



Camp Fire
Columbia



Sponsor Brief

2023-2024

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What Your Sponsorship Supports

Brand Awareness & Reach

Email Subscribers

Camp Fire Columbia listserv – 6,991

Camp Namanu listserv – 600

Friends of Namanu – 587

Social Media Followers

Instagram (@campfirepdx and @campnamanu) – 3,100 impressions

Facebook (Camp Fire Columbia, Camp Namanu, and Friends of Namanu) – 6,180 impressions



Community Impact

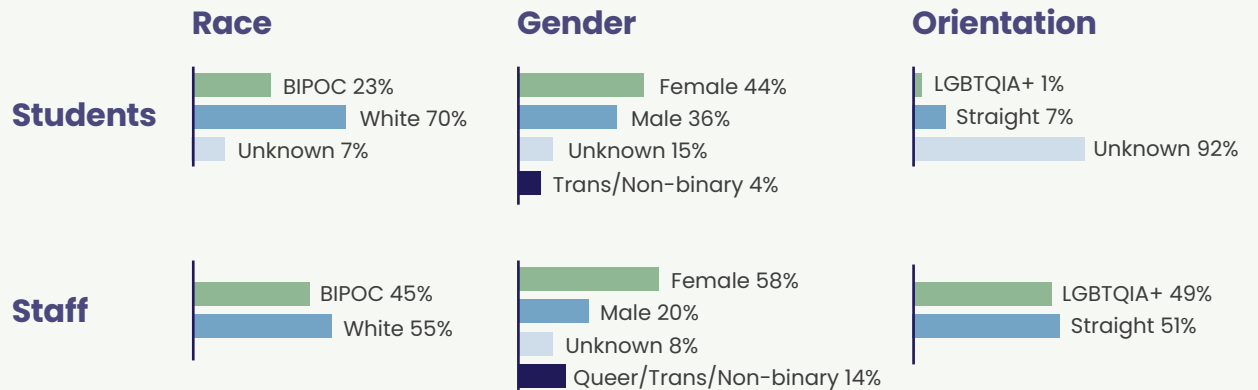
Camp Fire Columbia has been part of the Oregon community since its founding in 1910 and remains a leader among the national Camp Fire network for inclusivity and belonging. We believe in putting relationships first and prioritize responsive program development in partnership with youth, families, and community. Our mission to build lasting, equitable, and caring relationships with nature, others, and ourselves is enacted daily.

As the largest Camp Fire organization in the United States, we annually serve 4,000 young people ages 5-18 through our Before & After School, Camp Namanu, and Teen Programs. Our area of impact has grown over the years, and we are honored to be in 27 schools in the districts of David Douglas, McMinnville, Portland Public Schools, Reynolds, West Linn-Wilsonville. We prioritize schools that are either under-resourced and/or have a large population of BIPOC students as part of our commitment to equity.

Through our top-notch staff, amazing volunteers, and superb supporters, we share power with youth, honor and protect the natural world, and strengthen student achievement. Our programs are based in best practices that support youth in goal setting and feeling confident in their ability to reach those goals. We believe that every young person should have the opportunity to find and nurture their spark.

We are able to do this important work because of sponsors like you. As a 501(c)(3) nonprofit, we rely on the support of individuals, corporations, and foundations to create opportunities for young people to connect their passions to their future.

As we approach the 100th anniversary of Camp Namanu, this is an exciting time of opportunity to get involved with a highly respected youth development organization. We hope you will join us as we grow and continue this vital work together.



Our Programs

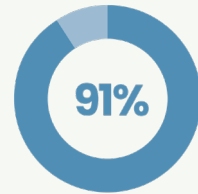
“We believe young people have the abilities to achieve their goals and determine their own means to success.”

