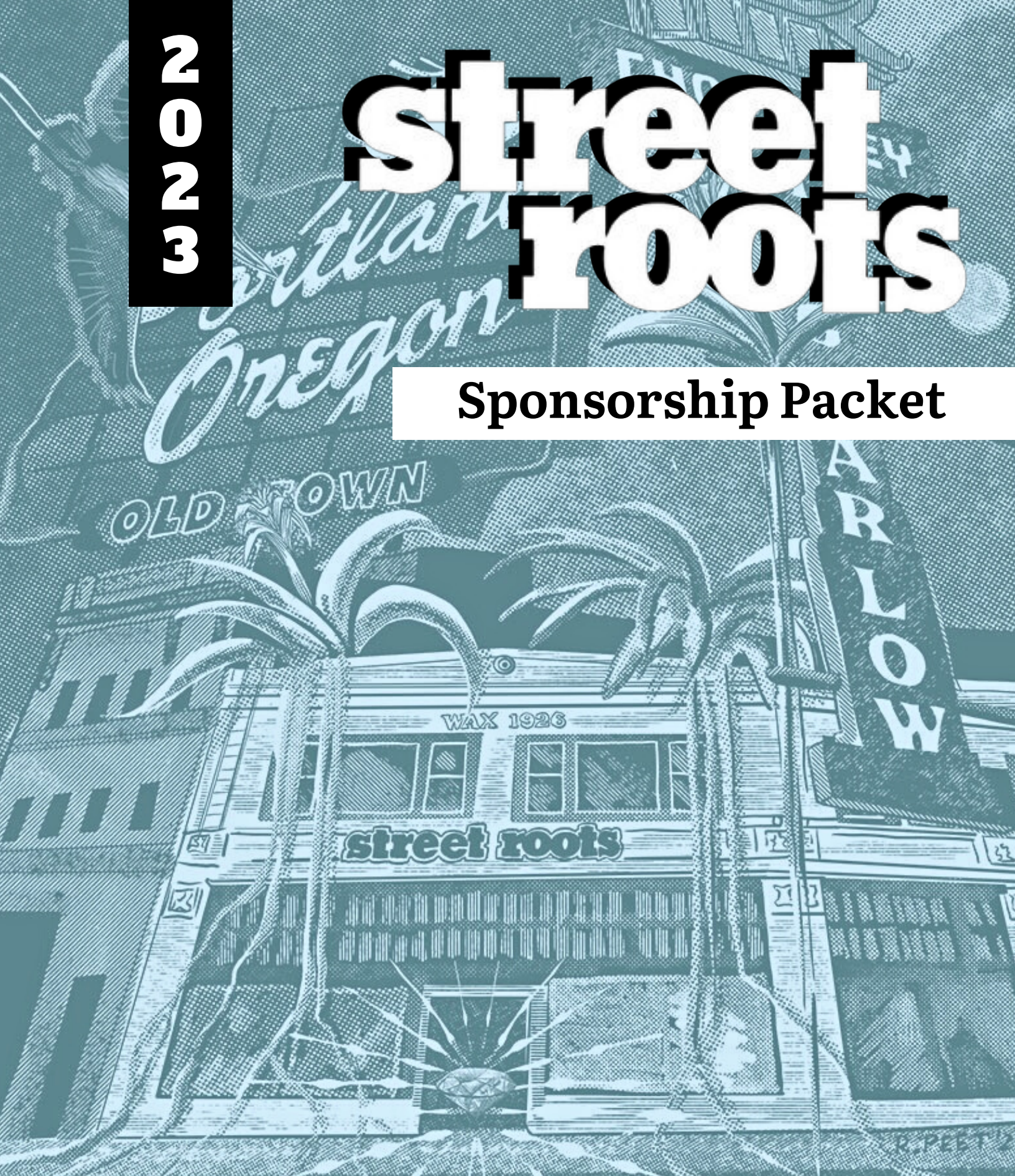


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street roots

Sponsorship Packet



@StreetRoots

Sponsorship Contact:

Kodee Zarnke

kodee@streetroots.org



Sponsoring Street Roots

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.

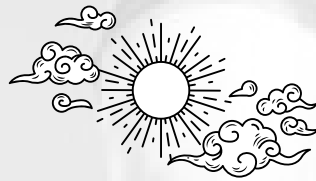
All of this work is possible because of our
generous sponsors.

**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 Family Breakfast

Thursday, October 5th, 2023 at 8 AM (PT)

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. This year, we will focus on how Street Roots, as a space of belonging and community support, uplifts vendor voices, increases civic engagement, and produces impactful journalism to hold the powerful accountable.

2023 Breakfast Sponsorship Levels

	\$10,000 One available.	\$5,000	\$2,500	\$1,000	\$500
Recognized as Presenting Sponsor of Street Roots Family Breakfast	✓				
Listing in media advisory prior to event	✓	✓			
Recognition during the live program	✓	✓	✓		
Logo in pre-event print and electronic advertising	✓	✓	✓		
Logo in pre-event slideshow	✓	✓	✓		
Logo during the live program	✓	✓	✓	✓	
Logo on event webpage	✓	✓	✓	✓	
Logo on livestream viewing webpage	✓	✓	✓	✓	

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

