



Portland Pedal Power

DELIVERY AND ACTIVE ADVERTISING BY BICYCLE



SPONSORSHIP
MEDIA KIT



Portland Pedal Power

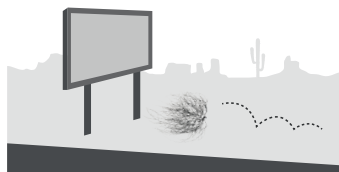
SPONSORSHIP

Portland Pedal Power offers active advertising, catering, and delivery to the hottest offices in town. We work to provide unique visibility and engaged outreach to a hyperlocal audience. Boost your brand by bike with the evolution of out-of-home advertising. Our bike is your canvas.

ACTIVE ADVERTISING

- ✓ Impressions with impact
- ✓ Brand ambassadors
- ✓ Integrated social media

IMPRESSIONS



static advertising

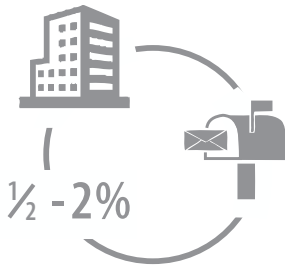
VS



active advertising

Our bikes circulate during peak hours in the busy urban core. Your message reaches a valuable target audience of local consumers, resulting in approximately **330,000 total impressions** and **230,000 unique impressions** per month.

BRAND AMBASSADORS



Average ROI for Direct Mail Campaigns

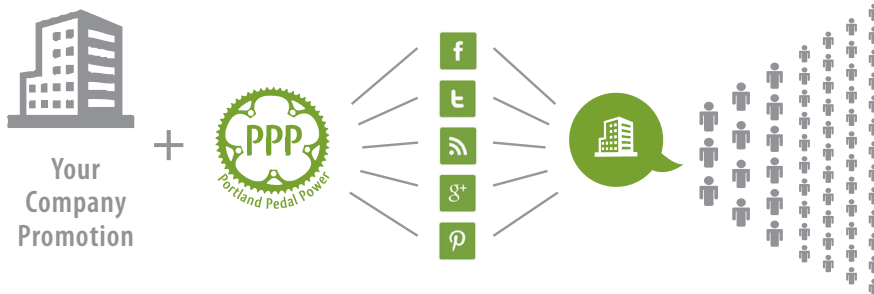
VS



Average ROI for PPP Interactive Promotion

Our friendly **Brand Ambassador** riders are briefed on every campaign and are armed with your distinct messaging and collateral, giving a uniquely human touch to your message. Event activations and direct outreach can be worked into any campaign.

SOCIAL MEDIA



Our social media followers are genuine and engaged. They are foodies and bike enthusiasts interested in active lifestyles, healthy local food, bike culture, and sustainability. Across our wide range of social networks we average at least **100,000 impressions** per month. We create sponsor inspired blog content and send targeted newsletters to our large customer base.



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SPONSORSHIP



SPONSORSHIP PACKAGES

Our flexible packages start at **\$3000/month** and can be tailored to your needs, incorporating a valuable intersection of outdoor advertising, event outreach, and social media integration.

- ✓ **Direct to Corporate Promotions**
We can leverage our corporate alliances to get your special promotions and offers directly into the hottest offices and restaurants in town.
- ✓ **Event Activations**
Target your ideal customers where they play. Brand Ambassador riders can easily navigate highly populated events and festivals with your dedicated event bike, providing face to face outreach and direct promotion.
- ✓ **Live Social Media**
Our Brand Ambassador riders post live social of your ad bike in action while they are on the road, promoting your messaging in a unique and genuine format.

2015 SPONSORS

Providence Healthcare	Willamette Week	US Agencies
Cambia LPGA	Gluten Free Gem Bakery	NW Film Center
Pacific Power	Whole Foods	GenZe by Mahindra
OPB	Point West Credit Union	GoGreen Conferences
Portland Art Museum	Ecotrust	Bicycle Transportation Alliance

“PPP goes beyond advertising and delivery. They help us with demand generation, they bring us as many customers as we bring to them...We look forward to doing more unique things with them this year in terms of reaching out to new potential customers and helping us grow our business even more.”

- Michael Madigan
Owner of Bowery Bagels, KitchenCru and Remedy Wine Bar



To become a Portland Pedal Power Sponsor, email sales@portlandpedalpower.com

503.764.1415 | PORTLANDPEDALPOWER.COM | SALES@PORTLANDPEDALPOWER.COM

Delivering local food and active advertising to Portland since 2009



Portland Pedal Power is committed to contributing to sustainable business practices and reduced greenhouse gases. We work to create more livable communities and healthy jobs.

