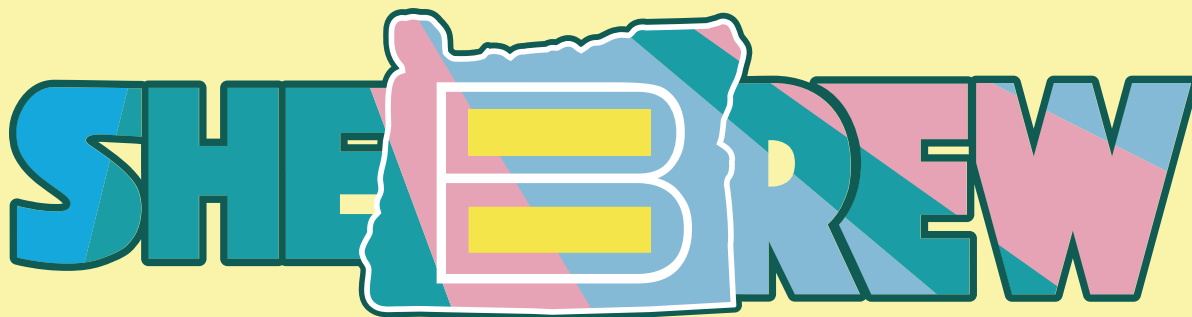


2024 Partnership Packet



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 vibrant celebration and a meaningful platform that uplifts womxn in the craft beer, cider, and mead world. March 10, 2024 marks the ninth annual gathering growing exponentially over the years from a humble get-together to a large-scale, inclusive celebration attracting thousands of people of all genders and ages.

As we pay homage to the integral roles that womxn play in the fast-paced brewing industry, this year's invitational features ten local female homebrewers and over 40 industry experts crafting special beverages exclusively for the event serving as a kickoff to Women's History Month, encapsulating a celebration of skill and craftsmanship.

Extending beyond aromatic brews and sparkling ciders, the festival channels supporting womxn and the LGBTQ+ community with all proceeds to benefit the Human Rights Campaign and the Oregon Brew Crew.

PAST PARTNERS AND BREWERS/MAKERS HAVE INCLUDED:

C.O.A.T. Flaggging, Imperial Yeast, The Women's Foundation of Oregon, FH Steinbart, Nano Beerfest, Breakside, Heater Allen, Leikam, Cider Riot!, Groundbreaker, HUB, Portland Brewing, Bauman's Cider, Double Mountain, Moonshrimp, Wayfinder, McMenamins, 10 Barrel, Widmer, Nectar Creek, Rogue, Sasquatch, Freebridge... and more!

SheBrew Collaborators



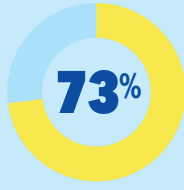
The **Human Rights Campaign** (HRC) represents a grassroots force of more than two million members and supporters nationwide. As the largest national lesbian, gay, bisexual, transgender, and queer civil rights organization, HRC envisions an America where LGBTQ people are ensured of their basic equal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

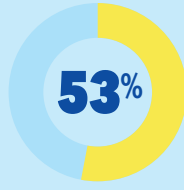
Reaching Your Audience at SheBrew

3 million
HRC members and supporters nationwide

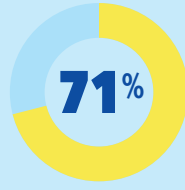
6,000
Local HRC members and supporters



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 Tippy
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				



2024 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, 2024.

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 2024 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)

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.