



# towards carfree cities

eighth annual conference - june 2008 - portland, oregon - usa

International Towards Carfree Cities Conference  
06.16.08 – 06.20.08  
Portland, Oregon USA

Sponsorship Packet

For more sponsorship information:

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[www.carfreeportland.org](http://www.carfreeportland.org)



## About Towards Carfree Cities Conference 2008



The World Carfree Network, in collaboration with bicycle organization Shift, presents the Towards Carfree Cities conference series in Portland, Oregon, on June 16-20, 2008. Making its North American debut, this international conference will bring together experts and activists from around the world to discuss sustainable mobility and the transformation of cities into human-scaled environments rich in public space and community life.

“Rethinking Mobility, Rediscovering Proximity” is the 2008 conference’s theme. Topics will include urban livability, mixed-use development, local agriculture, pedestrian safety, strong neighborhoods, accessible public space and sustainable transportation.

## About the Conference Series

The Towards Carfree Cities Conference series brings together people from around the world who work to promote practical alternatives to car dependence. The conference attracts professionals, advocates, and community leaders who focus on the creation of sustainable transportation systems and on the transformation of cities, towns, and villages into human-scaled environments rich in public space and community life.

Previous Conferences have been held in: Lyon (France), Timisoara (Romania), Prague (Czech Republic), Berlin (Germany), Budapest (Hungary), Bogota (Colombia), and Istanbul (Turkey).



## 2008 Conference Organizing Partners

**Shift**, the Portland-based 2008 Conference planning organization, celebrates bike culture.

**Carfree City USA** is a nonprofit organization that promotes carfree development.

**World Carfree Network** brings together organizations and individuals dedicated to promoting alternatives to car dependence and automobile-based planning at the international level.

**Portland State University** is a leader in sustainability practices and innovative traffic demand management.

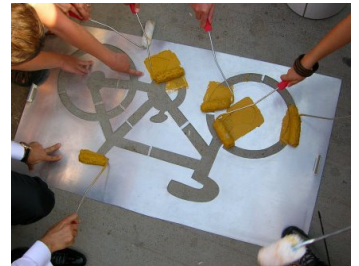




## Why Sponsor Us?

Sponsoring partners of the Conference will have the opportunity to:

- Connect with community stakeholders and planning professionals
- Target an international, knowledgeable, and diverse audience highly committed to issues that range from public health to urban planning to transportation options
- Gain access to international leaders in sustainability
- Receive acknowledgement on the Conference website, program books and other related materials
- Increase brand recognition and corporate identity through naming opportunities and specific program sponsorships
- Be part of a growing international movement to productively address urgent issues of climate, culture, social justice, and quality of life for all



## A Brief Introduction to Our Audience

Expected registration: 350 participants

Public day attendance: 600 participants

Portland State University students: 24,000

Shift list readership: 619

World Carfree member organizations: 65

31 in Europe

22 in the Americas

12 in Asia, Africa

For more information about press release and printed media exposure, please contact the Conference Team at: [portland@worldcarfree.net](mailto:portland@worldcarfree.net)





## Sponsorship Levels & Benefits

### Co-Host

\$25,000  
and  
above

Logo on all publicity materials  
Logo on a banner behind all keynote speakers  
Acknowledgement on registration materials  
Press release about the partnership  
Acknowledgement on public day slideshow  
Free booth at public day  
Program listing  
Logo on website  
4 complimentary tickets

### Major Sponsor

\$10,000

Acknowledgement on registration materials  
Press release about the partnership  
Free booth at public day  
Acknowledgement on public day slideshow  
Program listing  
Logo on website  
3 complimentary tickets

### Community Leader

\$5,000 -  
\$10,000

Acknowledgement on public day slideshow  
Free booth at public day  
Program listing  
Logo on website  
2 complimentary tickets

### Trendsetter

\$1,000 -  
\$5,000

Free booth at public day  
Program listing  
Logo on website  
1 complimentary ticket

### Friend

\$250 - \$1000

Program listing  
Logo on website

## Additional Sponsorship Opportunities Include

Public Day Sponsor  
Keynote Sponsors  
Film Night Sponsor  
Catering Sponsor

Please contact Eleanor Blue to discuss these and other opportunities:  
[portland@worldcarfree.net](mailto:portland@worldcarfree.net); 503.810.9443

Checks should be payable to Carfree City USA and mailed to Shift, PO Box 6662 Portland, OR, 97228 USA.

