



2024 SPONSORSHIP GUIDE

Celebrating 20 Years of PDX Pop Now!





About PDX Pop Now!

We are a 501(c)(3) non-profit organization dedicated to stimulating and expanding participation in the music community of the greater Portland, Oregon area.

As an all-volunteer organization, PDX Pop Now! produces a free, all-ages festival of local music, a double disc compilation album featuring Portland artists, and hosts a weekly radio show with Portland Radio Project.

About the festival

The summer festival, our flagship program, is an all-local, all-ages, free and geographically accessible showcase of Portland's thriving music scene.

Since its inauguration in 2004, the annual festival has grown into the city's premier local music event. In recent years the festival has seen between 5,000 and 6,000 attendees of all ages.

2024 Festival

The 2024 PDX Pop Now! festival will take place September 6th-8th, at the Midtown Beer Garden, in Old Town Portland. In addition to this all ages, and free event, we will produce additional shows all through the week at small venues throughout Portland.

2024 Festival Sponsorship Benefits

	Website 5,000+ hits July-September	Festival Poster (Digital & Print)	Socials Facebook: 7,000+ Instagram: 5,000+ Twitter (X): 5600+	Newsletter 3500+ Subscribers	Festival Program (Digital)	Stage Banner at Festival	Festival Ask about access to Artists + Volunteers
\$10,000 Presenting Sponsor	Presenting Sponsor Banner	Large Logo	4 Unique Posts	2 Newsletters (Festival + Wrap Up)	Half Page Ad	Prominent Logo Placement	10 x 10 Activation Area & Thanks from Stage
\$5,000 Stage Sponsor	Stage Sponsor Banner	Medium Logo	2 Unique Posts	Festival Newsletter	Quarter Page Ad	Middle Tier Logo Placement	Table at Festival & Thanks from Stage
\$2,500	Logo	Medium Logo	1 Unique Post	Festival Newsletter	Medium Ad	Middle Tier Logo Placement	Table at Festival & Thanks from Stage
\$1,000	Logo	Small Logo	1 Unique Post	Festival Newsletter	Small Ad	Lower Tier Logo Placement	Thanks from Stage
\$500	Logo	Small Logo	Shared Post	Festival Newsletter	Logo in Program		Thanks from Stage
\$250	Logo			Company Name Listed	Company Name Listed		Thanks from Stage