



Winter Wonderland

Sponsorship Guide

November 26th, 2021 through January 1st, 2022



A Portland Holiday Tradition since 1993

A holiday tradition for 29 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.

A journey through Winter Wonderland has become a Holiday tradition for many families, friends, and social organizations to celebrate the spirit of the holiday season. Your 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 98 years, 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 largest light show in the Northwest, spanning the track at Portland International Raceway.



About Sunshine Division



Since early March of 2020, Sunshine Division has experienced nearly 9X the amount of need every week as a result of the COVID-19 crisis. Due to the high increase in the community's need for free food, Sunshine Division launched their "no contact" home delivery model, safely bringing food directly to the doorsteps of our neighbors in times of need. This emergency food delivery program is in conjunction with the Portland Police Bureau (PPB), a unique partner of Sunshine Division for nearly 100 years.

Since the onset of the pandemic, we have successfully delivered food boxes directly to more than 72,000 doorsteps of local families in crisis and distributed an additional 155,000+ distributions to local schools, first responders, and social services organizations to directly help families they work with. Through combined efforts of our new home delivery program, our emergency food distribution to local agencies, and via our two food pantry programs, **we've distributed over seven million total meals to more than 280,000 households, directly to our neighbors in the past sixteen months.**

Winter Wonderland 2020 Recap



10,400+

Social Media Followers



40,800+

Total # of Cars



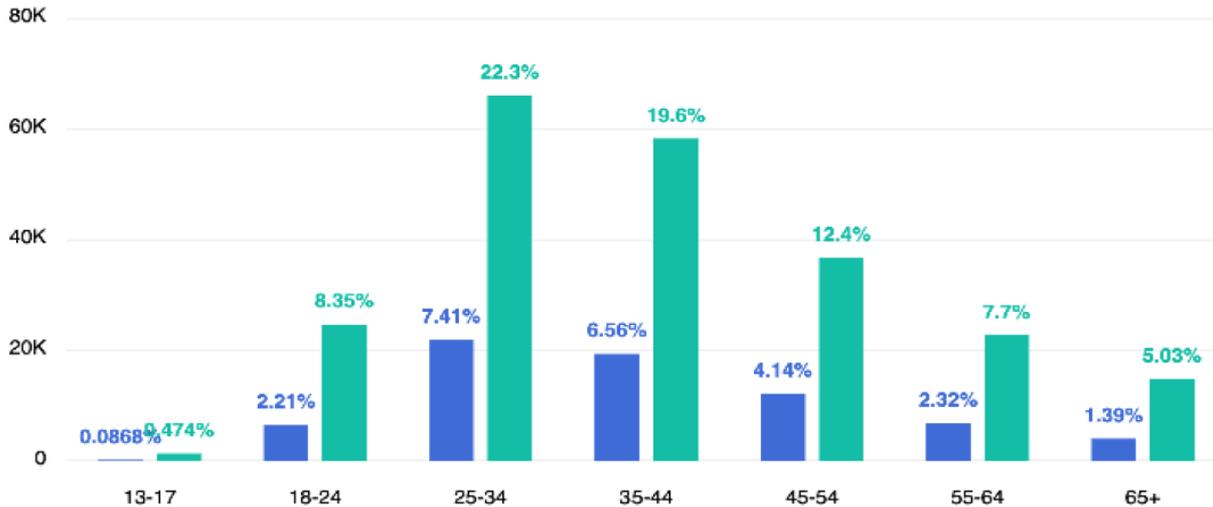
170,000+

Total # of People

25
CONSECUTIVE
SOLD OUT
SHOWS!

Audience Demographics:

24% Men 76% Women



TITLE SPONSOR:

SAFETYWAY
— Foundation —

"POWERED BY" SPONSOR:

Advantis
credit union

NAUTILUS inc.

GEICO

BOEING

Peet's
COFFEE

RIVER CITY
LIGHTS

Winter Wonderland 2020 Highlights



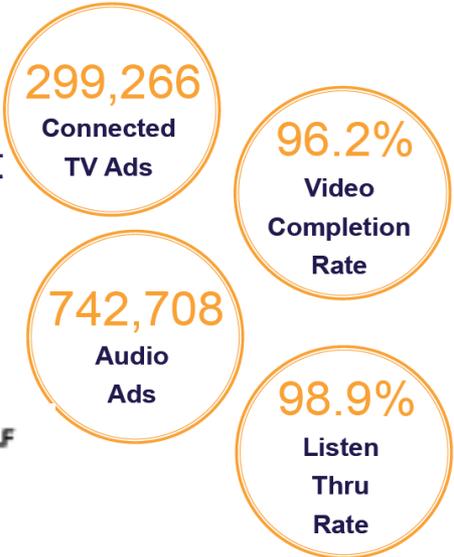
Virtual Goodie Bag Impressions



21,851
Total Scans

Media Highlights

1,379,010 total Impressions on comcast
79.0 reach
3.3 frequency Topline featured networks



Highest Performing Impressions from Connected TV Devices:

Android	79,098
Roku	72,469
iOS	30,602
Amazon Fire	29,369
Windows	27,175
Tizen	19,603
Chromecast	17,111
PlayStation	6,537
Apple TV	3,779

2020 Winter Wonderland Media Highlights



KATU (ABC) and NATU (MeTV affiliate) Broadcast Exposure

- 111x commercials and PSAs aired on KATU
- 167x commercials and PSAs aired on MeTV
- 3-4 minute live segments on AM Northwest & Afternoon Live
- KATU's production team updated :15 and :30 WWL commercials
- 2 additional news stories on TV & 2 main page website news stories

