



2024 NEDC FUNDRAISER
SPONSORSHIP OPPORTUNITIES

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PEDAL PURSUIT

BIKE, COMPETE AND CELEBRATE FOR A GOOD CAUSE

On May 11, 2024, the Northwest Environmental Defense Center (NEDC) is hosting the sixth annual Pedal Pursuit, an interactive fundraising event that incorporates some of Portland's favorite activities - trivia, bikes, parks, and competition - to raise money for our ongoing projects.

NEDC is currently seeking sponsors and prize donations to help produce this event and help fund the important work we do. NEDC works to protect the Pacific Northwest by advocating on behalf of our members for clear water, clear air, pristine natural areas, and healthy fish and wildlife.

ABOUT PEDAL PURSUIT

Pedal Pursuit will be NEDC's largest public fundraiser for the year. The event will involve teams of up to 5 participants each, in an entertaining yet challenging bike rally. Teams solve clues, play games, and participate in challenges as they navigate through Portland. The goal of this challenge is to win prizes and be the first team to reach the party at the finish line. The finish line after-party will be hosted at Migration Brewing, 3947 N Williams Ave, Portland, Oregon 97227, featuring food, drinks, a silent auction, and a raffle for all sponsors, participants, and guests.

PEDAL PURSUIT AUDIENCE

NEDC invites local businesses, NEDC members and supporters, and Portlanders to participate in Pedal Pursuit. Event participants will be charitably-minded, civically-engaged, bike enthusiasts looking for a challenging yet community related outdoor event. Tickets for the event will be sold in groups of 2 to 5 (\$150-\$400) for the race or individual for the after-party (\$20).



WHEN: **May 11, 2024**

WHERE: **MIGRATION**

BREWING - N WILLIAMS

WHAT: **BIKE SCAVENGER HUNT**



TEAMS COMPETE IN A BIKE RALLY
THROUGHOUT THE CITY



TEAMS SOLVE CLUES AND PLAY GAMES AT
CHECKPOINTS ALONG THE BIKE COURSE



EVERYONE CELEBRATES AND WINS PRIZES
AT THE FINISH LINE AFTER-PARTY

BENEFITS: **NEDC**

OUR GOAL FOR PEDAL PURSUIT

With Pedal Pursuit, we aim to create a safe and dynamic event that will delight participants while educating them about the important legal work NEDC provides to protect our community and natural environment. We aim to create a fun and unique event that will become our yearly sought after event, repeating and growing year after year.

OUR GOAL FOR YOUR BRAND

We aim to create an opportunity for you and your brand to support an important legal and environmental nonprofit, while engaging and communicating with current and potential customers. We aim to provide effective and distinctive ways to celebrate you and your brand throughout our Pedal Pursuit event.

ALL SPONSORSHIP IS TAX DEDUCTIBLE.

MARKETING PEDAL PURSUIT

Our marketing strategy is focused between engaging current NEDC members and supporters as well as building awareness within new cycling audiences and local advocates. During Pedal Pursuit's inaugural year, NEDC partnered with KEEL Creative, a local marketing and design agency, to develop materials and a plan to market Pedal Pursuit to our core audience and support our sponsors. We will build upon our past success with those materials and that plan to promote the event and sponsors.

MARKETING OUR SPONSORS

NEDC AUDIENCE

MEMBERS/SUPPORTERS	800+
VOLUNTEERS	20+
BOARD MEMBERS	17
SOCIAL MEDIA	1000+



- **WEBSITE: WWW.NEDC.ORG**
- **EMAIL: NEDC@lclark.edu**
- **FACEBOOK**
- **INSTAGRAM: [@nedc_oregon](https://www.instagram.com/nedc_oregon)**
- **INVITATIONS**
- **POSTERS & FLYERS**
- **MAPS**
- **EVENT-DAY SIGNAGE**



ABOUT NEDC

NEDC is an independent, tax-exempt 501(c)(3) organization working to protect the environment and natural resources of the Pacific Northwest. Our specific focus areas are sustainable agriculture, clean water, clean air, and public lands.

NEDC provides legal support to individuals and grassroots organizations with environmental concerns, and engages in litigation independently or in conjunction with other environmental groups.

NEDC also provides valuable hands-on experience for students seeking to enhance their education in environmental law.

In addition to NEDC's dedication to the protection of the environment and natural resources of the Pacific Northwest, NEDC's Board of Directors bring a wide range of experience and knowledge to the organization. Many members of the Board of Directors are practicing attorneys.

The strength of the organization, however, is the student volunteers. NEDC students currently work as members of one or more of our project groups, including: Lands and Wildlife, Water, Air, and Sustainable Agriculture.

Photography courtesy of Andrew Burdick



SPONSORSHIP OVERVIEW

We will work closely with sponsors and event partners, integrating them, as much as possible, into the marketing and event activities. Program sponsors receive promotion and visibility leading up to and during the event. This includes marketing in NEDC's promotional materials, both before and at the event, and digitally through the web and social media.

BENEFITS	SPONSORSHIP LEVELS			
	ALUMINUM	STEEL	CARBON	PRESENTING
Cost	\$100 - \$499	\$500 - \$999	\$1,000 - \$2,999	\$3,000 +
Number of other sponsors	10+	5	3	1
Linked logo on event website	✓	✓	✓	PRESENTING LEVEL
Logo at event		NAME LISTED	✓	PRESENTING LEVEL
Logo on printed materials (posters, invitations, etc)		NAME LISTED	✓	PRESENTING LEVEL
Logo in emails	NAME LISTED	NAME LISTED	✓	✓
Social Media Mentions	✓	✓	✓	✓
Entry to Event	2 TICKETS TO AFTER PARTY (\$40 value)	TEAM PASS (\$400 value)	TEAM PASS AND 2 ADDITIONAL TICKETS TO AFTER PARTY (\$440 value)	TEAM PASS AND 5 ADDITIONAL TICKETS TO AFTER PARTY (\$500 value)