



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 \$1.4 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. As we ease back into a "new normal," we are excited to share that our 11th 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, an exclusive VIP session, and a large General Admission event 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 \$1.4 Million In support of preventing and ending youth homelessness.

The 11th Annual Brews for New Avenues events are scheduled for August 26th-27th, 2022, and we'd love for you to be part of the 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. In a year where we are recovering from COVID, economic crisis, and rates of homelessness on the rise, especially for our most marginalized populations from communities of color and LGBTQIA2S+ 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
leads@newavenues.org
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
- Acknowledgement from the stage and on screen
- Exclusive logo placement on signage at event entrances
- Linked in all social media promotions and featured in newsletter
- Media Package*
- 6 VIP tickets
- 4 Oyster & Gueuze Social tickets
- 10 General Admission tickets

WALL OF BEER SPONSOR

\$10,000

- Exclusive signage at Wall of Beer, one of our most popular attractions
- Acknowledgement from the stage and on screen
- Media Package*
- 4 VIP 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

SILENT AUCTION SPONSOR

\$5,000

- Lead signage in Silent Auction
- Acknowledgement from the stage and on screen
- 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 Wristbands for 500+ guests
- 6 General Admission tickets

BREWS AMBASSADOR

\$500

- Signage in outdoor event spaces
- 4 General Admission tickets

BREWSFORNEWAVENUES.ORG