winter Light Festival is an annual program of the Willamette Light Brigade. The mission of this dynamic event is to build a community by bringing cutting-edge art and technology to inclusive audiences while invigorating Portland in the winter.

In order to do this, we partner with artists, organizations, individuals, and businesses to create an event that highlights the unique creativity that one can only find in Portland.

We invite guests of all ages to enjoy the event for free, and we strive to produce an environmentally friendly festival that will flourish for many years to come.

The 2023 event took place at over 80 venue locations throughout Portland and stretched over two weekends, transforming the city into a testing ground for new ideas and integrating every neighborhood like never before with bold, community-oriented installations. Attendees explore all corners of Portland on foot, by bike, and by car.

The support of a small group of visionary sponsors, corporate partners, and contributions from individual donors made the event a reality. The 2023 PDXWLF would not have been possible without the extreme generosity of artists who donated their time, energy, and creativity and the incredible support of community partners who came together to make this event a reality.

DOWNTOWN FULL OF LIFE

TOTAL ATTENDANCE
FEBRUARY 3-11, 2023

208,000

The Portland Winter Light Festival 2023 motivated Portland residents and guests to fill the streets of Downtown Portland and beyond with community and creativity. Attendees of all ages explored, danced, and engaged in a communal art experience while revitalizing the Central City.

Guests filled restaurants, bars, and supported local businesses by providing \$4.4 million in estimated economic stimulation.

The event featured three major anchor art sites in the Central City hosting dynamic illuminated sculptures, video projections, interactive digital art, pop-up performances, music, food carts, and more.

29% BROUGHT KIDS 

96% WILL RETURN 



Photo: Brooke Hoyer. Art: Moltensteelman Wishing Portal (Moltensteelman Studio)

ART WHEN WE NEED IT MOST

The Festival is family friendly, free to attend, and takes place in February when there are few free cultural activities in the city.



Photo: Brooke Hoyer.



Photo: Brooke Hoyer. Art: Flash Mob Dance (Black History Festival NW)

Guests explored every corner of the Portland area on a city-wide art scavenger hunt, delighting in the act of seeking out and finding art in unexpected places.

Attendees dined at food carts, and restaurants, and engaged with art in neighborhoods and business districts. Art creates a sense of place and provides a reason for people to get together and go out and explore, even during the dark of winter.

ESTIMATED ECONOMIC IMPACT

\$4,434,000

44 PERFORMANCES
& LIVE EVENTS

86 LOCATION
VENUES

136 PUBLIC ART
INSTALLATIONS

308 ARTIST & PERFORMERS

"So good! Thank you! There are so many people out and about while enjoying magical evenings. Thanks For bringing the joy and warmth in the middle of winter!"

- Bob N, Facebook

"It was great! Gave my group a "reason" to go downtown and fun destinations to walk around my own neighborhoods. Thanks!"

-Visitor survey respondent 4434000

POISED FOR THE FUTURE

Light festivals are proven cultural and economic drivers for the cities that host them. Now in its ninth year, the Portland Winter Light Festival has seen unprecedented growth with attendance of 208,000 in 2023.

Because the Festival takes place over two weekends in February and features pop-up art throughout Portland with dynamic anchor sites in the central city, it has the unique ability to stimulate community engagement both downtown and in neighborhood business districts, driving tourism and exploration throughout the city.

The Festival encourages businesses, organizations, and communities alike to get involved; providing equitable access to free art for families and visitors.



Photo: Amrik Kerketta. Art: Harmonia (Roy "The Wiz" Trammell)

