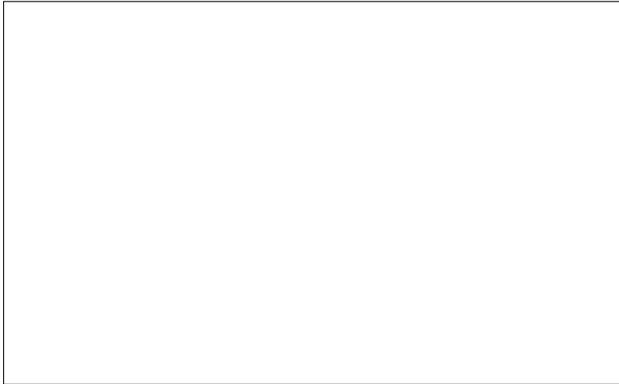


# PORTLAND'S CENTERS FOR THE ARTS

## ADVERTISING & SPONSORSHIP INFORMATION



PORTLAND'S  
**ARLENE SCHNITZER**  
CONCERT HALL



PORTLAND'S  
**BRUNISH**  
THEATRE



PORTLAND'S  
**KELLER**  
AUDITORIUM



PORTLAND'S  
**NEWMARK**  
THEATRE



PORTLAND'S  
**WINNINGSTAD**  
THEATRE





# WHAT IS PORTLAND'S ANYWAY?

In short, PORTLAND'S (pronounced Portland'-Five) is the operational organization and steward of the five theaters owned by the City of Portland: Keller Auditorium, Arlene Schnitzer Concert Hall, Newmark Theatre, Delores Winningstad Theatre, and Brunish Theatre. These five theaters host nearly 1,000 events and 1,000,000 visitors each season.



Originally erected in 1917, the Keller Auditorium was Portland's first publicly-owned assembly center. A total renovation in 1968 brought us the venue we know today. In 2000, a generous grant from Richard B. Keller was used to upgrade much of the 1960s interior, staging and lighting. Seating nearly 3,000 patrons, the Keller holds the largest indoor stage in Oregon.

Still retaining much of its original opulence, the Arlene Schnitzer Concert Hall has been in use since 1928. Originally built as a movie house and a vaudeville hall, the Schnitz (as it is called by locals) was placed on the National Historic Register in 1976, purchased by the City of Portland in 1983, and restored in 1984 through a generous grant from Arlene and Harold Schnitzer. With the iconic PORTLAND sign, the venue seats nearly 2,800 patrons.



Housed inside the Antoinette Hatfield Hall are the remaining three PORTLAND'S theaters. The Newmark is a 924-seat Edwardian-style hall where the furthest seat is just 65 feet from the stage. The Winningstad has 304 seats and is a courtyard-style theater with flexible seating arrangements. The Brunish is a true black box theatre venue that may be configured for meetings, dinners, conferences, weddings, and performances with a capacity of 200 seats. **Together, these theaters are your PORTLAND'S.**



# PORTLAND'S PRESENTS



PORTLAND'S  
CENTERS FOR THE ARTS

THIS IS WHERE YOUR BUSINESS ENTERS THE PICTURE.

Portland's Presents is dedicated to expanding the palette of art by creating a performance season of diverse and educational offerings that compliment events presented by Resident Companies and promoters.

When you advertise with Portland's, not only do you gain access to an affluent and educated audience, you support arts and culture in the Portland Metro region. Advertising dollars allow Portland's to present diverse programming. Show your support by advertising and the PORTLAND'S audience will thank you.