–Camp Fire Columbia

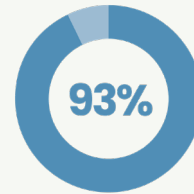


Before & After School

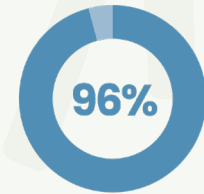
Offered at 20 school sites across 3 school districts, our Before and After School (BAS) program is on track to serve over 900 young people and their families this year. Much more than just a fun place to hang out, Camp Fire extends the learning day and immerses kids in enriching experiences that are exciting, educational, and helps each child discover their interests and develop their talents. Young people at Camp Fire overwhelmingly experience growth in key developmental areas, including positive social behaviors, confidence, self-esteem, and teamwork.



BAS youth feel a sense of belonging at Camp Fire



BAS youth have a deep respect for others



BAS youth care for the environment

Teen Programs

Our Teen Programs are comprised of embedded programming at the Middle School and High School levels. In 2022, we served 275 young people and maintained a ratio of 1 mentor per 25 teens. Our onsite, school-based staff build developmental relationships with students by expressing care, challenging growth, providing support, sharing power, and expanding possibilities. We prioritize schools with large populations of students from historically underserved communities and provide:

Academic Help

Family Outreach and Support

Opportunities for Youth Leadership

College Career Prep

Identity Exploration

Support after Leaving the Program

1:1 Mentoring

Basic Needs Assessment & Support

Our Programs

Camp Namanu *established 1924*

Camp Namanu has 552 acres of forest, meadow, and trails to explore with campers, renters, and community members. The camp is located on the banks of the Sandy River: on the unceded land of the Molalla, Kalapuya, Chinook, and Clackamas tribes.

During the summer, Camp Namanu serves over 1,300 youth aged 7-17 years old. Using a progressive program model, campers are exposed to new and advancing program activities as they age-up. Camp activities include soap-carving, weaving (Namanu hosts the nation's only remaining summer camp weavery program), a high and low ropes course, archery, fire building, swimming, playing games on the meadow, and joining in camp songs.



Best Summer Camp in America 2023 by Newsweek



Best Overnight Summer Camp 2022 by NW Kids Magazine



Best Summer Camp in Oregon 2018-2022 by Willamette Week



Ways to Become a Sponsor

Centennial Support

These exclusive fifteen month-long sponsorship opportunities will provide recognition online and in promotional material for all twelve (12) Centennial events that will take place from July 2023 through September 2024.

Each level provides an amazing opportunity to highlight your dedication to youth development in Oregon with an organization that is a leader in the field. This sponsorship allows you to grow your brand's identity along with advocacy of Camp Fire Columbia and our mission to build lasting, equitable and caring relationships with nature, others, and ourselves.

2023

July 2023

S	M	T	W	Th	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Centennial Kickoff
Est. Guest Count: 600

August 2023

S	M	T	W	Th	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Sparkfinder Luncheon
Est. Guest Count: 100

October 2023

S	M	T	W	Th	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Autumn Fest
Est. Guest Count: 250

December 2023

S	M	T	W	Th	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Maker's Market & Craft Fair
Est. Guest Count: 500

2024

February 2024

S	M	T	W	Th	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

Oregon Historical Society Exhibit - Opening Reception
Est. Guest Count: 200

March 2024

S	M	T	W	Th	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Spark the Future Gala
Est. Guest Count: 350

April 2024

S	M	T	W	Th	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Move for Camp
Est. Guest Count: 300

May 2024

S	M	T	W	Th	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Donor Appreciation Event: TBD
Est. Guest Count: 100

Work Weekend: TBD
Est. Guest Count: 200

June 2024

S	M	T	W	Th	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Pride at Camp Namanu
Est. Guest Count: 300

July 2024

S	M	T	W	Th	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Namanu Day SHINE Gala
Est. Guest Count: 250

September 2024

S	M	T	W	Th	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Closing Celebration
Est. Guest Count: 600

