



Original
MATTRESS
FACTORY.
Bedrace
for Bridging



2024 SPONSORSHIP PACKET

SATURDAY, MARCH 9, 2024

BRIDGING.ORG/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 nearly \$2 million dollars to support Bridging's mission!



TITLE SPONSOR

Original Mattress Factory has been a valued Bridging community partner for more than a decade.

As the title sponsor of the Bedrace for Bridging for the second year in a row, they are excited to inspire community businesses to sponsor the event and support Bridging's mission.

"I enjoy working with Bridging to support our local community and our neighbors. I love sledding, and it's even better on a mattress."

— Darin Nelson, Original Mattress Factory

The annual Original Mattress Factory Bring a Blanket for Bridging event also 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.

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.



SERVING WITH DIGNITY ALL YEAR ROUND

A house is not a home without furniture. Bridging fulfills an essential need in the community by furnishing homes with hope. We provide a foundational home setup of furniture and household items to individuals and families who are transitioning to housing stability. With the demand for our services steadily rising, Bridging will serve more than 5,000 households in the Twin Cities area next year.

Individuals and families access Bridging's services through its network of nearly 260 agency partners and more than 2,200 referring caseworkers.

With dignity and respect, individuals engage in a personalized shopping experience alongside a team of Bridging volunteers and staff and select furnishings they want and need to transform an empty space into their home.

The impact of a furnished home is personal and significant. Having the comforts of home - a bed and pillow for sleep, a table and dishes for meals, and a couch and lamp to enjoy the company of guests - people are empowered to reset and thrive.

Learn more: BRIDGING.ORG/ABOUT-US

WHY SPONSOR?

Your sponsorship for the 2024 Bedrace for Bridging helps furnish thousands of homes in our community. Participation by partners like you is essential as we strive to achieve Bridging's vision that *everyone lives in a furnished home*.



**"WE BELIEVE BRIDGING IS A WONDERFUL ORGANIZATION THAT PROVIDES HELP TO THE COMMUNITY, AND THAT'S PART OF OUR MISSION AS A FINANCIAL SERVICES ORGANIZATION."
—MICHAEL B., ALERUS**



2024 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 onsite 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
- Logo included on 2023 Bedrace participant t-shirt



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
- Logo included on 2023 Bedrace participant t-shirt



SILVER SPONSORSHIP LEVEL: \$2,500

- 3 teams to race, 4 person teams
- Logo on Bridging.org
- Onsite recognition



BRONZE SPONSORSHIP LEVEL: \$1,000

- 1 team to race, 4 person teams
- Onsite 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 2024 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 2024



CELEBRATING NEARLY THREE DECADES OF BEDRACING!



Thank you, Nemer Fieger, for 26 amazing years of promotion, event management, and crazy fun!

