

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/](https://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 Cities 97. Cities 97'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**  **87%**

**BRIDGING AT A GLANCE**

**85** Households served/week

**12,844** 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)

<b>Platinum</b>	<b>\$10,000</b>
<b>Gold</b>	<b>\$5,000</b>
<b>Silver</b>	<b>\$2,500</b>
<b>Bronze</b>	<b>\$1,000</b>

Not able to sponsor? Reach out to Cathy Berg ([cathy.berg@bridging.org](mailto: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](http://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](mailto: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: \_\_\_\_\_



CHARITY NAVIGATOR  
★★★★★ Four Star Charity



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

