

PORTLAND WINTER
LIGHT FESTIVAL



ANNIVERSARY
FEB 7-15, 2025

Sponsorship Opportunities



Photo by Brett Nemecek art by KinSculpt

the WILLAMETTE
LIGHT BRIGADE



Photo by Brooke Hoyer art by Sparks Designs

A Bold Community

The Portland Winter Light Festival invigorates Portland in the winter and harnesses art and creative placemaking to provide vitality and levity and increase cultural and economic stimulation during the slow season. This has been a potent combination over the last four years and the Light Festival has built a reputation as a bright celebration of creativity and resilience and a symbol for the future of the city.

In order to do this, we partner with artists, organizations, individuals and businesses, and invite guests of all ages to enjoy the event for free.

The 2024 event took place at nearly 100 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.

"Traffic wasn't crazy, downtown was clean and not at all scary, people were sooo nice, and the vibe was the old Portland we fell in love with."

- Melinda M., Visitor Survey Respondent



Photo by Amrik Kerketta

Downtown Full of Life

The Portland Winter Light Festival 2024 motivated Portland residents and guests to fill the streets of Downtown Portland and beyond with community and creativity. Attendees breathed life into the wintering Central City. They explored, danced, engaged in a communal art experience and filled restaurants and businesses during the slowest time of year.

Art installations and immersive experiences that make up the festival are embedded within the urban landscape of the city, both downtown and in the neighborhoods of Portland, transforming the familiar into something new. The event saw attendance of 274,000 (+32%) over nine evenings, and those guests supplied Portland with an estimated economic impact of \$10 million, proving that hands-on art experiences can be a compelling tool for cultural and 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.

274,000

+32% FROM 2023 TOTAL ATTENDANCE – FEBRUARY 2-10, 2024





Photo by Brooke Hoyer art by Clark Kjos Architects



Photo by Shannon Bager art by Alice

Art When We Need It Most

Light festivals are proven cultural and economic drivers for the cities that host them. The Festival is family-friendly, free to attend, and takes place in February when there are few free cultural activities taking place.

159

PUBLIC ART INSTALLATIONS
BY 417 ARTISTS & PERFORMERS

98

BUSINESSES, EMPTY STOREFRONTS, FRONT
YARDS, HOTELS, RETAIL WINDOWS, PUBLIC
SPACES

365

TOTAL VOLUNTEERS

Guests explored every corner of the Portland area on a city-wide art scavenger hunt, delighting in 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.

"It's great to see businesses open at night in DT Portland - we need more of this."

- Adria C, Instagram user

"February is a tough month as the grey trudges on, and this is always such a treat to get outside, weather the cold, and have some fun."

- Liz A, Visitor survey respondent

ESTIMATED ECONOMIC IMPACT

\$10,054,000

ATTENDEES SPENT AN AVERAGE OF **\$36.45** EACH



Photo by Remaining Light Photography



Photo by Brett Nemecek



Photo by Brooke Hoyer

Poised For The Future

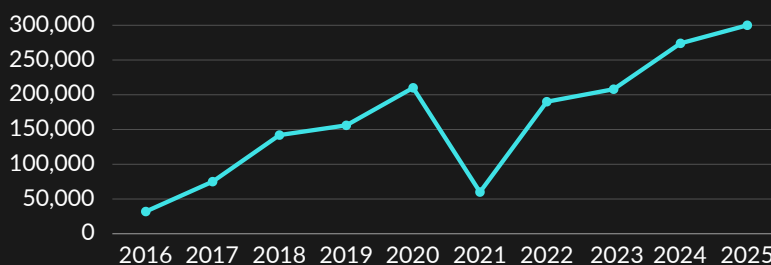
The Light Festival will celebrate its 10th anniversary in February 2025 and has plans to present an incredible, expanded event with new art installations and locations as well as the return of some all-time favorites. Over the last nine years, the Festival has seen unprecedented growth in attendance and impact, and has developed into a landmark winter event for Portland like no other.

Supporting this milestone event presents a unique opportunity to contribute to a proven platform for positive change and cultural enrichment in Portland. With your support, the 2025 Festival will further amplify community engagement, economic stimulation and equitable access to free art for families and visitors while also setting new standards for artistic excellence. Your contribution will help bring to life art installations and immersive experiences that showcase the vibrant creative spirit of Portland.



