

# **NEW** **AVENUES** *for* **Y o u t h**

New Avenues for Youth invites you to be a sponsor of the largest rare beer auction in the world, **Brews for New Avenues**. This internationally known event brings hundreds of beer connoisseurs and breweries from around the globe to Portland, Oregon. More importantly, Brews for New Avenues is a unique series of events where 100% of the proceeds benefit programs and services aimed at preventing and ending youth homelessness.

Organized for a city that lives, eats, breathes, and drinks craft beer, Brews for New Avenues includes a special Oyster & Gueuze Social, Brewers Dinner, and exclusive VIP auction culminating in our main event and live auction. Last year's events engaged hundreds of beer lovers, provided unique opportunities to showcase craft brewers from around the world, and raised a record-breaking \$250,000+ for our programs and services for youth experiencing or at-risk of homelessness. Other accomplishments of note include:

- In addition to procuring some of the world's rarest bottles, more than 50 national and international breweries donated kegs to our 2018 event.
- For the past three years, our VIP events have sold out in less than 2 minutes!
- Brews continues to expand its national and international reach; nearly 40% of attendees in the past two years came from out of state or out of the country.
- Through a partnership with *Lambic.Info*, Brews for New Avenues reaches an additional 5,000 members who engaged in an online raffle with over 11 countries participating.
- **Since its inception, Brews for New Avenues has raised more than \$750,000 in support of preventing and ending youth homelessness.**

**The 8th Annual Brews for New Avenues events are scheduled for August 8-10, 2019**, and we'd love for you to be part of this exciting series. Enclosed please find materials that tell you more about the recognition and benefits you receive with sponsorship.

You can learn more about New Avenues for Youth at [www.newavenues.org](http://www.newavenues.org) or Brews for New Avenues at [www.brewsfornewavenues.org](http://www.brewsfornewavenues.org). Thank you for your consideration of this request. We look forward to adding you to the list of Brews for New Avenues supporters who share our vision of a community where all young people have a safe place to call home.

Cheers,

Jessica Elkan  
Director of Development and Communications  
[jelkan@newavenues.org](mailto:jelkan@newavenues.org)  
503.517.3909

## SPONSORSHIP LEVELS AND BENEFITS

Benefits are negotiable and additional sponsorships may be available.

For sponsorship information or questions, please contact:

Jessica Elkan at [jelkan@newavenues.org](mailto:jelkan@newavenues.org) or 503.517.3909.

### PREMIER SPONSOR \$20,000

- Lead sponsor on all materials
- Exclusive listing on billboard advertising
- Exclusive logo placement on signage at event entrances
- Linked in all social media promotions and featured in enewsletter
- Media Package\*
- 6 VIP tickets
- 4 Brews Dinner tickets
- 4 Oyster & Gueuze Social tickets
- 10 General Admission tickets

### WALL OF BEER SPONSOR \$10,000

- Exclusive signage at Wall of Beer
- Media Package\*
- 4 VIP Tickets
- 2 Brews Dinner tickets
- 2 Oyster & Gueuze Social tickets
- 8 General Admission tickets

### **\*MEDIA PACKAGE INCLUDES:**

- Logo placement on event materials
- Logo and link on event website
- Signage on venue screens

### VIP EVENT & LOUNGE SPONSOR \$5,000

- Lead signage in VIP Event space & exclusive signage in VIP Lounges
- Media Package\*
- 4 VIP Tickets
- 2 Oyster & Gueuze Social tickets
- 6 General Admission tickets

### MAIN STAGE SPONSOR \$2,500

- Exclusive signage on main stage
- Media Package\*
- 2 VIP Tickets
- 6 General Admission tickets

### WRISTBAND SPONSOR \$1,000

- Logo on all General Admission wristbands
- 6 General Admission tickets

### BREWS SUPPORTER \$500

- Signage in outdoor event space
- 4 General Admission tickets

## **Portland's Best Beer Event Is a Fundraiser to Help Houseless Youths** (Published in *Portland Mercury*, June 2017) by Dustin Guy

When the best beer event in town is a charity event, you know you are doing something right. Created in 2012 as a benefit for nonprofit New Avenues for Youth, [Brews for New Avenues](#) has rapidly become the premier beer event in Portland.

