



**FILMED BY BIKE**  
PORTLAND, OREGON

# The World's Best Bike Movies





# PDX 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 Filmmaker tChats
- Bike Rides
- + Much more!**

[FilmedByBike.org](http://FilmedByBike.org)

# “An utterly captivated audience”

- Ayleen Crotty, Festival Director



## Our Audience

### PORTLAND

#### Festival Attendees

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

### GLOBAL

#### Audience

Average age: 32  
60% male  
40% female

# 80%

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

# Extensive Sponsorship Benefits

- ✓ Authentic, creative brand engagement  
We want this to be an incredible brand experience for you. Tell us your brand marketing dreams.
- ✓ Intimate, powerful access to a **year round audience** of the modern workforce: vibrant, nimble and creative.
- ✓ Social media posts talking only about your brand, getting our audience excited for who you are. These posts include YOUR marketing messages.
- ✓ Presenting sponsor status for our Festival Headquarters. We talk about your brand every time we mention our Festival Headquarters.
- ✓ Logo on Portland Festival collateral.
- ✓ Brand ad in front of a captive theater audience (plays 60+ times, all festival weekend).
- ✓ Brand video, movie or ad published on social media.
- ✓ 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.
- ✓ Creative opportunities: onsite presence at the festival, host festival functions at your venue, etc.
- ✦ Much more!

**Invest in Your Brand Awareness**

~~Sponsorship Fee: \$2,000~~

**Complimentary!**  
Trade for office space use



# 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, vibrant 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 brand engagement - 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 and the National Interscholastic Cycling Assn.

## 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

Mary Mueller  
Mary@FilmedByBike.org  
(414) 614-5946



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

etnia