Centennial Support Sponsorship Opportunities

Benefit	Supporting \$5,000	Nurturing \$10,000	Sustaining \$20,000	Guardian \$50,000
Logo and recognition on Website, Emails, & Event Booklets				
All Printed Materials				
Invitation to Donor Recognition Event				
Priority Seating for all Centennial Events				
Tabling Opportunities				
Reserved Parking for all Centennial Events				
Team Building Opportunities at Camp Namanu				
Overnight Team Building at Camp Namanu				
Named Centennial Guardian Sponsor and Recognition at all 13 events				
Staff Signatures				
Logo and recognition on OHS Trimet Ads on Bus, Max, Streetcar				
Honorary Chair of Centennial Committee				
Speaking Opportunities				
V.I.P. Swag Bags				

Camp Namanu's Centennial Kickoff

July 22, 2023

Estimated Guest Count: 600

The Centennial Kickoff celebration is a special event that begins a 15-months long celebration of the 100th anniversary of Camp Namanu. The celebration focuses on commemorating Camp's rich history, while also acknowledging past wrongs, spotlighting the Camp Namanu of today, and looking forward to all that is to come in the next 100 years.

The Centennial Kickoff provides an opportunity for past and present campers, staff, volunteers, supporters and all who love the outdoors to come together to reflect on Namanu's legacy, share their stories and experiences, and participate in a range of exciting activities

During the celebration, there will be special presentations and displays that showcase Namanu's history, from its early days as a summer camp for girls to its evolution into a year-round recreational and educational facility for children and adults, as well as Oregon's premiere summer camp for all genders.

The Centennial Kick-off will also acknowledge past wrongs and challenges, including the pervasive indigenous cultural appropriation that was promoted by Camp Fire and the harm that this created. This acknowledgment is an important step towards building a more inclusive and welcoming community for all.

The celebration will also highlight Camp of today, showcasing the diverse range of programs and activities that are now available for campers of all ages, including outdoor adventures, leadership development programs, and environmental education.





Looking towards the future, the event will provide an opportunity to discuss plans for the next 100 years, including initiatives to promote sustainability, equity, and inclusion, and to ensure that Camp Namanu continues to be a beloved and cherished institution for generations to come.

Overall, the Centennial Kickoff Celebration is a momentous occasion that celebrates the Camp's rich history while also looking forward to a bright future. It is a time to come together, share memories and stories, and renew the camp's commitment to inclusivity, sustainability, and community.



Centennial Kickoff Sponsor

Centennial Kickoff Sponsorship Opportunities

Benefit	Supporting \$375	Nurturing \$750	Sustaining \$1,500	Presenting \$3,750
Recognition on all signage and printed materials	Listing	Listing	Logo	Logo
Opportunity to table				
Food and Beverage Credit				
V.I.P. Reserved Parking				

Parking Sponsor \$2,000

- Exclusive opportunity for logo and recognition on all signage at and related to parking areas at Camp Namanu
- Additional sponsor recognition on website, emails, and social media campaigns
- V.I.P. reserved parking

Photography Sponsor \$1,000

- Logo recognition on all signage and printed materials
- Additional sponsor recognition on website, emails, and social media campaigns

Beer, Wine, Cider Sponsor

- Exclusive opportunity for logo recognition on signage at bars and beverage stations
- Additional sponsor recognition on website, emails, and social media campaigns

In-Kind Donations for Centennial Swag Basket

(see *In-Kind Donations* on [page 19](#))

Sparkfinder Luncheon

August 31, 2023

Estimated Guest Count: 100

The Sparkfinder Luncheon is a brand new event Camp Fire Columbia is creating to help adults discover their Spark through volunteer service and inspiration. Part TedTalk, part Awards Ceremony, and part Volunteer Expo this unique event will help guests tap their strengths and skills to benefit young people in our community.








In this ever-changing world, it is important for everyone to be able to cultivate a sense of belonging and well-being. Each person has a unique set of talents and research shows that volunteerism is a pillar of good mental health. When we give of ourselves, it not only helps our community flourish, but it allows our sense of self-love and purpose to grow.