## JUST A FEW PORTLAND'S PRESENTS ARTISTS FROM YEAR'S PAST



Black Violin - Feb. 4, 2016

Ron White - May 27, 2016

Jane Lynch - Jun. 1, 2016

Branford Marsalis - Feb. 16, 2017

Brian Setzer - Dec. 27, 2016

KANSAS - Apr. 28, 2017

Los Tigres del Norte - Aug. 19, 2017

The Hip Hop Nutcracker - Nov. 15, 2017

Lyle Lovett - Jul. 17, 2017

Idina Menzel - Aug. 23, 2018

Ron Lowe - May 4, 2018

Penn & Teller - Sep. 14, 2018

Flor de Toloache - Sep. 5, 2019

*Imagine your advertisement in the program, on the print-at-home ticket, or the physical ticket of performers like these. Contact Scott Abts at 503.274.6578 or [scottabts@portland5.com](mailto:scottabts@portland5.com) to present your business to the PORTLAND'S audience.*



# UPCOMING EVENTS

Here are just a few of the performances in the PORTLAND'S PRESENTS season. Availability is limited on all packages. Confirm your advertising plan now and get the best ad program and placement.



## **NATIONAL GEOGRAPHIC LIVE**

**Series: October 7, 2019 - May 5, 2020 - Newmark Theater**

Experience a lavishly illustrated five-presentaion series of firsthand experiences by dynamic individuals who travel the world to get the powerful stories and images seen on the *National Geographic Channel* and in *National Geographic* magazine.



## **MARTHA REDBONE TRIO**

**January 18, 2020 - Winningstad Theatre**

A multi award-winning musician, Redbone is celebrated for her tasty gumbo of roots music embodying the folk and mountain blues sounds of her childhood in the Appalachian hills of Kentucky mixed with the eclectic grit of her teenage years in pre-gentrified Brooklyn.



## **CIRQUE FLIP FABRIQUE: BLIZZARD**

**January 26, 2020 - Keller Auditorium**

With Blizzard, FLIP Fabrique takes you on a crazy, poetic and gentle journey in the dead of winter, and invites you to lose yourself in a moment of complete wonder. With outstanding visual poetry, Blizzard promises to blow away everything in its path.



## **DRUM TAO 2020**

**April 23, 2020 - Keller Auditorium**

DRUM TAO's stage is created through phenomenal performances and expressions consisting of incomparable "Wadaiko-drums" and the beautiful melody of Japanese flutes and harps. It is the "Japanese Entertainment" for a new generation that completely surpasses expectations.



## **BLACK VIOLIN**

**May 6, 2020 - Keller Auditorium**

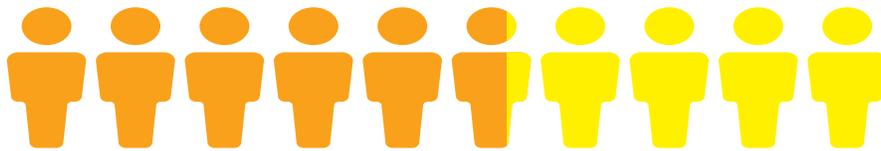
Black Violin is led by classically trained string players Wil B. (viola) and Kev Marcus (violin). Joining them onstage are DJ SPS and drummer Nat Stokes. The band uses their unique blend of classical and hip-hop music, often described as "classical boom", to challenge stereotypes.



# PORTLAND'S AUDIENCE & REACH

# 1,000,000

PEOPLE ATTENDED 946 PERFORMANCES\* AT PORTLAND'S



**56%** of our audience has expressed the wish for **MORE BUSINESS ADVERTISING** within PORTLAND'S venues

That's over half a million people every year looking to support businesses that support the arts! How do you capture this valuable population and ensure their patronage? Give them what they want, advertise with PORTLAND'S!

