



FILMED BY BIKE

PORTLAND, OREGON

# THE WORLD'S BEST BIKE MOVIES



*"Cycle of Ancestry" Mario Ordonez-Calderon, Ryder England + Ari Bre Bre*



"Finding Her Possible - Tarra Gundrum" by Monica Garrison - Verona, Pennsylvania

# FILM FESTIVAL ✦ GLOBAL CULTURAL MOVEMENT

## FILM FESTIVAL + EVENTS

May 18-21, 2023

Portland, Oregon

Movies • Bike Rides • More!

## GLOBAL TOUR

Year Round, Worldwide

Strengthening Bike Communities

Funding Bike Projects

# SPONSORSHIP BENEFITS

## AUTHENTIC BRAND ENGAGEMENT

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

## YEAR ROUND AUDIENCE ACCESS

15-25 tour stops a year

## BRAND VIDEO OR AD ON SCREEN YEAR ROUND

15-25 tour stops a year

## BRAND MENTIONS YEAR ROUND

15-25 tour stops a year

## SOCIAL MEDIA MENTIONS

## PRESENTING SPONSORSHIP

Brand association with popular festival features

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

## ON-SITE PRESENCE (optional)

## LOGO ON PORTLAND COLLATERAL

## ON SCREEN AD IN PORTLAND - 50 PLACEMENTS

## BRAND VIDEO OR AD PUBLISHED ON SOCIAL

## BRAND MARK ON OUR WEBSITE YEAR ROUND

## RIGHT TO USE THIS EVENT AS A MARKETING TOOL

Align your brand with the culture, vibrancy + power of Filmed by Bike

## DISCOUNTED SCREENING RIGHTS

For company parties + employee socials or...

## YEAR ROUND TOUR

INCLUDES ALL PORTLAND BENEFITS

## PORTLAND FESTIVAL ONLY

✓

✓

✓

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✓

✓ 6 Times

✓ 2 Times

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## INVESTMENT:

**\$2,500**  
20+ events

**\$1,000**  
Local Focus



"Bike Life" Ben Franke

# CHANGING THE NARRATIVE

Our BIPOC Filmmaker Grant Fund Presented by Machines for Freedom awards cash grants of \$1,500 to filmmakers every year to help fund the production of bicycle films.

We are a supporter and member of local and national bicycle advocacy organizations and endeavors: Radical Adventure Riders, NICA, People for Bikes, The Street Trust, Mt. Bike Oregon, Human Access Project, Gateway Green.

# THIS IS NOT TRADITIONAL

In 2003, bike industry veteran Ayleen Crotty saw an opportunity to celebrate bike culture by hosting a film festival centered around bikes. **20 years later we're still here - stronger than ever.**

We are nimble, flexible, creative and modern - always at the forefront of new trends and niches and focused on inclusion.

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

# JOIN THE MOVEMENT

We value relationships + partnerships. That's why we're dedicated to our sponsors every step of the way.

When you join us as a sponsor, we'll ensure you get the brand marketing, exposure and experience you always wished you could have with other marketing opportunities.

"After the Storm" by Andy McKenna + Andy McCandlish



**SPONSORSHIP CONTACT**

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