

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 \$260,000+ 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 70 national and international breweries donated kegs to our 2019 event.
- For the past four 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 \$1 million in support of preventing and ending youth homelessness.**

The 9th Annual Brews for New Avenues events are scheduled for July 30 to August 1, 2020, 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 or Brews for New Avenues at 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,

Lauren Eads

Director of Development and Communications
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503.517.3909

SPONSORSHIP LEVELS AND BENEFITS

Benefits are negotiable and additional sponsorships may be available.

For sponsorship information or questions, please contact:

Lauren Eads at leads@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 e-newsletter
- Media Package*
- 6 VIP tickets
- 4 Brewers Dinner tickets
- 4 Oyster & Gueuze Social tickets
- 10 General Admission tickets

MAIN STAGE SPONSOR \$10,000

- Exclusive signage on main stage
- Media Package*
- 4 VIP Tickets
- 2 Brewers Dinner tickets
- 2 Oyster & Gueuze Social tickets
- 8 General Admission tickets

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

WALL OF BEER SPONSOR \$2,500

- Exclusive signage on wall of beer
- Media Package*
- 2 VIP Tickets
- 6 General Admission tickets

WRISTBAND SPONSOR \$2,500

- Logo on all General Admission wristbands
- Media Package*
- 2 VIP Tickets
- 6 General Admission tickets

BREWS AMBASSADOR \$1,000

- Signage in general event space
- Media Package*
- 1 VIP Ticket
- 4 General Admission tickets

BREWS SUPPORTER \$500

- Signage in outdoor event space
- 4 General Admission tickets

***MEDIA PACKAGE INCLUDES:**

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