## PORTLAND'S AUDIENCE

### DEMOGRAPHICS

58% female  
71% 25-54  
\$75,000+ avg. income

### TOP 3 INTERESTS

- Travel & Hotel
- Home & Garden/ Home Decor
- Employment

### AFFINITY CATEGORIES

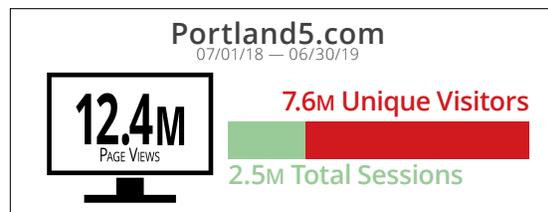
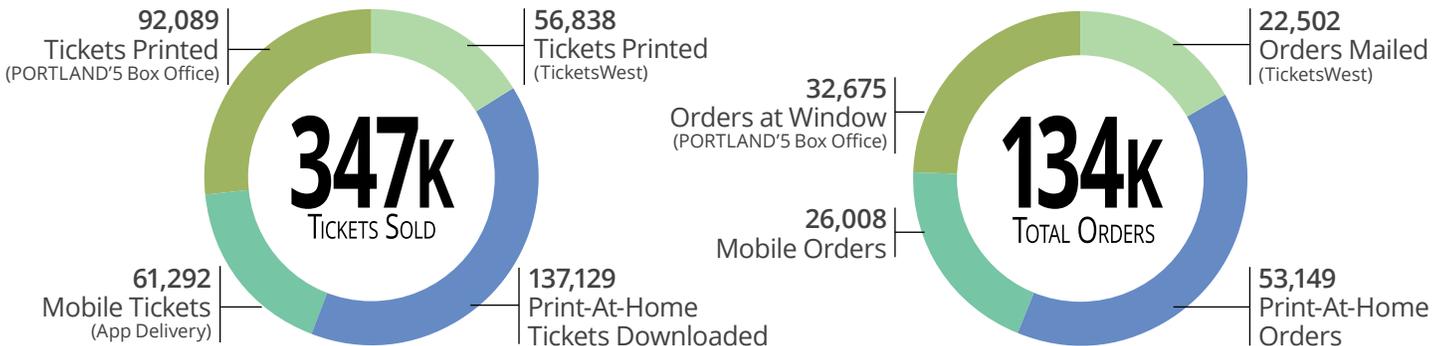
- Shopping
- Food & Dining
- Arts & Theater

### TOP 5 CITIES

- Portland
- Seattle
- Vancouver
- Beaverton
- San Francisco

Google Analytics 7/18 - 6/19

2018-19 PORTLAND'S SEASON



\*2018-2019 Season: Includes resident companies and non-ticketed events



# PARTNERSHIP OPPORTUNITIES

## SEASON PARTNER PACKAGE

*(one available per season)*

**As the Portland'5 Season Partner, you receive these benefits:**

- "Where to..." Carousel Ad - All Theatre pages
- Featured Business Listing - All Theatre pages
- Weekly Marketing Email Ad – Banner
- Print-At-Home Ticket Ad - As Available
- Season Program Ad - Inside cover

### **Additional Benefits**

Two Facebook and Twitter mentions per month  
**plus** Recognition in pre-show curtain speech for Portland'5 Presents series *(show by show basis)*

### **Bonus Perks** *(space permitting)*

Hatfield Hall Marquee  
Poster case

**Package Price: \$45,000**

## PERFORMANCE PARTNER

*(one per performance)*

**Support your favorite performance during the season! When you are a Performance Partner, you receive these benefits:**

Logo and partnership acknowledgment on:

- Season program with performance description *(based on printing schedule)*
- Portland'5.com performance page
- Subscriber emails highlighting performance
- All performance-related print advertising

Text acknowledgment of partnership on performance related Facebook and Twitter posts

Text acknowledgment of partnership on Performance Print-At-Home Tickets

**Package Price: \$3,500**

*TV, radio, and print outlets...  
Ask about media support packages!*

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*Last season, over 55,000 people visited the  
"Where to Eat" and "Where to Stay" pages on Portland5.com*

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### **Interested in more sponsorship opportunities?**

*See page 10 about other Portland'5 Presents programs including:  
Educational Outreach Events, Music on Main,  
National Geographic Live, and Noontime Showcase*



# ADVERTISING OPPORTUNITIES

## COMPLIMENTARY BUSINESS LISTING

**Restaurant - 'Where to Eat' page**

**Hotel - 'Where to Stay' page**

We provide a complimentary listing on our website of restaurants and hotels near our venues as a service to our patrons. Listings include business name, address, phone number, and non-active website URL. Just email or call to be listed!