Attendees will enjoy lunch and an inspiring speaker and have the opportunity to celebrate current volunteers while finding ways to connect with Camp Fire and become our next super volunteer! This invite only event is limited to 100 guests who are hand-selected to provide the greatest positive impact on the lives of young people, and providing a way for our community of supporters to find their own spark.

The program will include a ceremony where we honor volunteers whose skills and dedication have ensured our success. Guests will have opportunities to mingle, learn more about our upcoming Centennial events, and sign up for future volunteer opportunities.

Gathering in a spirit of appreciation is one way for us to celebrate all our remarkable supporters and give back to those who help make our mission possible.

Sparkfinder Luncheon Sponsorship Opportunities

Benefit	Supporting \$500	Nurturing \$1,000	Sustaining \$2,000	Presenting \$5,000
Recognition on all signage and printed materials	Listing	Listing	Logo	Logo
Tickets to event	2 tickets	4 tickets	6 tickets	8 tickets
Opportunity to customize benefits				
Sponsor recognition during live program				
Special V.I.P. gifts for guests				

Oregon Historical Society Exhibit

March–May 2024

Estimated Guest Count: 200

Camp Namanu, A 100 Year Journey of Inclusion, will celebrate the 100th anniversary of Camp Namanu and tell the story of one organization’s journey from cultural appropriation to cultural inclusion. The exhibit will be open from March–May 2024 in the 550 square-foot mezzanine of the Oregon Historical Society, which receives about 44,000 visitors annually.

This multimedia exhibition will feature a visual timeline telling the rich history of Camp Namanu through panels, memorabilia, artifacts, audio, and films that captured the 75th and 90th anniversaries of camp. With interactive QR codes, this exhibit will provide a wide range of ways for viewers to explore and engage with the information.

For a century, Camp Namanu has been the setting for summer adventure, new friendships, outdoor education, and personal discovery for an estimated 100,000 youth. Through this project, thousands of young people, families, friends of Namanu, and those previously unfamiliar with Camp Fire Columbia will be exposed to the impactful historical legacy of Camp Namanu.

Sponsorship opportunities include the opening reception. Please reach out to our Director of Development, Michael De Farias Moura, to discuss tailored sponsor benefits.



THE OREGON
HISTORICAL
SOCIETY

FOUNDED 1898



Spark Gala: *Spark the Future*

Estimated Guest Count: 350

March 21, 2024

Camp Fire Columbia's largest fundraiser, Spark, is a high-energy event that gathers the Camp Fire Columbia community together. Businesses and individuals join in celebration of our program's past successes and raise support so that we can continue creating high-impact youth development programs throughout Oregon.

