



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 \$1.2 Million 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. 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. After a virtual event due to COVID-19 in 2020, we are excited to share that our 10<sup>th</sup> anniversary year will be celebrated in person, with health and safety in mind.

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 two exclusive VIP sessions featuring exclusive silent & live auction packages, private access to draft and bottle pours from some of our favorite breweries around the world, and the opportunity to raise \$200K+ 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 have donated kegs only available at our event.
- In past years, our VIP events have sold out in less than 2 minutes!
- **Since its inception, Brews for New Avenues has raised more than \$1.2 Million in support of preventing and ending youth homelessness.**

**The 10<sup>th</sup> Annual Brews for New Avenues** events are scheduled for November 18-20, 2021, and we'd love for you to be part of this anniversary celebration. Enclosed please find materials that tell you more about the recognition and benefits you receive with sponsorship. 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.

"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

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



# 2021 SPONSORSHIP

## 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 logo placement on signage at event entrances
- Linked in all social media promotions and featured in enewsletter
- Media Package\*
- 10 VIP tickets\*\*
- 4 Brewers' Dinner tickets
- 4 Oyster & Gueuze Social tickets

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

- Exclusive signage at Wall of Beer
- Media Package\*
- 8 VIP Tickets\*\*
- 2 Brewers' Dinner tickets
- 2 Oyster & Gueuze Social tickets

### HOSPITALITY SPONSOR \$10,000

- Lead signage meal service available to all event guests, supporters, and brewers
- Media Package\*
- 8 VIP Tickets\*\*
- 2 Brewers' Dinner tickets
- 2 Oyster & Gueuze Social tickets

### THE LOFT SPONSORSHIP \$5,000

- Lead signage in the Loft (formerly VIP Lounge)
- Media Package\*
- 3 VIP Tickets\*\*
- 2 Oyster & Gueuze Social tickets

### MAIN STAGE SPONSOR \$2,500

- Exclusive signage in main stage
- Media Package\*
- 4 VIP Tickets\*\*

### WRISTBAND SPONSOR \$1,000

- Logo on all wristbands
- 2 VIP Tickets\*\*

### BREWS AMBASSADOR \$500

- Signage in outdoor event space
- 2 VIP Tickets\*\*

### \*MEDIA PACKAGE INCLUDES:

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

\*\* VIP TICKETS GOOD FOR ENTRY INTO ONE SESSION (EITHER 11-3 PM OR 5-9 PM).

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