## FEATURED WEB LISTING

**'Where to Eat' page**

Schnitzer - \$750/qtr \$2,500/yr

Keller - \$750/qtr \$2,500/yr

Newmark, Winningstad, Brunish - \$550/qtr \$1,900/yr

**'Where to Stay' page**

Schnitzer - \$450/qtr \$1,500/yr

Keller - \$450/qtr \$1,500/yr

Newmark, Winningstad, Brunish - \$350/qtr \$1,150/yr

Featured listing includes: priority placement of your logo, business name, address, phone number, active web link, and a 60-word description.

## WEB CAROUSEL AD BUY-UP

**'Where to Eat' page**

Schnitzer - \$1,175/qtr \$4,500/yr

Keller - \$1,175/qtr \$4,500/yr

Newmark, Winningstad, Brunish - \$900/qtr \$3,500/yr

**'Where to Stay' page**

Schnitzer - \$750/qtr \$2,500/yr

Keller - \$750/qtr \$2,500/yr

Newmark, Winningstad, Brunish - \$550/qtr \$1,800/yr

Take your listing to the next level with a Carousel Ad at the top of the "Where To" pages on the Portland'5 website. Space is limited to four carousel ads at a time, so your business is highlighted to customers.

## WEEKLY MARKETING EMAIL AD

**Banner Ad - Top Position**

\$1,400/qtr - \$5,400/yr Sold for 19-20 season

**Banner Ad - Middle Position**

\$1,100/qtr \$4,000/yr

**Banner Ad - Bottom Position**

\$800/qtr \$2,500/yr

The Portland'5 Weekly Email has over **300,000 subscribers**. Build awareness of your business to those attending performances. Banner Ads are 600x100 px and linked to the URL of your choice.

## TICKET STOCK AD

**2.5" x 2" - \$12,000/year**

Over **145,000 tickets** are printed through our box office, will-call locations, and mail orders each season. Utilize valuable space on the back of each ticket to tell people about your business. Ticket stock advertising is just 8 cents per impression.

## PRINT-AT-HOME TICKET AD

**Large Ad - 4" x 4.5"**

Schnitzer - \$2,600/qtr - \$9,000/yr Sold for 19-20 season

Keller - \$2,600/qtr - \$9,000/yr Sold for 19-20 season

Newmark, Winningstad, Brunish - \$1,100/qtr \$4,000/yr

**Small Ad - 4" x 2.25"**

Schnitzer - \$1,500/qtr \$5,000/yr

Keller - \$1,500/qtr \$5,000/yr

Newmark, Winningstad, Brunish - \$700/qtr \$2,500/yr

Over **167,000 Print-At-Home tickets** were downloaded during the 2016-17 season. Tickets were for any event that was sold through the Portland'5 ticketing system. Patrons will see your information **before** they start planning their night out on the town.

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**Contact Scott Abts for program and sponsorship details.**

**503-274-6578 or [scottabts@portland5.com](mailto:scottabts@portland5.com)**

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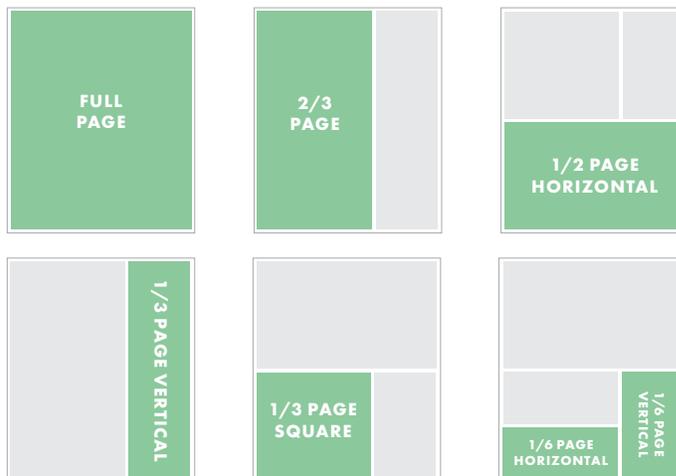


