



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 \$1.7 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.

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. All of this takes place with the goal of raising \$200K+ for 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 have donated kegs only available at our event.
- Since its inception, Brews for New Avenues has raised more than \$1.7 Million In support of preventing and ending youth homelessness.

The 12th Annual Brews for New Avenues events are scheduled for August 18th-19th, 2023, 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.

New Avenues is on the front lines serving some of the most vulnerable young people in Portland and Clackamas, Oregon 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 time where we are struggling with economic crisis, an immeasurable need for mental health supports, and rates of homelessness on the rise, 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

2023 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

PRESENTING 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*
- 2 Brewers Dinner Tickets
- 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*
- 2 Brewers Dinner Tickets
- 4 VIP Tickets
- 2 Oyster & Gueuze Social tickets

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

OUTDOOR STAGE SPONSOR

\$2,500

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

* MEDIA PACKAGE INCLUDES:

- Logo placement on event materials
- Logo on event website
- Acknowledgement on venue screens

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2023 SPONSORSHIP

ADDITIONAL SPECIALTY OPPORTUNITIES

WRISTBAND SPONSOR

\$1,000

- Logo on Wristbands for 500+ guests
- Media Package*
- 6 General Admission tickets

VENDOR TENT

\$1,000

- 10x10 tent to display your items
- Media Package*
- 6 General Admission tickets

* Note vendor tents MUST have an interactive component such as a game or raffle.

BREWS AMBASSADOR

\$500

- Media Package*
- 4 General Admission tickets

* MEDIA PACKAGE INCLUDES:

- Logo placement on event materials
- Logo on event website
- Acknowledgement on venue screens

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