Event Details

The Redd on Salmon
831 SE Salmon St.
Portland, OR 97214

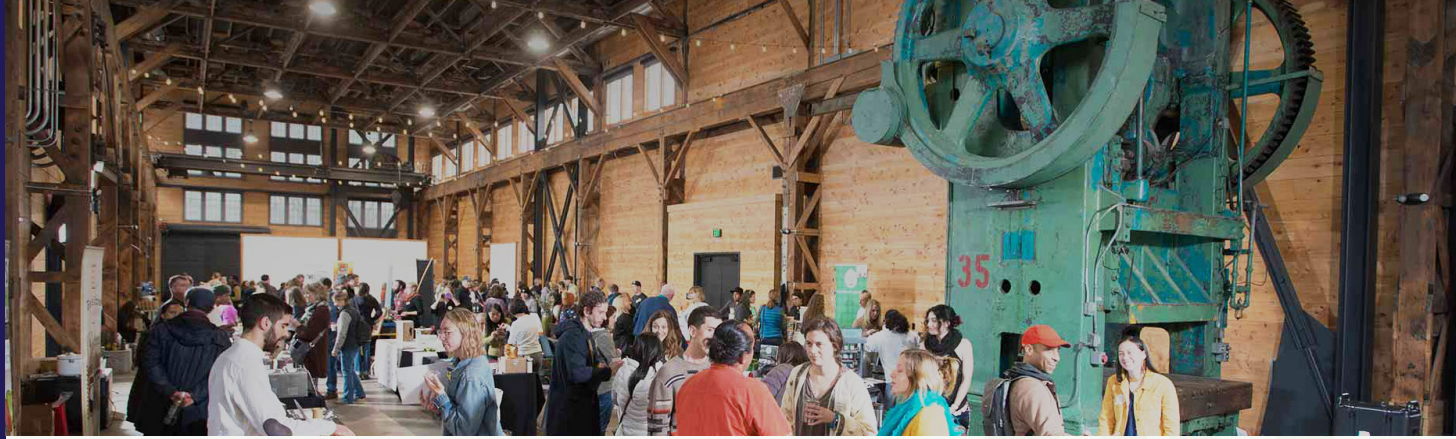
Thursday, March 21, 2024

Doors open at 5:00pm

Attire: Business Casual

Cocktail Reception

Dinner and live auction



This high-energy, come-as-you-are event features an effervescent cocktail hour, seated dinner with special pours of notable local wines, live and online auction, and memorable games. In its fourteenth year, an estimated 350 guests who believe in the power of our mission will join us in Sparking the Future for young people.

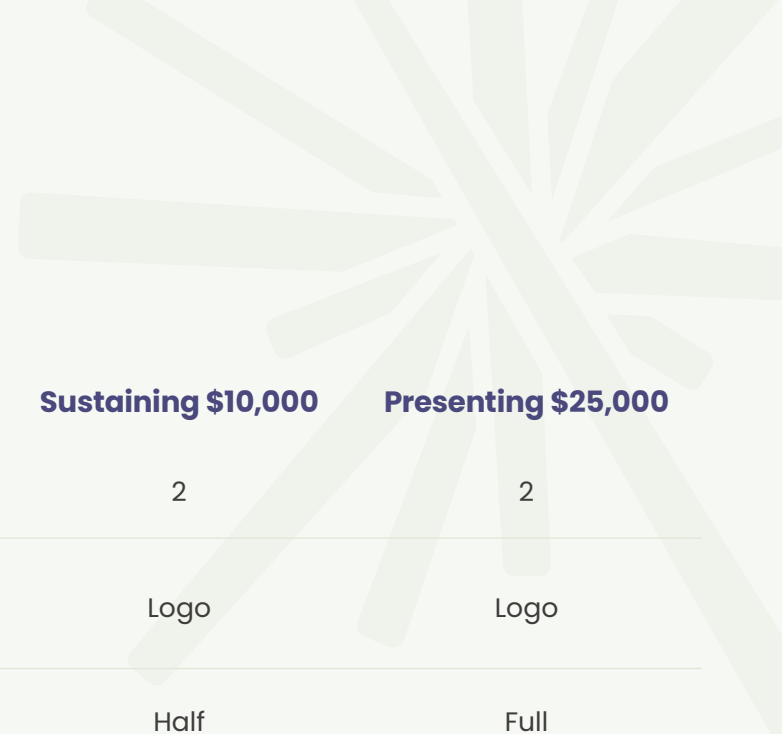
As our roots have grown deep with the 100-year anniversary of Camp Namanu, we look ahead to 100 years in the future. In this place of possibility and imagination, we envision a world where Earth is healed because young people have built lasting, equitable, and caring relationships with nature. We propose a world where young people can be fully themselves without threat or fear. We see a world where power is built with young people as they hold the keys to shaping the future for generations to come.

"The most fun gala I have ever attended!"

"I had such a great time, I'm marking my calendar for next year."