Art and photo by Projection Prologue

Attendance Growth



PORTLAND WINTER LIGHT FESTIVAL

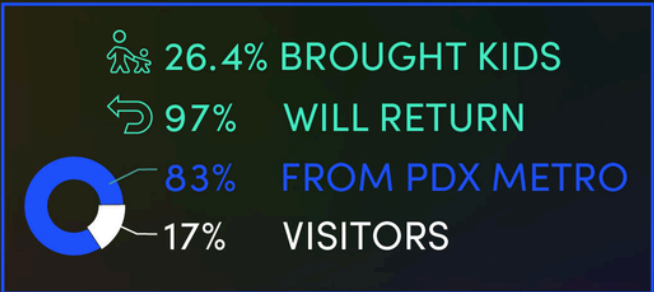
FEB 2-10, 2024

2024 IMPACT REPORT

The Portland Winter Light Festival is a nonprofit event produced by the Willamette Light Brigade. Art installations are embedded in the urban landscape of the Central City and neighborhoods throughout Portland. The event is presented for free to the public and showcases light-based immersive public sculpture, performances, and live participatory events annually.

274,000

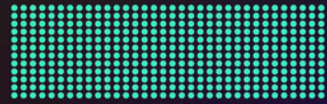
+32% FROM 2023 TOTAL ATTENDANCE – FEBRUARY 2-10, 2024



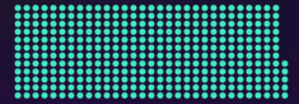
159 PUBLIC ART INSTALLATIONS



52 PERFORMANCES & LIVE EVENTS



417 ARTISTS & PERFORMERS



365 TOTAL VOLUNTEERS



116 PARTICIPATING BUSINESSES



98 VENUE LOCATIONS



7% STAYED IN HOTEL/BNB

ESTIMATED ECONOMIC IMPACT

\$10,054,000

ATTENDEES SPENT AN AVERAGE OF \$36.45 EACH

GUESTS CAME BY:



72%
CAR



21%
RAIL/BUS



6.4%
RIDESHARE



6%
BIKE



446,620
GOOGLE MAP VIEWS
+5.9%



161,000
WEBSITE VIEWS
+36.4%
JAN 1 - FEB 29



23,090
INSTAGRAM FOLLOWERS
53.1K
+REACH



25,597
FACEBOOK FOLLOWERS
172.3K
+REACH



14,209
MAILCHIMP CONTACTS
+10.4%



\$147,323
EARNED MEDIA
TV/RADIO/PRINT/DIGITAL
CALCULATED PR VALUE



PORTLAND WINTER LIGHT FESTIVAL

PDXWLF.COM

the WILLAMETTE LIGHT BRIGADE

Sources: Survey data, direct sample crowd count, Arts & Economic Prosperity 6 Report, Google Maps, Google Analytics

Sponsorship Levels and Benefits 2024-2025

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Radiant Sponsor - \$30,000+ **cash-only level

- Media engagement opportunity
- Mention in Festival press releases
- Dedicated email story and logo
- Logo recognition on PDXWLF main homepage sponsor list with link to website **Visible to 200K+ visitors*
- Logo on promotional materials, print and digital, pending timeline
- Two dedicated social media features
- Logo on festival signage
- Four+ tickets to VIP festival activity
- Logo recognition on PDXWLF Sponsorship page on website
- Cash-only recognition level

Shimmering Sponsor - \$20,000+

- Mention in Festival press releases
- Dedicated email story and logo
- Logo recognition on PDXWLF main homepage sponsor list **Visible to 200K+ visitors*
- Logo on promotional materials, print and digital, pending timeline
- One dedicated social media feature
- Logo on festival signage
- Four+ tickets to VIP festival activity
- Logo recognition on PDXWLF Sponsorship page on website

Sparkling Sponsor - \$15,000+

- Email mention
- Logo recognition on PDXWLF main homepage sponsor list
- Logo on promotional materials, print and digital, pending timeline
- One group social media feature
- Logo on festival signage
- Four+ tickets to VIP festival activity
- Logo recognition on PDXWLF Sponsorship page on website

Sponsorship Levels and Benefits 2024-2025

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Dazzling Sponsor - \$5,000+

- Logo on promotional materials
- Recognition on PDXWLF front page sponsorship list
- One group social media mention
- Logo on festival signage
- Two tickets to VIP festival activities
- Logo recognition on PDXWLF Sponsorship page on website

Light Ambassador Sponsor - \$3,000+

- One group social media mention
- Logo on festival signage
- Two tickets to VIP festival activities
- Logo recognition on PDXWLF Sponsorship page on website

Luminary Circle - \$1,500+

- Two tickets to VIP festival activities
- Recognition on PDXWLF Sponsorship page on website



Photo by Amy Sakurai art by Hoffman Construction




To Get Involved, Contact:

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Willamette Light Brigade

 director@pdxwlf.com

 pdxwlf.com

 lightthebridges.org

PORTLAND WINTER
LIGHT FESTIVAL



10th
ANNIVERSARY
FEB 7-15, 2025

the **WILLAMETTE**
LIGHT BRIGADE