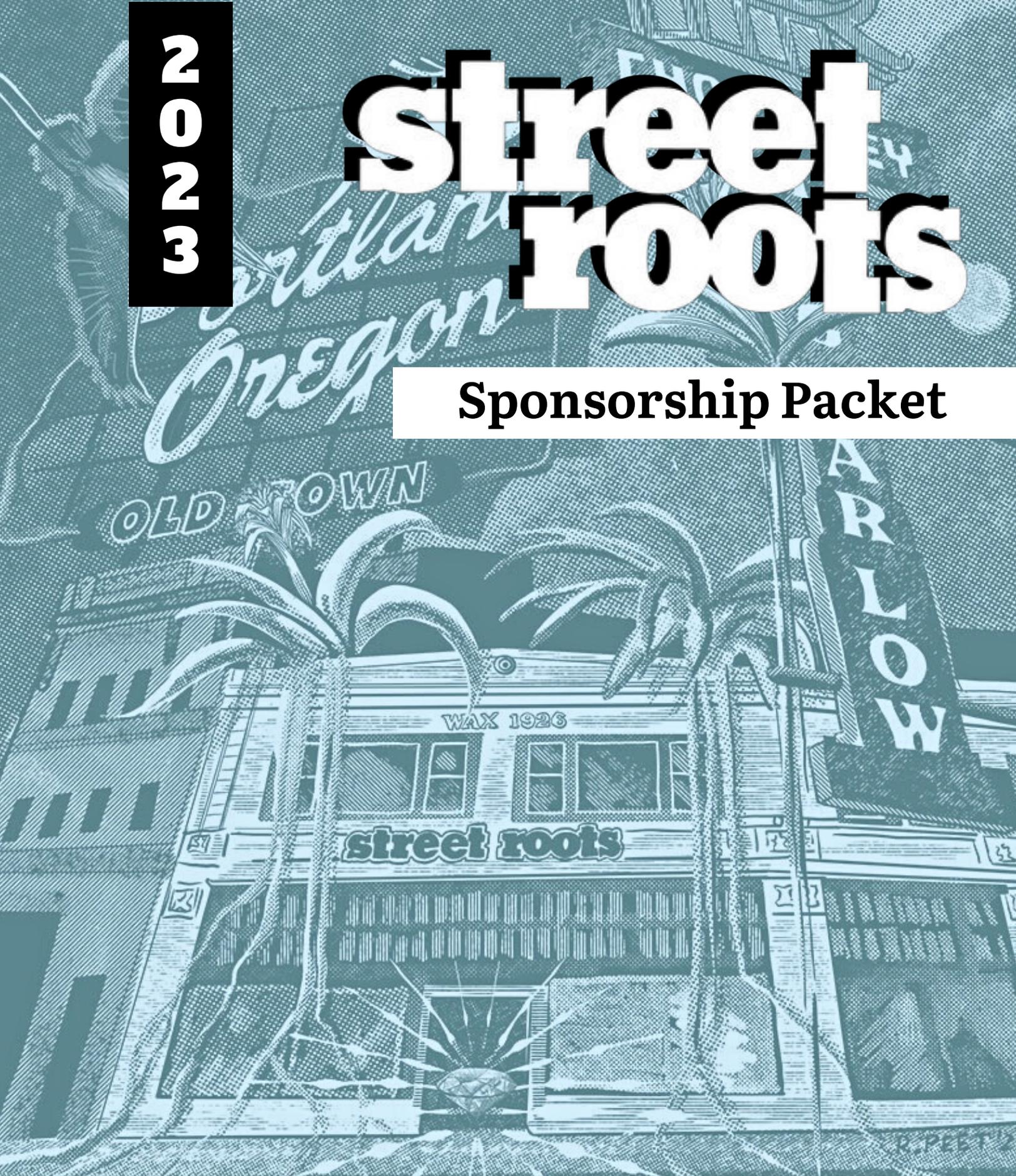


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street roots

Sponsorship Packet



@StreetRoots

Sponsorship Contact:
Kodee Zarnke
kodee@streetroots.org



Who We Are

Street Roots is a unique community resource that creates income opportunities for people living on the margins by producing a newspaper and other media that are catalysts for individual, community, and systems change. Each week, vendors distribute our award-winning weekly newspaper filled with local journalism focused on social, political and economic inequity to thousands of readers in the Portland metro area. Vendors purchase the newspaper for 25 cents each then sell them for \$1, keeping the profit and tips.

