

slumberland
FURNITURE

Bedrace for Bridging



Saturday, March 14, 2020

Be a part of the coolest event of the season!



All funds raised benefit Bridging, a Minnesota nonprofit that provides quality furniture and household goods to local individuals and families who are transitioning out of homelessness and poverty. Slumberland's mission is to improve the life of each customer. They are proud to support their community and remain focused on what counts: family, friends and happy, healthy homes.



BRIDGING.ORG/engage/events/bedraceforbridging/

ABOUT THE SLUMBERLAND® BEDRACE FOR BRIDGING



Saturday, March 14, 2020
Buck Hill, Burnsville

The Slumberland® Bedrace for Bridging is an incredibly popular community event.

Teams of four dress in crazy costumes and race down Buck Hill's snow tube run on a covered queen-size mattress.

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

The event receives significant local media coverage from Twin Cities major broadcasting networks, and on-air advance promotion on KSTP and Kool108. Kool108's on-air personalities emcee the event and awards ceremony.

In addition, sponsors have the opportunity to have on-site brand presence, social media recognition, and many send employee teams to

compete in the race! Participate and enjoy the races, live music, bonfire, fun, and best of all – help Bridging FURNISH HOMES WITH HOPE®.

We hope you join us this year. It's sure to be outrageous fun for all who attend!



WHY SPONSOR?



Help Furnish Homes with Hope

Your sponsorship for the 2020 Slumberland® Bedrace for Bridging helps furnish the homes of nearly 300 people each week. We provide each household we serve quality furniture and essential household goods. Together we can support nearly 13,000 people in need, and fill their homes with hope!

Highlight your Commitment to the Community

The Slumberland® Bedrace for Bridging is a unique opportunity to demonstrate your commitment to the community and highlight your company brand.

Increase Visibility and Promotion

Receive excellent visibility to more than 1,000 potential customers at the event and thousands more through event promotion by getting recognition before, during, and after the races.



What a fantastic teambuilding activity for a great cause! Shake off the winter blues, make way for spring and enjoy a fun evening on the slopes at Buck Hill!

SPONSORSHIP PACKAGES

PLATINUM \$10,000

- 10 Teams to race (max 5 teams per heat)
- Featured Bridging blog highlight (12,000+ visits/month; Bridging.org)
- Sponsorship banner with company logo
- Press material inclusion
- Logo on poster and brochure
- Sponsor recognition from stage
- Logo on event t-shirt (all participants receive)
- Social media attention
- Logo on Bridging.org and Bedrace registration site
- On-site recognition
- Recognition in Bridging Financial Donors Report

SILVER \$2,500

- 3 Teams to race
- Social media attention
- Logo on Bridging.org and Bedrace registration site
- On-site recognition
- Recognition in Bridging Financial Donors Report

GOLD \$5,000

- 5 Teams to race
- Sponsorship banner with company logo
- Press material inclusion
- Logo on poster and brochure
- Sponsor recognition from stage
- Logo on event t-shirt (all participants receive)
- Social media attention
- Logo on Bridging.org and Bedrace registration site
- On-site recognition
- Recognition in Bridging Financial Donors Report

BRONZE \$1,000

- 2 Teams to race
- On-site recognition
- Recognition in Bridging Financial Donors Report

Important Deadlines:

January 16, 2020 - Sponsor Logo Deadline for print, pre-event promotions and t-shirts

January 27, 2020 - Sponsor Logo deadline for on-site materials

**** Full color and Black/White EPS or JPEG file with 300 dpi or higher needed**

**** Racers must be 18 or older.**



*“When good people get together to do good things,
then good things happen!”*

~ Founder Fran Heitzman

WE FURNISH HOMES WITH HOPE





In 1987, Fran Heitzman saw a need in the community for someone to be a bridge between people who have items they no longer need, and people who could use those items.



From the very first piece of donated furniture, to serving more than 4,500 households each year, the impact Bridging has made in the lives of local families in need, the environment, and its volunteer community is monumental.

“It was just like they [Bridging] didn’t make me feel like I was in there coming from the street, or that I needed stuff because I’m less of a person... I got to have all these decisions and choices because they cared about me!”
– Trina M., Bridging Client

ANNUAL HOUSEHOLD* INCOME IS LESS THAN \$20,000		BRIDGING AT A GLANCE 85 12,844	Households served/week Approx. people served/year		AVERAGE VALUE OF ITEMS RECEIVED PER HOUSEHOLD* \$1,800
*Average Bridging household size is 3 people					

As families face the exhausting challenge of finding affordable and stable housing, employment, education and health care they are left with severely limited resources to furnish their home. Bridging services provide families a comfortable home and allow them to focus on other crucial matters in life.

Clients are referred to Bridging through a network of nearly 200 social service agency partners and more than 1,000 active referring caseworkers.

After visiting Bridging, clients are able to sleep in a clean, warm bed and share a family meal around a dining table.



2020 SPONSORSHIP FORM

SPONSORSHIP LEVELS: (Circle your choice)

Platinum	\$10,000
Gold	\$5,000
Silver	\$2,500
Bronze	\$1,000

Not able to sponsor? Reach out to Cathy Berg (cathy.berg@bridging.org or 952.460.1017) to **sign up a team** of your friends, family, neighbors or co-workers today, or visit bedraceforbridging.com in December 2019!

Please return completed form to Maggie Mau, Donor Relations Manager

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

Email: Maggie.Mau@Bridging.org
Fax: 952.888.1239

PAYMENT OPTIONS

Credit Card Please Invoice Check enclosed made payable to: **Bridging**
* please note: Bedrace sponsorship

BILLING INFORMATION:

Business/Organization Name: _____



Phone: _____ Email: _____
(_____) _____

Contact Name and Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

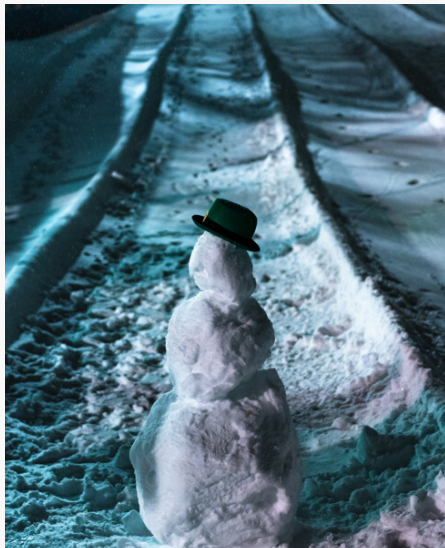
BILLING INFORMATION:

Credit Card Type: Visa MasterCard American Express Discover

Credit Card Number: _____

Expiration Date: ____ / ____ Security Code: ____

Signature _____ Date: _____



FURNISH HOMES WITH HOPE