# PORTLAND'S PRESENTS PROGRAM

AD SIZE	DIMENSIONS	ANNUAL PRICE
Back Cover	Bleed: 8.875" x 11.375" — Trim: 8.375" x 10.875" Live area: 7.875" x 10.375"	Reserved for 2019-2020 \$4000
Inside Front/Back	Bleed: 8.875" x 11.375" — Trim: 8.375" x 10.875" Live area: 7.875" x 10.375"	Inside front reserved for 19-20 \$3750
Full Page	Bleed: 8.875" x 11.375" — Trim: 8.375" x 10.875" Live area: 7.875" x 10.375" Non-bleed: 7.875" x 10.375"	\$3500
2/3 Page	5.1" x 9.625"	\$2250
1/2 Page	Horizontal: 7.75" x 4.75"	\$2000
1/3 Page	Vertical: 2.4" x 9.625 — Horizontal: 5.1" x 4.75"	\$1250
1/6 Page	Vertical: 2.4" x 4.75" — Horizontal: 5.1" x 2.25"	\$700

**TRIM SIZE: 8.375x10.875**

**Next issue publishes July 1, 2019. Reserve your space now for best placement.**





# SPONSORSHIP OPPORTUNITIES

## NATIONAL GEOGRAPHIC LIVE

*National Geographic Live* is the live events division of *National Geographic* magazine. With a broad roster of talent including renowned photographers, scientists, authors, filmmakers, and adventurers, *National Geographic Live's* critically-acclaimed programs have connected with audiences worldwide for over a century.

Opportunities include:

- Season (five-presentation) Sponsor
- Single-presentation Sponsor
- On-screen advertising (pre-show)
- Active space in lobby
- Media Partner

## EDUCATIONAL ENGAGEMENT EVENTS

Through our Education Program, Portland'5 Centers for the Arts provides access to Title I students with a diverse selection of world-class performing arts and lectures. We offer no-cost performances in our venues and in the community, career shadow opportunities, summer internships, and curriculum support.

Opportunities include:

- Season Sponsor
- Single-presentation Sponsor
- Program Donors\*

## MUSIC ON MAIN

On Wednesday evenings in July and August, Portland'5 takes advantage of the stunning summer weather in Portland to present our FREE outdoor concert series. The concerts feature popular local and regional musicians performing a diverse collection of music.

Opportunities include:

- Title (series) Sponsor
- Single-show sponsorship
- Active space on Main Street
- Banner advertising
- Media Partner

## NOONTIME SHOWCASE

The Noontime Showcase is a FREE brown bag performance series presented by the Portland'5 volunteers. The concerts feature a wide variety of artists and styles. A monthly show is held inside Antoinette Hatfield Hall during most of the year. Noontime Showcase moves outdoors to Main Street during the summer months, and moves to a weekly schedule, as part of Summer Arts on Main. Opportunities include:

- Title (series) Sponsor
- Single-show sponsorship
- Active space on Hatfield Hall/Main Street
- Banner Advertising
- Media Partner

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**Contact Scott Abts for program and sponsorship details.**

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\*Donations made to the Portland'5 Centers for the Arts Foundation could be tax deductible. Consult your financial advisor.



# SCHEDULE YOUR ADVERTISING SPACE TODAY

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***Scott Abts***

*Marketing and Promotions Coordinator  
Portland'5 Centers for the Arts*

*503-274-6578*

*scottabts@portland5.com*

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*Tens of thousands of patrons visit PORTLAND'5 venues each year.*