



Original
MATTRESS
FACTORY.
Bedrace
for Bridging



2025 SPONSORSHIP PACKET
SATURDAY, MARCH 1, 2025
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!

NEW THIS YEAR!

- Warm up, chill out, and feel the vibes at the **Bedrace DJ music party** — immediately following the **indoor awards ceremony**.
- Be the first to select one of our **NEW and LIMITED event sponsorships**: Photo Booth & Costume Contest sponsor, D.J. sponsor, and S'more sponsor, each with high visibility.
- Lock in a **Bedrace sponsor table** and engage hundreds of participants with your promotional materials, games, and swag!

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.



TITLE SPONSOR



Original Mattress Factory has been a valued Bridging community partner for more than a decade, and the title sponsor of the Bedrace for Bridging for three years.

"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.

BECOME A SPONSOR

The Bedrace for Bridging is a unique opportunity for businesses and organizations to highlight their support for Bridging and their commitment to the community while receiving high brand visibility.

Support Bridging's vision that everyone lives in a furnished home and align your brand as a vital community partner in this important work.

Benefit from high brand visibility through local media coverage from Twin Cities major broadcasting networks, on-air promotions, social media promotions, event signage, and personalized engagement with hundreds of event participants.

Engage your employees in an unforgettable team-building activity with extraordinary community impact!

FURNISHING HOMES WITH HOPE

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 valued at \$2,000, to individuals and families who are transitioning to housing stability. Bridging serves more than 5,250 households in the Twin Cities each year.

Individuals and families access Bridging's services through its network of nearly 270 agency partners and more than 2,400 referring caseworkers.

Together, we strive to create a welcoming experience for everyone at Bridging, while supporting the diverse needs and strengths of every person and household. With dignity and respect, individuals engage in a personalized shopping experience alongside a team of Bridging volunteers and staff to 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 - help ensure people are empowered to reset and thrive.

Learn more: BRIDGING.ORG/ABOUT-US

WHY SPONSOR?

Your sponsorship for the 2025 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



2025 SPONSORSHIP OPPORTUNITIES

GOLD 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 2025 Bedrace participant t-shirt



SILVER 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 2025 Bedrace participant t-shirt



BRONZE SPONSORSHIP LEVEL: \$2,500

- 3 teams to race, 4 person teams
- Name included on 2025 Bedrace participant t-shirt
- Logo on Bridging.org
- 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.



NEW! 2025 SPONSORSHIP OPPORTUNITIES



PHOTO BOOTH & COSTUME CONTEST SPONSORSHIP LEVEL: \$7,500 (1 AVAILABLE)

- Company logo included in step and repeat backdrop behind all team photos
- Exclusive tabling opportunity adjacent to photo booth
- Opportunity to judge costume contest
- Includes all sponsorship benefits included with Silver Sponsorship Level (previous page)



POST-RACE DJ SPONSORSHIP LEVEL: \$7,500 (1 AVAILABLE)

- Visible logo placement throughout DJ set
- Company shout outs throughout DJ set
- Exclusive tabling opportunity adjacent to the DJ booth
- Includes all sponsorship benefits included with Silver Sponsorship Level (previous page)



S'MORES SPONSORSHIP LEVEL: \$7,500 (1 AVAILABLE)

- One six-foot outreach table and 10-foot tent located outside adjacent to the tubing hill
- Company logo placement on all s'mores packs
- Tabling opportunity during entire outdoor portion of the event (three to four hours)
- Includes all sponsorship benefits included with Silver Sponsorship Level (previous page)

PRE-RACE TABLING OPPORTUNITY: \$2,000 (2 AVAILABLE)

- One six-foot outreach table in the indoor event space during the two-hour registration check-in period
- Onsite recognition
- Logo on Bridging.org
- Name included on 2025 Bedrace participant t-shirt



CONFIRM YOUR SPONSORSHIP

READY TO CONFIRM YOUR 2025 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 2025



CELEBRATING NEARLY THREE DECADES OF BEDRACING!



Thank you, Nemer Fieger, for 27 amazing years of promotion, event management, and crazy fun!

