



BRIDGING
WE FURNISH HOMES WITH HOPE®

Original
MATTRESS
FACTORY.
**Bedrace
for Bridging**



2023 SPONSORSHIP PACKET

SATURDAY, MARCH 11, 2023

BRIDGING.ORG/BEDRACE

JOIN US FOR OUR 25TH ANNIVERSARY BEDRACE!



ABOUT THE EVENT

The Bedrace for Bridging is a much-anticipated community event filled with **generous fundraising and outrageous fun!** Dressed in zany costumes, teams of four race down Buck Hill's snow tube run on covered queen-sized mattresses. The enthusiastic crowd of spectators cheers all participants to the finish line and celebrate community participation in this wildly successful event that helps Bridging FURNISH HOMES WITH HOPE. Since 1999, this annual event has raised more than \$1 million dollars to support Bridging's mission!

BECOME A SPONSOR

The Bedrace for Bridging is a unique opportunity for businesses and organizations to highlight their support for Bridging while receiving excellent visibility.

Support Bridging's vision that everyone lives in a furnished home. Your sponsorship and support is critical in helping us furnish thousands of homes in our community by providing quality furniture and essential household goods.

Highlight your Commitment to the Community

Align your brand with a favorite Minnesota winter fundraising event. Engage your employees in an unforgettable team-building activity that has extraordinary community impact.

Increase Visibility and Promotion

This event draws significant local media coverage from Twin Cities major broadcasting networks and on-air promotions.



TITLE SPONSOR

Original Mattress Factory has been a valued Bridging community partner for more than a decade. The annual Original Mattress Factory Bring a Blanket for Bridging event engages the community in donating thousands of blankets. Visit originalmattress.com to learn more about their commitment to quality, value, courteous service, and Win-Win solutions.



ALL FUNDS RAISED BENEFIT BRIDGING

Bridging is a 501(c)(3) nonprofit that empowers people to thrive in their homes by providing quality furniture and household goods for those pursuing housing stability.



SERVING WITH DIGNITY ALL YEAR-ROUND

Bridging empowers individuals and families as they transition to housing stability from many unique paths. More than 80% of households served have an annual income of less than \$20,000. Bridging helps people achieve stability and a fresh start by providing a full household setup of quality furniture and home furnishings.

Clients of Bridging obtain referrals through a network of more than 250 agency partners and more than 2,200 active referring caseworkers.

With dignity and respect, individuals engage in a personalized shopping experience alongside a team of Bridging volunteers and staff and select household items including beds, a kitchen table, a couch and chairs to sit upon, tableware, cookware, towels, linens, and more. Bridging strives to help create a comfortable home and FURNISH HOMES WITH HOPE.

Each year, Bridging serves more than 11,000 individuals in more than 4,500 households.

Learn more: BRIDGING.ORG/ABOUT-US

WHY SPONSOR?

Your sponsorship for the 2023 Bedrace for Bridging helps furnish thousands of homes in our community. We provide each household we serve quality furniture and essential household goods. At Bridging, we believe that a home is more than just four walls.



"There's the phrase 'the whole nine yards'. I got the whole TEN yards at Bridging. ... It was such an unimaginable and surprising process." —Reginald T., Bridging client

2023 SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSORSHIP LEVEL: \$10,000

- 10 Teams to race, 4 person teams
- Featured in Bridging blog highlight (16,000+ visits/month; Bridging.org)
- Included in event promotional communications (15,000+ email recipients)
- Sponsorship banner with company logo on site at event
- Marketing and promotional collateral inclusion
- Logo included in onsite event signage
- Sponsor recognition from stage
- Dedicated social media posts
- Logo and link on Bridging.org and Bedrace registration site



GOLD SPONSORSHIP LEVEL: \$5,000

- 5 Teams to race, 4 person teams
- Included in event promotional communications (15,000+ email recipients)
- Logo included in onsite event signage
- Dedicated social media posts
- Logo on Bridging.org and Bedrace registration site



SILVER SPONSORSHIP LEVEL: \$2,500

- 3 Teams to race, 4 person teams
- Logo on Bridging.org
- On-site recognition



BRONZE SPONSORSHIP LEVEL: \$1,000

- 1 team to race, 4 person teams
- On-site recognition

NOTE: All racers must be 18 years of age or older.

LOGO FILES: Please submit two company/organization logos. One full color and one black/white EPS or JPEG file with 300 dpi or higher.



CONFIRM YOUR SPONSORSHIP

READY TO CONFIRM YOUR 2023 BEDRACE SPONSORSHIP?

Contact: Mark Fangmeier, Bridging Development Manager

Email: mark.fangmeier@bridging.org

Mail: Bridging, 201 West 87th Street, Bloomington, MN 55420



Questions or unable to sponsor this year? Contact Mark Fangmeier to sign up a team of friends, family, or co-workers today!

REMINDER:

Please submit two company/organization logos.

One full color and one black/white EPS or JPEG file with 300 dpi or higher.

EVENT PROMOTIONS BEGIN EARLY JANUARY 2023



CELEBRATING 25 YEARS OF BEDRACING



Thank you Nemer Fieger for 25 amazing years of promotion, event management, and crazy fun!