Spark Sponsorship Opportunities



Benefit	Supporting \$2,500	Nurturing \$5,000	Sustaining \$10,000	Presenting \$25,000
Premium Table(s) for 8 people with three course meal and wine	1	1	2	2
Additional recognition on Gala invitations and website, social media campaigns, and all screens/signage at event†	Listing	Listing	Logo	Logo
Ad in Gala Book		Quarter	Half	Full
Promotional video shown during Gala program			15 sec	30 sec
Sponsor recognition during live program				
Opportunity to customize benefits				
Special V.I.P. gifts for guests				
Reserved Parking				

†*Inclusion with commitment by Jan 1, 2024*

***Additional Sponsorship Opportunities on next page**

Spark Sponsorship Opportunities

Bid Card Sponsor \$7,500

- 1 Premium Table for 8
- Quarter Page Advertisement in Gala Program Book
- Exclusive opportunity for logo and recognition on the back of all guest bid cards
- Additional sponsorship recognition:
 - On the Gala website, social media campaigns, all screens/signage, and Gala invitations (**with commitment by January 1, 2024**)
 - In Camp Fire Columbia's annual report and digital donor wall
- Opportunity to customize sponsorship package according to priorities

Photobooth Sponsor \$4,000

- 1 Premium Table for 8
- Quarter Page Advertisement in Gala Program Book
- Sponsor recognition during the live program
- 6x9' table for promotional purposes at the event
- Additional sponsorship recognition:
 - On the Gala website, social media campaigns, all screens/signage
 - In Camp Fire Columbia's annual report and digital donor wall

Photography Sponsor \$1,500

- Sponsor recognition on website and in social media campaigns
- Sponsor recognition during the live program
- Additional sponsorship recognition:
 - On the Gala website, social media campaigns, all screens/signage
 - In Camp Fire Columbia's annual report and digital donor wall

Signature Cocktail Sponsor

- 1 Premium Table for 8 (minimum in-kind donation value of \$5,000)
- Recognition as Sponsor in Gala Program Book
- Exclusive opportunity to have signage placed at bars
- Sponsor recognition during the live program
- Additional sponsorship recognition:
 - On the Gala website, social media campaigns, all screens/signage
 - In Camp Fire Columbia's annual report and digital donor wall

Wine Sponsor

- 1 Premium Table for 8 (minimum in-kind donation value of \$5,000)
- Recognition as Sponsor in Gala Program Book
- Exclusive opportunity to have signage placed at bars
- Sponsor recognition during the live program
- Additional sponsorship recognition:
 - On the Gala website, social media campaigns, all screens/signage
 - In Camp Fire Columbia's annual report and digital donor wall

Pride at Camp Namanu

June 8, 2024

Estimated Guest Count: 300

Camp Namanu PRIDE is an inclusive and welcoming community event that celebrates diversity and supports LGBTQIA2+ individuals. Our inaugural PRIDE celebration brings together people from all backgrounds to promote acceptance, love, and respect for all. Join us as we celebrate the LGBTQIA2+ community and stand in solidarity with those who have been marginalized and discriminated against. Let's come together to create a world where everyone can be their authentic selves and thrive in an atmosphere of love and inclusion.

Pride Sponsorship Opportunities

Benefit	Supporting \$375	Nurturing \$750	Sustaining \$1,500	Presenting \$3,750
Recognition on all signage and printed materials	Listing	Listing	Logo	Logo
Ad in Event Book		Quarter	Half	Full
Exclusive recognition on event merchandise				Logo
Opportunity to customize benefits	✱	✱	✱	✱
Opportunity to table			✱	✱
V.I.P. Reserved Parking				✱

Camp Namanu Day SHINE

July 2024

Estimated Guest Count: 200

Camp Namanu- Sure to SHINE! Shine, Camp Namanu’s inaugural fundraiser supports maintenance and capital improvements at Camp to ensure we are sure to shine for another 100 years!

This event is aimed at raising funds for maintenance and capital improvements that will keep Camp Namanu looking great and providing a safe and nurturing space for all young people to belong. The fundraiser offers various ways to contribute, including hosting a table, being a sponsor, or buying a ticket. And the best part is that 100% of the net proceeds go directly to supporting the camp’s maintenance and improvements.

