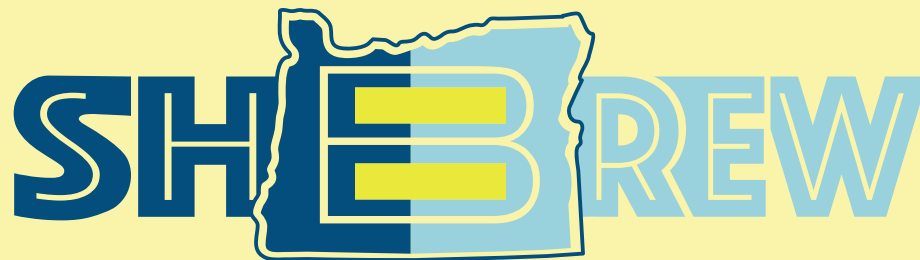




2022 Partnership Packet



SheBrew is an all genders, all ages, fundraising event to show support for female-identified members of our community all while supporting LGBTQ people here in Oregon and across the nation! Featuring local female-identified craft beer and cider makers, entertainers, businesses and community partners. Join us for an exciting day while celebrating LGBTQ equality!





About the Event

SheBrew is a remarkable event that focuses on womxn in the craft beer, cider and mead world. Kicking off womxn's history month, the March 6th, 2022 event will mark the seventh year of the festival. In just 6 years, SheBrew has gone from 50 attendees to 1000-plus in 2020 before taking a quick break for the global pandemic. The SheBrew Festival is not only a celebration of female brewers, cider and mead makers, both amateur and professional, it is an event for all genders and ages honoring equality. Held at Castaway in northwest Portland, this event features an invitational of ten local female homebrewers and more than 30 female professional brewers of beer and cider and mead makers, with most brewing special craft beverages exclusively for the festival.

This festival supports all womxn and the LGBTQ community with proceeds to go to the Human Rights Campaign and the Oregon Brew Crew. With a homebrew competition held two weeks prior to the festival, SheBrew is a two-part event that culminates in a day long festival, highlighting womxn-owned and -operated businesses, female musicians, comedians and community partners.

PAST PARTNERS AND BREWERS/MAKERS HAVE INCLUDED:

C.O.A.T. Flagging, Buckman Coffee Factory, Marigold Coffee, FH Steinbart, Nano Beerfest, Breakside, Heater Allen, Leikam, ^5 Cider, Cider Riot!, Groundbreaker, HUB, Rev. Nats, Portland Brewing, Bauman's Cider, Double Mountain, Moonshrimp, Wayfinder, McMenamins, 10 Barrel, Widmer, Nectar Creek, Rogue, Sasquatch, Freebridge... and more!

SheBrew Collaborators



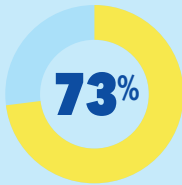
The **Human Rights Campaign** (HRC) represents a grassroots force of more than two million members and supporters nationwide. As the largest national lesbian, gay, bisexual, transgender, and queer civil rights organization, HRC envisions an America where LGBTQ people are ensured of their basic equal rights, and can be open, honest and safe at home, at work and in the community.

Headquartered in Portland, the **Oregon Brew Crew** is one of the oldest and largest home brewing clubs in the United States. They are a non-profit organization dedicated to the education and advancement of home brewing and beer appreciation.

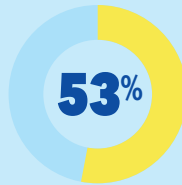
Reaching Your Audience at SheBrew

3 million
HRC members
and supporters
nationwide

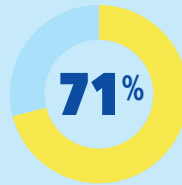
6,000
Local HRC members
and supporters



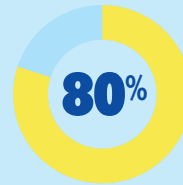
of HRC members
have household
incomes above
\$50,000



of HRC members
have household
incomes above
\$75,000



of HRC members
own their residence



of HRC members
hold a Bachelor's
degree or higher

PAST MEDIA COVERAGE:

KOIN 6

KPTV 12

Willamette Weekly

Oregon Beer Growler

PQ Monthly

Beer Musings PDX Blog

The Brew Happy Podcast

Bridgetown Bites

Twentysomething and Tipsy

Geek in the City Podcast

New School Blog

Not So Professional Beer Blog

PDX Beer Girl

A Pint for Dionysus

Travel Portland

Eater



70%

of LGBT consumers are
extremely or very likely
to consider brands that
are known to provide
equal workplace
benefits for their
workers, including
LGBT workers.