KOIN6 (CBS) Broadcast Exposure

- 151x total commercials across KOIN-TV, KRCW-TV, & Antenna-TV
- Live KOIN News AM Extra and virtual interview on 11.23.20
- 3x live weather hits on 11.30.20 with Natasha Stenbock
- 5x live weather hits on 2.02.20 with Natasha Stenbock
- 2x live AM News hits on 11.30.20 with Kohr Harlan
- 40x on-air promotional mentions for an 'Enter-toWin' contest on KOIN & KRCW
- 'Cwhat' interview and '6 Things This Weekend' highlight with CW host Nicole DeCosta

10 STORIES
2020 WINTER
WONDERLAND
COVERED IN
THE MEDIA

Winter Wonderland Title Sponsor

\$40,000 (exclusive opportunity)



With Opportunity to be the named title sponsor with company mention incorporated into all communications and logo design. Sponsor will be included in all sponsorship activities including on-site signage, promotions, media, sampling, and more.

Winter Wonderland Presenting Sponsor

\$25,000 (exclusive opportunity)

See Opportunity to be the named “powered by” sponsor with company mention incorporated into all communications and logo design. Sponsor will be included in all sponsorship activities including on-site signage, promotions, media, sampling, and more.

Winter Wonderland VIP Sponsor

\$20,000 (exclusive opportunity)



With this opportunity, your company will be integrated into nearly all areas of the event, including on TV, online & digital promotion, event media coverage and through exclusive branding at the VIP ticket holder experience. Your company will serve as the title sponsor for the Winter Wonderland VIP lane, with exposure through promotion ticket sales, pre-event communication and special VIP lane branding.

Additional Benefits

25 complimentary tickets included.

Host a night of your choosing for an opportunity to interact with attendees in a unique way.

Reserved table at 2021 Merry & Bright event

Your company will also be included in this year's digital packet with the ability to offer promotions of your choosing to all Winter Wonderland attendees.

Create your own custom light display for your company and have your name in lights for the entire run of the Winter Wonderland light show! Over 32,000 households will see your custom light display at this family-friendly holiday tradition. This includes setup, breakdown and storage for a year.

Please note, sponsors must provide and produce the light display (light display vendor information available if needed). Size, dimensions and power specs must be pre-approved by Sunshine Division. LED lights are required.

Holiday Sponsor

\$12,500 (3 available)



Have your company integrated into nearly all areas of the event, including on course signage. Host a night of your choosing for an opportunity to interact with attendees in a unique way. Sponsor will also be included within this year's digital packet with the ability to offer a promotion of your choosing for your company. Your logo will also be placed on the Winter Wonderland website. 25 complimentary tickets included.

Custom Light Sponsor

\$7,500 (multiple available)

See your name in lights! Create your own custom light display for your organization and have your name in lights for the entire run of the Winter Wonderland light show! Over 32,000 households will see your custom light display at this family-friendly holiday tradition. This includes setup, breakdown, and storage for a year. 25 complimentary tickets are included.

Please note, sponsors must provide and produce the light display (light display vendor information available if needed). Size, dimensions and power specs must be pre-approved by Sunshine Division. LED lights are required.

Special Event – Lights & Leashes



2019 Attendance:
Over 10,000 mammals

Presenting Sponsor
\$7,500 (exclusive opportunity)

Be the exclusive host for the special dog walk night, *Lights & Leashes*, held at Winter Wonderland on Tuesday, November 30th. As the title sponsor, you will have exclusive naming rights for this special evening event with the opportunity to greet each guest and give out company branded goodies to all walkers (provided by sponsor). You'll also receive space for an on-site company vehicle, social media highlights, website recognition and a sponsor tent space near the start line. 20 event tickets included.

Special Event - Bike the Lights Night

Presenting Sponsor
\$5,000 (exclusive opportunity)

Be the exclusive host for the special cycling event, Bike the Lights Night, held at Winter Wonderland on Monday, November 29th. As the title sponsor, you will have exclusive naming rights for this special evening event with the opportunity to greet each guest and give out company branded goodies to all attendees (provided by sponsor). You'll also receive space for an on-site company vehicle, social media highlights, website recognition and a sponsor tent space near the start line. 20 event tickets included.



2019 Attendance:
Over 2,500 cyclists

Custom Signage Display Sponsor

\$5,000 (multiple available)



Light up the night with one illuminated sponsor sign on the raceway track visible for all attendees near light display. One sponsor banner on PIR entry fence and 16 complimentary tickets are included.

Please note, 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, if needed.)

Digital Viewbook Sponsor

\$1,500 (multiple available)

Create an ad/special offer that will be available within the digital viewbook experience for the entire run of show. An estimated 115,000 families and individuals will see the viewbook. Additionally, receive \$1 off WWL tickets for your members/clients with a personalized online ticket code. 8 complimentary tickets included.

Vendor/ Food or Drink On-Site Sponsor

\$1,500 (multiple available)

Join a special night with vendor space at our Lights & Leashes or Bike the Lights Night. We also offer limited food and beverage options for attendees while they wait to enter the racetrack. If your company has a food and/or beverage cart/truck and would like to be physically present to offer refreshments to our guests as they wait, connect with us further so we may discuss possible opportunities.



PORTLAND POLICE BUREAU

est. 1923

THANK YOU!

For additional information, contact:

Curtis Carroll at curtis@sunshinedivision.org | 503.568.3660

Kyle Camberg at kyle@sunshinedivision.org | 503.577.6852