



FILMED BY BIKE
PORTLAND, OREGON

The World's Best Bike Movies

Tickets and
Will Call



Film Festival

 Global Cultural Movement

30-40 Tour Stops Worldwide, Year Round

- Australia
 - Chicago
 - Bend, OR
 - Santa Cruz
 - Squamish
 - Anchorage
 - L.A.
 - Detroit
 - Moab
 - Boise
 - Santa Fe
 - All over the U.S.
- + Many other cities**

Film Festival in Portland May 14-17, 2020

- 6 Distinct Film Programs
- Filmmaker Events
- Sponsor-able After Parties
- Afternoon Chats
- Bike Rides
- + Much more!**

FilmedByBike.org

“An utterly captivated audience”

- Ayleen Crotty, Festival Director



Our Audience

GLOBAL

Audience

Average age: 32
60% male
40% female

PORTLAND

Festival Attendees

Average age: 36
83% - Portland
8% - Elsewhere in OR
7% - Seattle
2% - Worldwide
58% male // 42% female

80%

Say they **spend**
a “**significant portion**”
of their income on
their active lifestyles.
Bike Gear * Travel * Health

Sponsorship Benefits

YEAR ROUND TOUR

*YOUR BRAND on screen
year round, worldwide*

Includes ALL of the Portland benefits

PORTLAND ONLY

*YOUR BRAND fully
integrated into the event*

On-screen + on-site engagement

Authentic, creative brand engagement

We're nimble, flexible and innovative. Tell us your brand marketing dreams.

Access to an international, **year round audience** of bike and outdoors enthusiasts.
30-40 tour stops a year

Brand video or ad in front of a captive theater audience **year round**
30-40 tour stops a year

Extra brand mentions **year round** prior to each tour show
30-40 tour stops a year

Dedicated social post talking about your brand to our audience with YOUR MESSAGE

Presenting sponsorship of an event aspect

Example: "Friday After Party, presented by YOUR BRAND"

Do you want to be known as the brand that makes cool Filmed by Bike event features happen?

Logo on Portland Festival collateral

On screen ad at Portland Festival (plays 60+ times all weekend long)

Brand video, movie or ad published on social

Your brand mark on our website year round

Rights to use this event as a marketing tool:

Align your brand with the vibrancy and power of Filmed by Bike

Discounted Screening Rights for company parties and employee social functions



Invest in Your Brand Awareness

\$5,000

30+ events

\$2,000

1 huge festival



We Are So Dedicated To our Sponsors

Goal: Our Fans love your brand

We ensure our fans know about your brand in an authentic style that creates a lasting, incredible impression.

- We make it easy for you.
- We can creatively integrate your brand into the event

A Captive Audience

We want our audience to know and love your brand.

Our attendees are relaxed, having a good time, and they're eager to hear what you have to say.

Let's work together to find creative ways for you to have on-site and annual presence with this audience - in a meaningful way!



GIVING BACK TO THE COMMUNITY

Filmed by Bike is a fundraiser for NW Documentary, a non-profit organization that helps people tell their stories through film.

We are a member of local and national bicycle advocacy organizations and endeavors: Bicycle Transportation Alliance, People for Bikes, Mt. Bike Oregon, Human Access Project, Gateway Green.

THIS IS NOT TRADITIONAL

Our international audience and enthusiastic crowd make Filmed by Bike an incredible event.

Educated, media savvy, engaged people who are selective with their purchases. A discerning audience that is often challenging to reach through traditional advertising.

Let's get creative! We want to make this work for you.

Join the Movement!

SPONSORSHIP CONTACT

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Film Still from
"Burrito and the Lightning Bolt"
Benedict Campbell, Oxford, Great Britain

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