



PRESENTED BY

PORTLAND'S
CENTERS FOR THE ARTS



2019-2020 Sponsorship Opportunities



NATIONAL GEOGRAPHIC LIVE

Shine the spotlight on your business through Portland'5 and *National Geographic Live*

Behind every great *National Geographic* story there is a great storyteller: the adventurers, writers, photographers, filmmakers, scientists, and explorers who bring the world home. Through *National Geographic Live*, a rich public program of speakers, these storytellers are presented on stages worldwide.

Portland'5 Centers for the Arts and *National Geographic Live* joined forces in 2016 to bring the inaugural three-part speaker series to the Newmark Theatre. We are pleased to announce the all new 2019-2020 season featuring fresh topics, speakers and adventures. See page 5 for the upcoming season's speakers and topics.

As audiences around the world have discovered, *National Geographic Live* events are lavishly illustrated, firsthand presentations by dynamic individuals who travel the world to get the powerful stories and images you've seen on the National Geographic Channel and in *National Geographic* magazine.

We invite you to partner with us through amazing sponsorship and advertising opportunities.



Contact: Scott Abts, Marketing & Promotions Coordinator
503-274-6578 | scottabts@portland5.com



THE AUDIENCE

1. **National Geographic Live ticket purchasers are curious about the world.** They prefer entertainment that enriches their knowledge of the world. They like to visit science/natural history and cultural/art museums, as well as cultural events like festivals, concerts, or films.
2. **They're not just observers.** These ticket purchasers like to get out and experience the world first-hand by participating in outdoor recreating, taking classes or workshops, and working on their own photography.
3. **They are travelers and explorers.** Reflecting their curious streak, nearly all have traveled for leisure within the past year, many internationally. They are also interested in exploration and today's explorers, even if their own travel might not include roughing it.
4. **Patrons support causes that matter.** Half regularly donate to causes, movements, or charities they believe in and three in ten purchase from nonprofits whenever possible. Just under half volunteer on a regular basis.
5. **They are tech savvy and social online.** Most *National Geographic Live* patrons use a smart phone. Many are also regular users of Facebook and LinkedIn. Those younger than 45 are more likely to use all social media, including Twitter and Instagram.

NATIONAL GEOGRAPHIC TICKET PURCHASERS

75% Age 45 or older
54% age 55 or older

66% Female

50% Have a graduate degree
Virtually all have a college degree

75% Household income of \$75,000+
60% have a HH income of \$100,000+
(U.S. median HH income is \$51,371)

10% Have children in the household
25% have grandchildren under 18

- **40,000 Portland'5 Presents programs** are printed each season and distributed to attending audience members, events, Portland Visitors Centers, and local hotels.
- **Over 48,000 patrons visited the *National Geographic Live* pages** on Portland'5 website in the 2017-2018 season. Over 250,000 Portland'5 Email Subscribers received information about *National Geographic Live* presentations.
- **56% of our patrons have expressed the wish for more business advertising** within Portland'5 venues, stating that they would be more likely to purchase services from businesses who advertised with us.



2019–20 SEASON



Annie Griffiths — Photojournalist **PHOTOGRAPHY WITHOUT BORDERS**

One of National Geographic's most celebrated female photographers shares images and stories from the globetrotting career that has taken her from Bedouin campfires to Argentinian horse whisperers.



Damien Mander — Conservationist **AKASHINGA: THE BRAVE ONES**

Follow Damien Mander's fascinating journey from building a career in the male-dominated world of special forces to forming the first all-female ranger unit in Zimbabwe—and learn about the inspiring women he's training to protect Africa's ecosystems from poachers.



Shannon Wild — Photographer & Cinematographer **PURSUIT OF THE BLACK PANTHER**

Shannon Wild has been charged by an elephant, bitten by snakes and lizards, and mauled by a cheetah, but her most difficult assignment may be filming a rare and elusive black panther in southern India.



Tim Laman — Photographer **Cheryl Knott — Biological Anthropologist** **ADVENTURES AMONG ORANGUTANS**

Learn how Cheryl Knott and Tim Laman are combining innovative new techniques with old-fashioned field work to gain a closer look at orangutans—an intelligent, resourceful, and threatened species, and one of the most difficult large land animals to study.



Kakani Katija — Bioengineer & Research Diver **DESIGNED BY NATURE**

Bioengineer and research diver Kakani Katija takes you deep into the midwaters of the ocean—one of the least explored ecosystems on our planet—and shares how its inhabitants could lead to breakthroughs in bio-inspired design.



SERIES SPONSOR

Let the community know that you support Portland'5, National Geographic, nature, wildlife and science by becoming a Series Sponsor.

As a Series Sponsor, you will receive these benefits:

- Business Logo placement as Series Sponsor for all five presentations
 - On Portland'5 Presents *National Geographic Live* website pages
 - In Portland'5 Presents subscriber emails regarding *National Geographic Live*
 - In Portland'5 annual brochures *National Geographic Live* pages
 - On associated Portland'5 Presents *National Geographic Live* print advertising
- Acknowledgment on Portland'5 Facebook and Twitter *National Geographic Live* posts
- Half-Page ad in Portland'5 Presents annual brochure
- Pre-show on-screen advertisement at all *National Geographic Live* presentations
 - Advertising loop runs 30-minutes prior to each performance
- Pre-show announcement that your business supports Portland'5 and *National Geographic Live*
- Opportunity to distribute business literature at *National Geographic Live* presentations*
 - Optional display area with 8' table. Bring in samples, literature, signs or activities and engage with the audience

PACKAGE PRICE: \$10,000

* Sponsor will provide printed materials to Portland'5 for distribution.

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SINGLE PRESENTATION SPONSOR

When you are a Single Presentation Sponsor, you can select your favorite presentation from the series! Secure your sponsorship now for best choice.

As a single presentation sponsor, you will receive these benefits:

- Business Logo placement as Presentation Sponsor
 - On Portland'5 Presents *National Geographic Live* event page specific to sponsored event
 - In Portland'5 Presents *National Geographic Live* emails specific to sponsored event
 - On Portland'5 Presents *National Geographic Live* print advertising specific to sponsored event
 - In Portland'5 annual brochures specific to *National Geographic Live* sponsored event**
- Pre-show on-screen advertising of sponsored presentation
 - Advertising loop runs 30-minutes prior to each performance
- Opportunity to distribute business literature at *National Geographic Live* presentations*
 - Optional display area with 8' table. Bring in samples, literature, signs or activities and engage with the audience
- Pre-show announcement that your business supports Portland'5 and *National Geographic Live*

PACKAGE PRICE: \$3,000

* Sponsor will provide printed materials to Portland'5 for distribution.

** Annual Brochure placement limited to print production schedules.

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SCHEDULE YOUR ADVERTISING SPACE TODAY

Scott Abts

Marketing and Promotions Coordinator
Portland's Centers for the Arts

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Tens of thousands of patrons visit Portland's venues each year.