It's a beer fest, it's an auction, it's a fundraiser, and it's a really good time. Fueled by donations from beer geeks and a cadre of both local and international breweries, Brews for New Avenues is nothing like a traditional beer festival. The financial leeway provided by these generous donations has enabled it to forgo the traditional beer fest profit model and transcend expectations, all with the goal of raising funds to help New Avenues for Youth achieve their mission of helping youths exit or avoid life on the street altogether.

Now in its 20th year of operation, New Avenues for Youth has been focused on helping Portland youths exit street life and embark on a road towards productive and healthy lives. From a spacious building on Southwest 9th and Oak, New Avenues for Youth provides the traditional elements of a shelter, such as daily meals and short-term beds to kids in need of assistance—but it's their programs aimed at helping these youths exit street life that make the non-profit unique. These programs include work placement, internships, GED and continuing education, and services for mental health as well as drug and alcohol counseling. New Avenues takes a comprehensive approach to helping some of our community's most vulnerable citizens take a step forward during a very difficult time in their lives. It's pretty admirable stuff.

But it's tough to run a non-profit without money, and a mission this ambitious requires a lot of funds to keep it moving forward. So how did New Avenues for Youth get tied up with a beer festival?

Unless you are a prominent lawyer, doctor, or other moneyed citizen, you might be unaware of the tour de-force of the local fundraising scene: the Oregon Classic Wines Auction, which has raised more than \$40 million benefiting a variety of non-profits since its inception in 1982. The rapid evolution and maturation of beer culture made it perfectly poised to take a similarly civic-minded approach and offer something back to the community. Drawing inspiration from the Classic Wines Auction, the idea for a beer-centric fundraiser began in 2011 when New Avenues board member Scott Gallagher, Development Director Jessica Elkan, and Ambassador board member James Bruce were looking for a signature fundraising event that New Avenues could call their own. In what would later be seen as an excellent piece of recruiting, the team quickly partnered with Jeremy Herring as a co-founder, and Andy LoPiccolo and Don Lowman followed as co-chairs.

Strictly speaking as a beer event, the thing that sets Brews for New Avenues apart is the high level of knowledge and the quality of connections contained in the brain trust of its co-chairs. Utilizing a vast network of beer-related connections "earned" over many a pint, they sallied forth and solicited donations from their favorite local breweries and the brewing community responded with unprecedented generosity. Notable local

breweries such as Upright Brewing, the Commons, de Garde, and many others made sizable contributions.

Hosted at the Green Dragon in Southeast Portland on October 13, 2012, the first Brews for New Avenues was a decidedly more relaxed affair than the Classic Wine Auction's black-tie gala atmosphere. Dress code notwithstanding, the inaugural event was a success and raised \$17,000 to benefit New Avenues for Youth. Subsequent events have moved to the larger confines of the Leftbank Annex building on Northeast Weidler, and the fundraising has increased in scale as well. Last year's Brews for New Avenues raised a staggering \$150,000, nearly three times the previous year, and was attended by over 600 people.

First and foremost, Brews for New Avenues is a rare beer auction, and to be able to auction high-end items, one must first acquire them. When Don Lowman moved to Europe in 2014, he became the event's secret weapon. From his perch near Belgium (the Shangri-La of the rare beers) he provided a direct line to some of the world's most sought-after breweries, enabling the event to secure bottles and kegs that would otherwise be impossible to procure outside of Belgium. The remaining donations are sourced from sought-after breweries in Oregon and a long list of beer-nerd patrons from across the country.

While the initial Brews for New Avenues was limited to a single session, this year the expanded fundraiser includes a series of special events that span several days, culminating in a beer festival and live auction for the most valuable bottles.

