



SPONSORSHIP KIT
2019-2020

NOW IS YOUR CHANCE!

Be a part of Portland's thriving arts community with White Bird, the sole dance-only presenter west of the Rocky Mountains.

OUR MISSION:

White Bird is committed to bringing the best Portland-based, regional, national, and international dance companies to Portland, Oregon and to fostering the growth of dance in the region. Through presenting established and emerging companies and choreographers, commissioning and co-commissioning new work, as well as collaborating with other arts organizations in Portland and the region, we are able to make these dance performances possible.

WHAT ARE YOU SPONSORING ?

A partnership with White Bird entails sponsoring one of the 12 annual performances in White Bird's 2019-20 season. Our performances take place at the Arlene Schnitzer Concert Hall, the Newmark Theatre, and Lincoln Hall at Portland State University.

OUR REACH

23,739 Ticket Buyers in 2018-19

22,200+ Email database

8,000+ Social Media Followers

1,700 Subscribers, 65% renewal rate

Listings in The Oregonian, Willamette Week, Portland Mercury, Portland Monthly, Oregon Jewish Life, The Asian Reporter, and more.

OUR AUDIENCE

Ages 50-70 (Primary), 30-49 (Secondary)

72% Female, 27% Male

College and post-grad educated

Average income \$75,000+

Our 2019-2020 Season

12 Companies | 7 Countries





LEVELS OF SPONSORSHIP

Dance Series Show Sponsorship: **\$7,500**

Half Dance Series Show Sponsorship: **\$3,750**

*To be paired with a co-sponsor

Uncaged Show Sponsorship: **\$5,000**

Exclusive Event Sponsorship: **\$7,500**



SPONSOR BENEFITS

- Name/logo featured in print and digital advertisements for event (The Oregonian, Willamette Week, Portland Mercury, etc.)
- Half page ad in performance program (\$500 value)
- Name/logo on front of program (average 2,000)
- Name/logo on 1,400 posters and 11,000 handbills distributed throughout Portland Metro beginning 45 days prior to event
- Name/Logo in Facebook ads with total reach of 30,000
- Name/Logo in YouTube ads with an average reach of 40,000
- Name/Logo on Oregon Arts Watch digital ads reaching 10,000
- Email blast sent to 22,200 plus recipients with a link to corporate sponsor website
- Name/Logo in press release sent to over 140 media contacts
- Name/logo with links on White Bird website performance page
- Name/logo in White Bird lobby video shown throughout 19/20 season, reaching 22,000+

ADDITIONAL PERKS

- Skirted table in theater lobby during the performance, to be used for sponsor or non-profit chosen by sponsor
- Sponsor name included on Schnitzer Marquee (For Schnitzer shows)
- Signage at venue recognizing sponsor
- 8 prime seats to the performance --\$360 value (Note: These tickets are not tax-deductible, and you can choose not to accept them.)
- Acknowledgement by Co-Founders in evening's curtain speech
- An invitation for four to company's welcome dinner

YOUR SUPPORT ALLOWS US TO:

- Bring the worlds most sought after dance companies to Portland.
- Keep ticket prices affordable for our patrons, enabling discounts for students, artists, groups, seniors, and Oregon Trail Card holders
- Continue the NEST (No Empty Seats Today) program, which invites clients of human and social service organizations to attend performances for free
- Further develop our dance education program with Portland Public Schools
- Commission new and innovative works



“ I HAVE THE GREAT OPPORTUNITY TO TRAVEL THE WORLD AND EVERYWHERE I GO I SEEM TO HEAR ABOUT THE INCREDIBLE WHITE BIRD PROGRAM. PORTLAND HAS BECOME AN EVEN BETTER PLACE BECAUSE OF WHITE BIRD”

-MICHAEL CURRY
AWARD WINNING THEATRE DESIGNER

BEYOND BORDERS: BRINGING INTERNATIONAL DANCE TO PORTLAND

White Bird is committed to bringing a world of dance to our local community. Our programming has brought companies from over 20 countries to Portland as well as presenting the top dance companies in the United States.



QUESTIONS?

Contact Matthew Bade, Director of Revenue, Community and Artistic Partnerships

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