51%

of LGBT consumers are
extremely or very likely
to consider brands that
supports causes that
are important to those
LGBT consumers.

77%

of LGBT consumers
have switched brands
to companies with a
positive stance toward
the LGBT community.



In the United States,
women spent over
\$7.5 billion
on beer in 2016.

Women beer drinkers
state the growing
number of new and
complex flavors of
craft beer as the
number one reason for
switching primarily to
beer as their beverage
of choice.

52.7%

of Portland, Oregon
craft beer drinkers
are female-identified,
almost double the
national average
of 32%.

326

Oregon Brew
Crew members, of
which 75 (23%) are
female-identified.



Sponsor Partnership Levels

	 Das Boot "Presented By" Partner	 Imperial Pint Partner	 True Pint Partner	 Half Pint Partner	 Taster Partner
Sponsorship level	\$10,000	\$5,000	\$2,500	\$1,500	\$750
Included complimentary passes to the Festival	24	12	8	6	4
Your logo and web site address on SheBrew social media and web site	Yes	Yes	Yes	Yes	Yes
Your logo on all print material, including Festival program and posters	Yes	Yes	Yes	Yes	Program only
Your logo on sponsor banner	Yes	Yes	Yes	Yes	
Advertisement in program	Full back cover	Prime location	Yes		
Live mentions during event	Yes	Yes	Yes		
Distribution of your promotional material at event/on-site presence	Yes	Yes			
Prime placement of your company banner at event	Yes	Yes			
Your logo etched on Festival glassware	Yes				
Exclusive "SheBrew Presented By" rights	Yes				



2022 SheBrew Partnership Agreement

Part 1: Contact Information

Company: _____

Contact Name: _____

Address: _____ City: _____ State: _____ ZIP: _____

Telephone: _____ E-mail: _____

Payment in full (check or credit card) is requested with your signed Partnership Agreement.
All partnerships not paid when agreement is submitted will be invoiced for the amount of partnership.
All payments must be completed by February 1st, 2020.

Payment by Check

Please make checks payable to the Human Rights Campaign
and send along with this signed agreement to:

Human Rights Campaign
Attn: Zack Hasychak, Events Manager
1640 Rhode Island Ave., N.W.
Washington, D.C. 20036

Invoice requested: Please provide company/organization purchase order # _____, if necessary.

Payment by Credit Card

Complete the credit card payment information below and email your signed agreement to: **Zack.Hasychak@hrc.org**

Credit Card Type (check one): ☐ American Express ☐ Visa/MasterCard ☐ Discover

Card No.: _____ Expiration Date (MM/YYYY): _____ CVV#: _____

Signature: _____

Part 2: Partnership Information

I agree to be a partner of the 2020 SheBrew Festival at the following level (check one):

☐ Das Boot (\$10,000) ☐ Imperial Pint (\$5,000) ☐ True Pint (\$2,500) ☐ Half Pint (\$1,500) ☐ Taster (\$750)
☐ Vendor (\$350)

Signature: _____ Date: _____

Donate a Raffle/Auction Item

Another exciting way to get involved in SheBrew is to provide an item for the raffle/auction. Your name or company name will be recognized when it is prominently displayed the day of the event. Many generous businesses and individuals around Oregon and Washington donate goods and services to raise money for HRC. This type of donation is a great way to show your support and generate interest in your product or service.

Popular items from previous raffles include beer, one-of-a-kind experiences, gift certificates to restaurants or spas/salons, fitness packages, jewelry, personal care items, as well as apparel.

Raffle/Auction Donation

Description of donated item: _____

Special Instructions/Restrictions: _____

Approximate Retail Value (\$): _____

- ☐ Item/Gift Certificate is enclosed
- ☐ Please generate a Gift Certificate for me
- ☐ Item/Gift Certificate will be forwarded

The Human Rights Campaign (HRC) is a 501(c)(4) organization; therefore, gifts/donations are not tax-deductible as a charitable contribution. However, your donation is deductible to the fullest extent allowed by law, and we encourage you to talk with your accountant or tax planner.