



Photo by Brett Nemecek art by KinSculpt

# Portland Winter Light Festival

February 7 - 15, 2025  
10 Year Anniversary

## Sponsorship Opportunities

*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



26.4% BROUGHT KIDS



97% WILL RETURN



83%

17%

FROM PDX METRO  
VISITORS





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



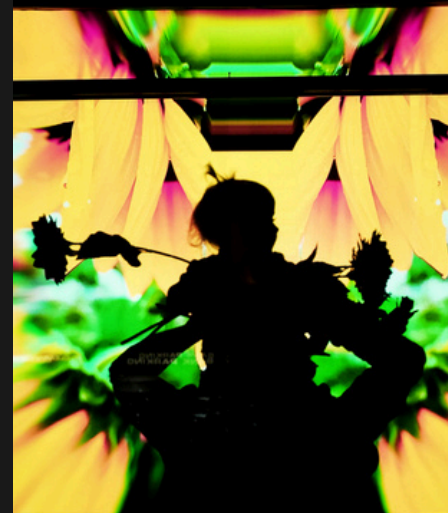
Photo by Brooke Hoyer

# 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.

## Attendance Growth



Art and photo by Projection Prologue



# PORTLAND WINTER LIGHT FESTIVAL

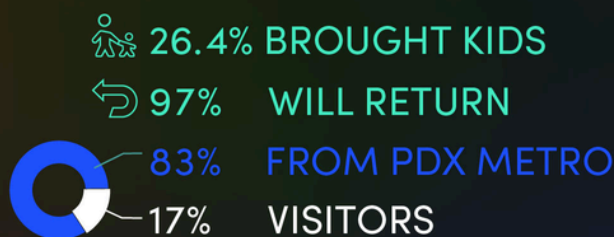
## 2024 IMPACT REPORT

FEB 2-10, 2024

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



# 2025 Sponsorship

	Radiant \$30,000+	Shimmering \$20,000+	Sparkling \$15,000+	Dazzling \$5,000+	Light Ambassador \$3,000+	Luminary Circle \$1,500+
<b>Media Engagement Opportunity</b>	✓					
<b>Mention in Festival Press Releases</b>	✓	✓				
<b>Email Promotion</b> 10K+ subscribers	Dedicated email story + Logo	Dedicated email story + Logo	Email mention + Logo			
<b>Logo on Promotional Materials</b> Print and digital, pending timeline	✓	✓	✓	✓		
<b>Recognition on PDXWLF Main Page Sponsor list</b> Organized by giving level	Logo with link to website	Logo	Logo	Name		
<b>Social Media Promotion</b> Visible to 40K+ followers	Two Dedicated Mentions	One Dedicated Mention	One Group Mention	One Group Mention	One Group Mention	
<b>Logo on Festival Signage</b> Visible to 200K+ attendees	✓	✓	✓	✓	✓	
<b>Tickets to VIP Festival Activity</b> Connect with other supporters of the Festival	Four+ Tickets	Four+ Tickets	Four Tickets	Two Tickets	Two Tickets	Two Tickets
<b>Recognition on PDXWLF Sponsorship Page</b> Up to 100K views	✓	✓	✓	✓	✓	✓



# To Get Involved, Contact:



[www.pdxwlf.com](http://www.pdxwlf.com)



[donate@pdxwlf.com](mailto:donate@pdxwlf.com)

