



Perseverance. Grit. Problem Solving. Belonging. Hope

For over 20 years, Friends of the Children-Portland and our generous supporters have gathered under the “big tent” on the second Thursday in May to raise critical funds for the youth that we serve. It is always an inspiring evening of philanthropy at our Northeast Portland headquarters, surrounded by community and our dearest friends. Friend Raiser is our largest and most important fundraising endeavor. While we will not be able to gather in person this year, we will still gather from the safety and comfort of our homes. Together we will rise above these unprecedented times to meet the overwhelming needs of our youth and their families.

We welcome you to stand with us in solidarity in our second Virtual Friend Raiser on May 13th, 2021. Our youth need us now more than ever. Please join us in standing beside them, no matter what, and ensure they all stay, strong, hopeful, and connected.

– Duncan & Cindy Campbell, Founders

REACH
14,000
 OF OUR SUPPORTERS
 email & social media

\$1.7
MILLION
 RAISED IN 2020
 first virtual event, during COVID-19

THE
HIGHEST
 SPECIAL APPEAL
 IN THE CITY
 \$1.5M IN 2020



VIRTUAL FRIEND RAISER | MAY 13, 2021

SPONSORSHIP LEVELS:

CO-PRESENTING SPONSOR - \$35,000

EXCLUSIVE PRESENTING SPONSOR - \$50,000

- Named as co-presenting sponsor on all event communications
- Two Video Messages: one prior to May 13th and one on Day of Virtual Event
- Advertising campaign on radio & television in Portland metro market
- Side by side co-sponsor logos on all printed materials immediately below event name
 - Including save the date & printed invitation to 1,750 of our top supporters
- Logo on mobile bidding app and live video screen during program
- Social Media Posts – 8 dedicated posts on LinkedIn, Instagram and Facebook
 - Facebook reaches 4,000 followers; Instagram reaches 1,635 followers
Twitter reaches 2,000 followers & 456 followers on LinkedIn
- Includes all lower-level sponsor benefits

CHAMPION SPONSOR - \$20,000

- Advertising campaign on radio & television in Portland metro market
- Logo on website & printed materials
- Social Media Posts – 5 dedicated posts on LinkedIn, Instagram and Facebook
- Includes all lower-level sponsor benefits

GRADUATE SPONSOR - \$15,000

- Special recognition of sponsorship during live video program
- Logo at sponsor level in thank you ad in The Portland Monthly Magazine
- Logo on website & printed materials
- Social Media Posts – 5 dedicated posts on LinkedIn, Instagram and Facebook
- Includes all lower-level sponsor benefits

SENIOR SPONSOR - \$10,000

- Special recognition of sponsorship during live video program
- Logo at sponsor level in thank you ad in The Portland Monthly Magazine
- Logo on website & printed materials
- Social Media Posts – 4 dedicated posts on LinkedIn, Instagram and Facebook
- Includes all lower-level sponsor benefits

JUNIOR SPONSOR - \$7,500

- Logo displayed during live streaming of event in sponsor acknowledgement
- Logo on website & printed materials
- Social Media Posts – 3 dedicated posts on LinkedIn, Instagram and Facebook
- Includes all lower-level sponsor benefits

SOPHOMORE SPONSOR - \$5,000

- Company name listed at sponsor level in thank you ad in The Portland Monthly Magazine
- Company name displayed during live streaming of event in sponsor acknowledgement
- Social Media Posts – 2 dedicated posts on LinkedIn, Instagram and Facebook
- Logo in event invitation, digital signage and in digital program
- Logo on Friends of the Children - Portland's website
- Includes all lower-level sponsor benefits

FRESHMAN SPONSOR - \$2,500

- Name in online program
- Listed at sponsor level in e-newsletter (list totals 7,000+)
- Name on Friends of the Children - Portland's website

THANK YOU TO LAST YEAR'S SPONSORS:

AAA Oregon/Idaho
Acme Construction Supply
Baird
Bank of America
Brown & Brown Northwest
Campbell Global
Cambia Health Solutions
CIBC Private Wealth Management
Columbia Bank
Convergence Networks
Davis Wright Tremaine
Grand + Benedicts
KPMG
Morley Capital Management
Nike
Nordstrom
NW Natural
Pacific West Bank
Perkins & Co.
Schwabe, Williamson & Wyatt
Stoel Rives
The Standard
The Stoller Group
Touchmark
USI
Vista Capital Partners
Walmart Foundation
Wealthbridge Advisors
Woodruff, Sawyer & Co.

To take full advantage of
sponsorship benefits,
contact Lisa Bergeson today!
lbergeson@friendspdx.org
503-708-9243