ATTENDANCE GROWTH + PROJECTION

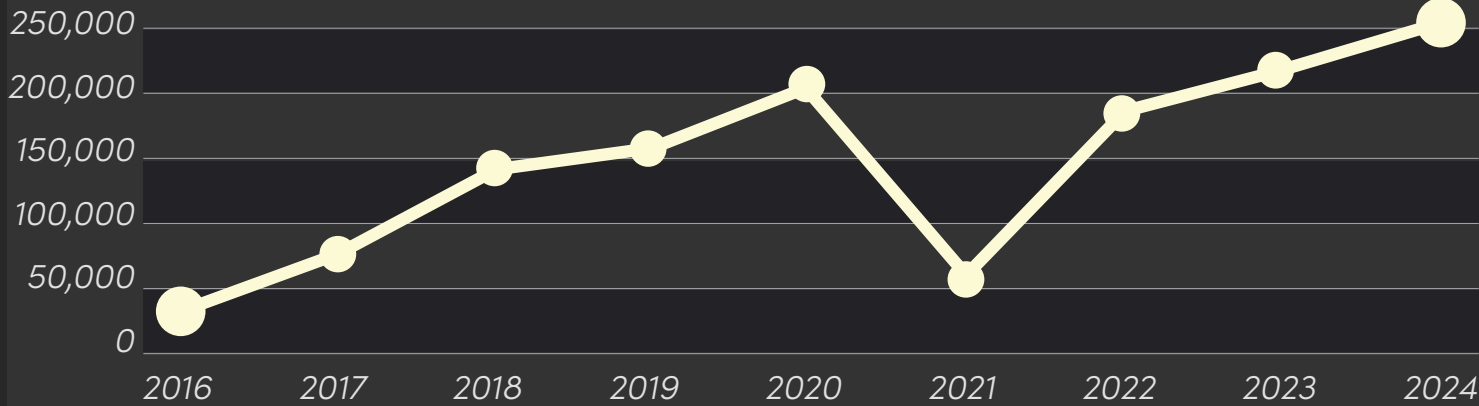


Photo: Scott Tice.
Art: Butteyes Butteyes! (Liv Allison, Gwen Chura, Yulana Dvorsky, Eloise Smith)

2023 IMPACT REPORT

PORTLAND WINTER LIGHT FESTIVAL

The Portland Winter Light Festival is a nonprofit event produced by the Willamette Light Brigade. With a decentralized footprint spanning two weekends, 2023 was the 8th year of this annual Festival and featured light-based art installations and pop-up performances throughout Portland.



TOTAL ATTENDANCE - FEBRUARY 3-11, 2023

208,000



29% BROUGHT KIDS



96% WILL RETURN



84% FROM PDX METRO

16% VISITORS


44 PERFORMANCES & LIVE EVENTS


86 LOCATION VENUES


136 PUBLIC ART INSTALLATIONS

308 ARTIST & PERFORMERS



253 TOTAL VOLUNTEERS



ESTIMATED ECONOMIC IMPACT

\$4,434,000

ADULT ATTENDEES SPENT AN AVERAGE OF \$21.35 EACH


15.6% STAYED IN HOTEL/BNB


72% CAR


21% RAIL/BUS


7% RIDESHARE



743,563
GOOGLE MAP VIEWS
+5.9%



118,000
WEBSITE VISITS (JAN 1-FEB 28)
+14.5%



19,500
INSTAGRAM FOLLOWERS
+21.8%



24,595
FACEBOOK FOLLOWERS
+8.3%



12,865
CONTACTS
+27.3%

2024 SPONSORSHIP

	Radiant \$25,000+	Shimmering \$15,000+	Sparkling \$10,000+	Dazzling \$5,000+	Light Ambassador \$2,500+	Luminary Circle \$1,000+
Media Engagement Opportunity	✓					
Mention in Festival Press Releases	✓	✓				
Email Recognition 10K+ subscribers	<i>Dedicated email story + logo</i>	<i>Dedicated email story + logo</i>	<i>Email mention + logo</i>			
Recognition on PDXWLF Main Page Sponsor list. (Organized by giving level)	✓	✓	✓			
Logo on Promotional Materials Print and digital, pending timeline	✓	✓	✓	✓		
Social Media Recognition Visible to 40K+ followers	<i>Two Dedicated Mentions</i>	<i>One Dedicated Mention</i>	<i>One Group Mention</i>	<i>One Group Mention</i>	<i>One Group Mention</i>	
Logo on Festival Signage Visible to 200K+ attendees	✓	✓	✓	✓	✓	
Tickets to VIP Fest Activity – Connect with other supporters of the Festival	<i>Four+ Tickets</i>	<i>Four+ Tickets</i>	<i>Four Tickets</i>	<i>Two Tickets</i>	<i>Two Tickets</i>	<i>Two Tickets</i>
Recognition on PDXWLF Sponsorship Page – Up to 100K views	✓	✓	✓	✓	✓	✓

Radiant Sponsorship is a cash-only level. In-Kind Sponsorship recognition will be negotiated on a case by case basis. If you do not see a recognition benefit that you are looking for, please reach out. We would be happy to consider a custom package for you. Sponsorship is tax-deductible to the full extent of the law.



PORTLAND WINTER LIGHT FESTIVAL

To Get Involved, Contact:
Alisha Sullivan, Executive Director
director@pdxwlf.com
pdxwlf.com

A photograph of a person wearing a traditional turban, seen from the side, holding a smartphone to take a picture of a large, illuminated stained glass lantern. The lantern is a hexagonal prism with intricate, colorful patterns in shades of blue, yellow, and red. The background is dark with out-of-focus bokeh lights, suggesting an outdoor night festival or event.

THANK YOU