

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

New Avenues for Youth invites you to sponsor the largest rare beer auction in the world, **Brews for New Avenues**. Founded in 2012, this annual, internationally supported event has raised over \$1,000,000 and brought beer connoisseurs and brewers from around the globe to Portland, Oregon. More importantly, 100% of the proceeds from Brews for New Avenues benefit programs and services aimed at preventing and ending youth homelessness.

Brews for New Avenues draws attendance from hundreds of dedicated beer enthusiasts, both locally and abroad. Last year, over 40% of our attendees were from out of state and a large portion even traveled from out of country to attend. Thanks to our generous donors, we are able to offer some of the world's rarest and sought after beer for auction - bottles that simply cannot be obtained anywhere else. In our 9th year, due to COVID-19, Brews for New Avenues will bring together our international community virtually for a **10-day silent auction beginning July 23rd and a 30 minute live program on August 1st**.

The virtual Brews for New Avenues events will be promoted in partnership with our friends in the beer industry, brewers, influencers, and media through a coordinated virtual "tap takeover for a cause" on social media (streaming through Facebook live, Instagram, websites), raising vital funds and awareness. This will result in thousands of people learning about our mission and your partnership with us. Moving the event to a virtual format provides new opportunity to engage our international community more deeply.

"Never before has supporting the work of New Avenues been more urgent. With COVID, economic crisis, and rates of homelessness on the rise, especially for our most marginalized populations from communities of color and LGBTQIA communities, we must have the resources to ensure services remain intact. Brews for New Avenues has been an essential part of meeting this need." Sean Suib, Executive Director

Your sponsorship ensures 100% of the proceeds from these events benefit programs and services aimed at preventing and ending youth homelessness. New Avenues is on the front lines serving some of the most vulnerable individuals in Portland during this crisis, and with your help, we can ensure these critical efforts continue.

We'd love for you to be part of these exciting events. 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

leads@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:

Lauren Eads at leads@newavenues.org or 503.517.3909

VIRTUAL EVENT SPONSOR \$5,000

- Consistent acknowledgement throughout the virtual event as the Virtual Live Event sponsor
- A premium beer package delivered to your door with 6 special bottles from our collection
- Prominent logo placement on event website and in online auction
- Media Package*

ONLINE AUCTION SPONSOR \$5,000

- Premier placement of logo / name on online auction pages (running for 10 days, July 23rd-August 1st)
- On-Air thank you for your support during virtual event
- A premium beer package delivered to your door with 6 special bottles from our collection
- Media Package*

PICK-UP & DELIVERY SPONSOR \$2,500

- Beers and packages purchased through the auction will include your logo on collateral materials included with the delivery and at pick-up location
- On-air thank you for your support
- Media Package*

BREWS AMBASSADOR \$500

- On-Air thank you for your support
- Media Package*

***MEDIA PACKAGE INCLUDES:**

- Logo and link on event website
- Signage on virtual event screens