



# PORTLAND TRACK

2018 Sponsorship Opportunities



### Who is Portland Track?

Portland Track is the leading voice of the Portland, Oregon track and field community, bringing together fans, athletes, and coaches to celebrate the sport. Through a variety of events, including our flagship Portland Track Festival, Portland Track is committed to elevating track and field in Portland and across the United States and North America.



Athletes First. It's our focus and purpose.

As we celebrate the victory, we also honor the deeper spirit of sport and competition, celebrating the effort and the pursuit of a type of perfection. Being an organization that creates events for intense competition, it's easy to celebrate victory, especially the victory of the fastest, the strongest, and the most famous, but in a broader spirit, Portland Track puts all athletes first; before, during, and after events. The way we accomplish this is numerous, but within our decision-making process, we ask ourselves a simple question,

“Does this decision put the Athlete First?”

The answer to that question drives everything we do.



## 2018 Events

June 2 & 3 - Portland Track Festival Youth Meet

June 9 & 10 - Portland Track Festival

June 15 - Stumptown Twilight Track Meet

October 28 - PDXC Middle School Cross Country Championship

## Portland Track Festival History

**2008** / The inaugural Portland Track Festival brings the first prize money track event to Portland since the former Oregon Track Classic.

**2009** / Lewis and Clark College became the new home of PTF and the meet featured one of the deepest high school mile fields of all time, including several future NCAA champions and 2016 Olympian Robby Andrews.

**2010** / The PTF continued to grow as a proving ground for professional athletes on the west coast. 2012-16 Olympian Kim Conley won the Women's 5000 in a breakout season and Ed Moran turned in the meet's first sub-13:30 in the men's race; a record that lasted until 2014.

**2011** / The Women's 5000 was the highlight again with four Olympians – Amy Hastings Cragg, Desiree Davila Linden, Kim Conley, and Amy Yoder Begley leading seven women under 16 minutes including Cragg's world championship qualifying time of 15:19.61.

**2012** / The Olympic year increased the spotlight on the PTF as newcomers and veteran athletes used the meet as final preparation for the Olympic Trials in Eugene and Olympic Games in London. The meet got off to a great start when 16 women qualified for the Olympic Trials in the 10,000. From there it only got better with OT qualifiers in nearly every event, including Dathan Ritzenhein's amazing 5000 meter double where he ran an Olympic qualifying time of 13:19.78 to win the Elite section and came back 30 minutes later to win the Open section in his second sub-14 performance of the night.

**2013** / This was the breakout year for high school phenom Mary Cain. Throughout the spring Cain was breaking middle-distance records during her junior season. She stopped at the PTF attempting to add a qualifying mark for the World Championships in the 5000m. Cain played it safe, running right on pace in the middle of the professional field but holding the same attention as the leaders. She cut it close but hit the mark and set a National High School Record in the process.

**2014** / The meet continued to grow in size and depth reaching 296 athletes, highlighted by dozens of Olympians from the US, Canada, Australia, and beyond. The London Olympic double gold medalist Mo Farah won the Men's 5,000m High-Performance race and was swarmed by fans following the final race of the night.

**2015** / Momentum for the PTF swelled with 528 athletes competing. Meet records fell in the Women's 800m (1:59), Women's steeplechase (9:45), Men's steeplechase (8:26), Women's 1500m (4:07), and Women's 5,000m (15:07). However, the show stopper was a 1500m duel between Evan Jager and Garrett Heath that ended with Jager taking the victory with a world-leading time of 3:32.97.

**2016** / On the Road to Rio, 37 athletes qualified for the Olympic Trials at the Portland Track Festival and 16 athletes hit the automatic qualifying time for the Games. The bittersweet moment of the meet came when Akron Zips standout, Clayton Murphy, missed the Olympic Standard for the men's 1500m by three-hundredths of a second. This heartbreaking moment set Murphy on a fascinating new path to victory as he switched to the 800 and stunned fans and competitors alike by earning a Bronze Medal in London.

**2017** / Track and Field headed back to London in 2017 for the IAAF World Championships. To do our part the Portland Track Festival qualified 43 athletes to the USATF Championships and 16 of those also achieved the qualifying times required to toe the line in London.

**Onward** / 2018 promises to be an exciting year as we debut a speaker series in March and add new events to the yearly calendar. Portland Track's ten-year plan includes the addition of road races and the building of an indoor track facility.

Steadfast in our pursuits, the focus remains on putting the athlete first. Join us in elevating the sport, bringing exciting competition to Portland, and highlighting the fun atmosphere of Tracklandia.

# 2017 IN REVIEW

**1,014** Participants Run the Youth Track Meet

**650** High Performance Athletes Compete at Portland Track Festival

**150** Athletes Prepare for the USATF Championship at the Stumptown Twilight Meet

**1,450** Middle School Harriers run PDXC

**Nine** Olympians Mixing it Up with Local Elites and Signing Autographs for Youngsters

**82** Flotrack Videos from the Portland Track Festival Streamed to Fans Around the Globe

**35,400** Unique Visitors at PortlandTrack.com

**One** Unicycler Playing Flaming Bagpipes, Because this is Tracklandia



## 2018 Sponsorship Levels

Title  
\$20,000

Gold  
\$10,000

Silver  
\$5,000

Bronze  
\$2,500

Tribe Leader  
\$500

Tribe Member  
\$250

	Title \$20,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500	Leader \$500	Member \$250
Logo and link on PortlandTrack.com	X	X	X	X	X	X
Sponsor Level Recognition in Event Programs	X	X	X	X	X	X
Logo on Festival posters	X	X	X	X		
Logo in event listings	X	X	X			
VIP Tickets to Portland Track Festival	4	4	4	4	4	2
VIP Tickets to Stumptown Twilight	4	4	4	4	4	2
Social Media Highlight	2	1	1	1		
Behind the Stands Closing Credit	1	1	1			
Loudspeaker shout out at Portland Track Festival	2	1	1	1		
Banner displayed at Festival and Stumptown Twilight	X	X	X	X		
Banner displayed at youth track meets	X	X				
Booth at Portland Track Festival	X	X	X			
Listed in press releases	X	X				
Naming rights to key race at Festival		X				
Naming rights to featured race at Festival	X					
Naming rights to featured race at Twilight	X					
Logo on Festival Finish line Banner	X					
Logo on Twilight Finish line Banner	X					



Portland Track welcomes in-kind sponsorship. Contact us to learn more about factoring product into the 2018 sponsorship levels.



# Join the Tribe!

Contact Michael Bergmann, board of directors president, to discuss how you can help support Portland Track events while elevating your brand.

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