



**Bedrace
for Bridging**

**21ST ANNUAL
SUBWAY® BEDRACE FOR BRIDGING
BUCK HILL, BURNSVILLE, MN**

**SATURDAY, MARCH 9, 2019
SPONSORSHIP OPPORTUNITIES**



All funds raised benefit Bridging, a Twin Cities based nonprofit organization that provides quality furniture and household goods to local individuals and families transitioning out of homelessness and poverty. Nearly 400 SUBWAY® restaurant owners in Central Minnesota and Western Wisconsin underwrite the event expenses and provide production, coordination, advertising and marketing!

Thank you for your interest in sponsoring the 2019 SUBWAY® Bedrace for Bridging! Funds raised help us serve nearly 4,500 families each year. Bridging was founded in 1987 to provide a bridge between those in need and those with excess. For more than 30 years, Bridging has provided furniture and basic home essentials to more than 90,000 families.



ABOUT SUBWAY® BEDRACE FOR BRIDGING

Since year one, the SUBWAY® Bedrace for Bridging has been 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 SUBWAY® Bedrace for Bridging is a unique opportunity for businesses and organizations to highlight their support for Bridging while receiving excellent visibility. The event has received significant media coverage on KARE 11, Cities 97, 101.3 KDWB, K102 and more. Cities 97's on-air personalities emcee the event and awards ceremony.

In addition, sponsors have the opportunity to have a brand presence with on-site banners, social media recognition, and many send employee teams to compete against each other 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

By sponsoring the 2019 SUBWAY® Bedrace for Bridging, you are helping Bridging furnish the homes of nearly 300 people each week with quality furniture and essential household goods. Together we can support nearly 13,000 people in need, and fill their homes with hope!

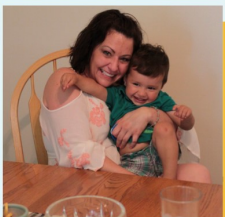
Highlight your Commitment to the Community

The SUBWAY® 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 over 1,000 potential customers at the event and thousands more through event promotion by getting recognition before, during, and after the races. With a PLATINUM OR GOLD level sponsorship, your company will receive additional exposure to thousands of KARE 11 and iHeartMedia viewers and listeners, along with 5,000 Bridging supporters.

WHO YOUR SPONSORSHIP HELPS



"ONE OF THE TRADITIONS I HAVE, AT THE END OF THE DAY... IS TO SIT AROUND THE KITCHEN TABLE, AND I ASK MY KIDS WHAT THE BEST PART OF THEIR DAY WAS... 'WHAT WAS SOMETHING GOOD THAT HAPPENED TO YOU TODAY AND DID YOU HELP ANYONE?' TO BE ABLE TO DO THAT AGAIN IS PRETTY AMAZING!"



"The difference between having your child sleep on the floor in winter and having them sleep in a bed with a blanket is huge... A bed means, new life, hope and a starting point to rebuild their lives. What they are doing is building a foundation for their whole lives."



"I started thinking a lot about what 'home' is... while I was homeless..."



... Furniture really makes a place. It really does... It became a place where I could be a host in, I could be normal in. I could show them that I could be a normal person again."



IMPORTANT DEADLINES

*** January 11, 2019** Sponsor Logo Print Deadline for Pre-Event Promotional Materials (EPS and JPEG file with 300 dpi or higher needed.)

**** February 5, 2019** Sponsor Logo Print Deadline for on-site promotional materials (BLACK/WHITE EPS and JPEG file with 300 dpi or higher needed.)

SUBWAY® Bedrace for Bridging Sponsorship Packages

SPONSORSHIP RECOGNITION	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Teams to Race Each Other in One Heat (Max 5 teams per heat)	10 Teams	5 Teams	3 Teams	1 Team
Opportunity to Provide one company Banner to display on-site	X	X		
** Sponsorship Banner with company logos	X	X		
* Press Material Inclusion	X	X		
* Logo on Poster and Brochure	X	X		
Sponsor Recognition from stage	X	X		
** Logo on Event T-shirt (all participants receive)	X	X		
Bedrace-themed Team Buffs (Multifunctional Headwear)	X	X	X	
Social Media Post	X	X	X	X
Logo on bridging.org and subwaybedrace.org	X	X	X	X
** On-Site Recognition	X	X	X	X
Recognition in Bridging's Financial Donors Report	X	X	X	X



SPONSORSHIP CONTACT

Maggie Mau
Donor Relations Manager
Maggie.Mau@bridging.org
952.888.0777

SUBWAY® Bedrace for Bridging Sponsorship Form

SPONSORSHIP LEVELS:

- | | |
|-----------------------------------|----------|
| <input type="checkbox"/> Platinum | \$10,000 |
| <input type="checkbox"/> Gold | \$5,000 |
| <input type="checkbox"/> Silver | \$2,500 |
| <input type="checkbox"/> Bronze | \$1,000 |

Not interested in Sponsoring? 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 subwaybedrace.org in late December 2018!

PAYMENT OPTIONS:

- ☐ Credit Card ☐ Please Invoice ☐ Check Enclosed
Made Payable To: Bridging

*Please note on check: Bedrace Sponsorship

BILLING INFORMATION:

Business/Organization Name:

Phone: _____ Email: _____

(____) _____

Contact Name and Title:

Address:

City: _____ State: _____ Zip: _____

CREDIT CARD INFORMATION:

Credit Card Type: ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Credit Card Number: _____

Expiration Date: ____ / ____ Security Code: _____

Signature: _____ Date: _____

Please return completed form to Maggie
Mau, Donor Relations Manager:

Mail:

Bridging
201 W 87th Street
Bloomington, MN 55420

Email:

Maggie.Mau@bridging.org

Phone:

952.888.0777

Fax:

952.888.1239