The improvements needed at Camp Namanu are diverse, ranging from repairing chimneys in Guardians and Cobb Cottage to caring for the trees in the Balagan Treehouse, maintaining the pool, or replacing the floor in Uncle Toby’s Storyhouse. The fundraising event aims to gather support from the community and beyond to ensure that these much-needed improvements and maintenance tasks are taken care of.

Your support for the Shine fundraiser will make a significant impact in the lives of the children and young people who attend Camp Namanu every year. With your help, the camp will continue to provide a safe, nurturing, and adventurous space for generations to come.

Camp Namanu Day SHINE Sponsorship Opportunities

Benefit	Supporting \$1,250	Nurturing \$2,500	Sustaining \$5,000	Presenting \$12,500
Premium Table(s)	1	1	2	2
Additional recognition on Gala invitations and website, social media campaigns, and all screens/signage at event†	Listing	Listing	Logo	Logo
Ad in Event Book		Quarter	Half	Full
Sponsor recognition during live program				
Opportunity to customize benefits				
Special V.I.P. gifts for guests				
Reserved Parking				

†Inclusion with commitment by April 1, 2024

*Additional Sponsorship Opportunities on next page

Camp Namanu Day *SHINE* Sponsorship Opportunities

Bid Card Sponsor \$4,000

- 1 Premium Table for 8
- Quarter Page Advertisement in Gala Program Book
- Exclusive opportunity for logo and recognition on the back of all guest bid cards
- Additional sponsorship recognition:
 - On the event website, social media campaigns, all screens/signage, and invitations (**with commitment by January 1, 2024**)
 - In Camp Fire Columbia's annual report
- Opportunity to customize sponsorship package according to priorities

Photobooth Sponsor \$2,000

- Quarter Page Advertisement in Event Program Book
- Sponsor recognition during the live program
- 6x9' table for promotional purposes at the event
- Additional sponsorship recognition:
 - On the event website, social media campaigns, all screens/signage
 - In Camp Fire Columbia's annual report

Photography Sponsor \$750

- Sponsor recognition on website and in social media campaigns
- Sponsor recognition during the live program
- Additional sponsorship recognition:
 - On the event website, social media campaigns, all screens/signage
 - In Camp Fire Columbia's annual report

Beer, Wine, and Cider Sponsor

- Tickets for 2
- Recognition as Sponsor in Event Program Book
- Exclusive opportunity to have signage placed at bars
- Sponsor recognition during the live program
- Additional sponsorship recognition:
 - On the event website, social media campaigns, all screens/signage
 - In Camp Fire Columbia's annual report

In-Kind Sponsorship & Donations

In-kind donations are a fantastic way to show your business' support of Camp Fire Columbia. Non-cash gifts of goods, services, time, or talent are incredibly meaningful. We greatly appreciate in-kind donations since they help us access goods and services that may otherwise be out of reach for a nonprofit. Oftentimes, the donation helps free up resources to be used instead on programming or other critical supports for young people.



Examples of in-kind sponsorships include a printing sponsor for all booklets, posters, invitations and other material, or a floral sponsor that helps enliven the event décor to create an enhanced experience for guests and community members.

Examples of in-kind donations include gift cards, event or concert tickets, art, wine, offering to be the photographer at an event, or helping with graphic design.

If you are interested in a sponsorship arrangement that includes an in-kind sponsorship, we'd love to connect and discuss with you.



Our work relies on donations and in-kind gifts from sponsors like you. We extend our sincere appreciation and heartfelt gratitude for partnering with us and championing our work!

Your generous support ensures that families are able to access childcare outside of school hours, teens develop leadership skills, and more young people can make friends and life-long memories at Camp Namanu. On behalf of our Board of Directors, staff, and volunteers, thank you for dedicating your support for the well-being of children, families, and communities throughout Oregon.

Your commitment inspires our efforts and makes our biggest dreams possible.



Thank You!

Michael De Farias Moura

Director of Development

mmoura@campfirecolumbia.org

(971) 710-2241