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.
Street Roots is a Movement, meeting each moment with grace, dignity, integrity, creativity, relation, equity.

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.
Light up our streets with your support!

2023 Sponsorship Levels

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
Annual recognition to Street Roots' email list
Name listed on website sponsorship page

*see following page for event sponsorship
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.
  - Recognized as Presenting Sponsor of Street Roots Family Breakfast
  - Name on event webpage

- **$5,000**
  - Listing in media advisory prior to event
  - Name on livestream viewing page

- **$2,500**

- **$1,000**

- **$500**
By the Numbers

**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