The first special event is a Brewers Dinner on Thursday, August 17, adding some high-end dining to pair with all of those high-end beverages. The Brewers Dinner will feature special guest Pierre Tilquin of Belgium's Gueuzerie Tilquin, Portland's Breakside Brewery, and local chef Connor Martin of Tournant. While the Brewers Dinner has been a staple of previous events, inviting a foreign brewer or blender is a first for the festival.

"We've always wanted to have international guests at Brews," says Herrig. "Through co-chair Don Lowman and his European knowledge and connections, we invited Pierre Tilquin as our first international guest because he's arguably the best commercial lambic blender in Belgium."

The Oyster and Gueuze Social on Friday, August 18 brings together local oysters with rare bottle pours from Brasserie Cantillon in Belgium and showcases the unique and delicious relationship between these seemingly disparate elements.

The main event takes place on Saturday, August 19, and is split into two sessions. An early VIP session, featuring pours from rare kegs and a silent bottle auction, starts the action, and the general admission session follows directly after. This second session features special kegs and the "Wall of Beer," from which patrons can purchase a random beer for \$10 a piece. The main session climaxes with a live auction for rare and highly sought-after beers that can sell for thousands of dollars. These high prices are evidence of Brews' evolution—once the organizers were thrilled to auction off a package of Westvleteren beers for \$300, but last year, single bottles of rare Belgian gueuze sold for more than \$3,000. If dropping the rent money on a beer isn't your thing,

though, the Wall of Beer is a great way to get in on the action and pick up some great brews.

The reputation of Brews has soared internationally, and when tickets to the Brewers Dinner, Oyster and Gueuze Social, and VIP session went on sale on June 1 they sold out almost instantaneously. If you were one of the many that didn't have a firm grasp of the refresh button on June 1 (raises hand), then you will have to wait one more year for another chance to attend the special events as they are very sold out. Tickets do remain for the general admission event, but even these sold out last year and are likely to do so again. The word is officially out on Brews for New Avenues and the days of being able to casually secure a ticket are likely gone for good.

---

***Beer festivals are typically hedonistic and somewhat selfish affairs, but knowing where your money is going creates an amazing and welcoming environment.***

---

While some early and eager supporters of the festival voiced frustration at the instantaneous sellout of the special events, New Avenues' James Bruce sees the upside.

"We all gathered to watch the ticket sales and had Don on Skype from Germany," he says. "We were humbled by the response. We couldn't believe how fast they sold out. We know that with this success we need to respond by continuing to raise the bar for ourselves and this means focusing our efforts on making the general admission portion of the event the best it can be."

"From the start, one of the main goals of this event has been to raise awareness for New Avenues for Youth," adds LoPiccolo, "so in that respect, the more attention we can get, the more people will learn about New Avenues and want to help out. We've always tried to put on the best event we can from the beginning.

"We try to keep quality high and our attendees comfortable," says fellow co-chair Don Lowman. "The increased spotlight from an international perspective can only be a good thing for helping New Avenues' mission of ending youth homelessness in Portland become a reality."

While the quality of the libations is undeniably top-notch, it's the spirit of generosity that provides the biggest difference between Brews for New Avenues and your other typical beer events. It isn't just a beer fest—it's a fundraiser for a very worthy cause, and partying with a purpose feels really good. Beer festivals are typically hedonistic and somewhat selfish affairs, but knowing where your money is going creates an amazing and welcoming environment that's not typically associated with such indulgent behavior.

Tickets to the general admission portion of the event (featuring the live auction) went on sale June 15, and as of the time of publication, there are still some available. Get on that.

Tax-deductible donations of bottles and kegs are accepted year-round by Brews for New Avenues, and the deadline for this year's event is August 1. Vintage beers and bottles that are not distributed in Portland are typically the best items to contribute. To donate to Brews for New Avenues, visit [brewsfornewavenues.org](https://brewsfornewavenues.org) and select "Get Involved" to begin the process.