

Coraline's Curious Cat Trail

Sponsorship Pack



BENEFITING



DOERNBECHER
CHILDREN'S
Hospital

OHSU

**DOWN
TOWN**
PORTLAND

LAIKA

TRAVEL
PORTLAND



**DOWN
TOWN** CLEAN
& SAFE



HERE IS OREGON

What is Coraline's Curious Cat Trail?

Anticipated to draw thousands of art enthusiasts and families, Coraline's Curious Cat Trail is more than just an outdoor gallery; it's a celebration of creativity, community, and compassion.

How Does It Work?

- ✗ Businesses, groups, and individuals are invited to sponsor a "Cat".
- ✗ Artists will be chosen to decorate the cats and will partner with a sponsor. Each sculpture will be unique, with its own design and personality.
- ✗ The finished sculptures will be displayed throughout the Downtown Portland area for 8 weeks in August and September 2024.
- ✗ The trail will showcase the wealth of artistic talent in the area while positively contributing to the economic, social, and cultural life of the region.
- ✗ After the trail ends it will leave a lasting legacy as each Cat Art Piece is auctioned off to raise funds for OHSU Doernbecher Children's Hospital.



Joining the Cat Camaraderie

Opportunity	Cost	Website	App	Print (Map)	Ad	Name on Sculpture
Cat Catalyst Sponsor (Sponsor the Artists!)	\$30K	✗	✗	✗	✗	On Every Sculpture
Presenting Sponsor	\$25K	✗	✗	✗	✗	On Every Sculpture
App Sponsor	\$15K	✗	✗	✗	✗	
Cat Statue Sponsor	\$10K	✗	✗	✗		On Your Cat Sponsor

Joining the Cat Camaraderie Means...

- ✘ The feel-good factor (Supporting your local community and downtown, artists & venues, and cultural assets, at the same time know that you are helping to support families and children needing OHSU Doernbecher Children's Hospital)
- ✘ Brand Awareness (Option for logos on sculpture, website, app!)
- ✘ The Events (Media launch, launch event, sponsor briefings, artists & sponsors matching event, trail launch, farewell weekend and auction, sponsor organized events)
- ✘ The App (Put an offer on the app to customers to build your database)
- ✘ The Socials (Join in the conversations with a huge engaged audience on the main trail social channels)

Timeline

x - - - - Winter 2024 - - - -

Sponsors, artists, Individuals, and community groups invited to get involved

February 22 - - - -

Public Announcement of Coraline's Curious Cat Art Trail

- - - - April/May - - - -

Sponsor Activation Workshop (How to get the most out of your sponsorship)

- - - - April 18 - - - -

Art Selection Event. Design ideas by artists presented to sponsors for selection

- - - - May/July - - - -

Sculptures painted by various selected artists

- - - - August/September - - - -

Coraline Curious Cat Trail lasts for 8 weeks

- - - - October - - - -

Cat Auction to sell sculptures to others

- - - - Septemeber - - - -

Farewell weekend – last chance to visit the trail

Want to be a part of Coraline's Curious Cat Trail?

Please get in touch with us to discuss how you can get involved.

Sponsorship Inquiries:
smead@portlandalliance.com



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