We also produce and distribute Portland’s most comprehensive listing of services available for people experiencing homelessness and poverty, The Rose City Resource. Additionally, Street Roots is a tireless advocate for fair and equitable policies that respond to the joint crises of homelessness and affordable housing in our community.

Why sponsor us?

Dedicated Readers & Supporters

Street Roots readers and supporters are passionate, involved individuals who want to make a positive impact on homelessness in Portland. By sponsoring Street Roots, you increase your exposure to Portland’s most civically engaged residents.

Our Reach

Current Print Circulation:
20,000 papers/month

Combined Print + Digital Circulation:
130,000 readers/month

Community Engagement & Social Responsibility

Your sponsorship signals your dedication to our community and a commitment to addressing homelessness and economic injustice. Your support uplifts individuals working hard to improve their lives while providing an invaluable service to their fellow Portlanders.





A Portland Institution

Street Roots is a Movement,

meeting each moment with

Street Roots is different from other nonprofits and social services.

We offer low-barrier income opportunities for people who face extreme barriers to accessing employment and stable housing.

We aim to educate the community and change the narrative about homelessness in Portland through groundbreaking journalism.

And we are a tireless advocate for fair and equitable policies that respond to the joint crises of homelessness and affordable housing in our community.

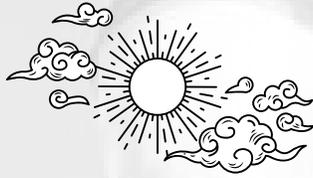
All of this work is possible because of our generous sponsors.

Your support uplifts people living on the margins, boosts your visibility and further endears you to the community.

**grace
dignity
integrity
creativity
relation
equity**



Light up our streets with your support!



Sun Rise
\$10,000

Lamp Post
\$5,000

Lantern
\$2,500

Flashlight
\$1,000

Match stick
\$500

Logo recognition as a sponsor at Street Roots' annual Broadcast Breakfast*



Logo visible in Street Roots headquarters (NW 3rd and W Burnside)



Logo listed on website sponsorship page



Logo printed in newspaper (twice per year)



Annual recognition on social media

3x per year

3x per year

2x per year

1x per year

Annual recognition to Street Roots' email list



Name listed on website sponsorship page



*see following page for event sponsorship



Annual Breakfast Broadcast

2023 Date TBD

About the Event:

Every year, the Street Roots community gathers for our Family Breakfast Broadcast, a time when we update supporters on the past year's accomplishments. The one-hour livestream program is an opportunity to support Street Roots and elevate the work of our vendors. We gather to recognize our community's impact on journalism and to support people experiencing homelessness and poverty.

Check out 2022's breakfast at avstream.me/streetroots2022

2023 Breakfast Sponsorship Levels



	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000
Recognized as Street Roots Broadcast presented by [your name]	✓				
Listing in press release + media alert	✓	✓			
Logo on event invitation	✓	✓			
Recognition during the live program	✓	✓	✓		
Logo in pre-event slideshow	✓	✓	✓		
Logo in pre-event print and electronic advertising	✓	✓	✓		
Logo during the live program	✓	✓	✓	✓	
Logo on event webpage	✓	✓	✓	✓	✓
Logo on livestream viewing webpage	✓	✓	✓	✓	✓

Name on event webpage

Name on livestream viewing page

Twitter

17.9K

followers

Instagram

16.6K

followers

Facebook

16.7K

likes

Print Circulation

20K papers/month

Print + Digital Circulation

130K readers/month

Email

5.4K subscribers
weekly newsletter and
communications

