



2012 Sponsorship Opportunities



**14th Annual Event
Saturday, March 3, 2012
Presented by Cities 97 & KARE 11**

**All monies raised benefit Bridging, a
Twin Cities-based nonprofit organization
that provides furniture and household goods
to local families and individuals in need.**



How Your Support Makes a Difference

On your mark, get set, bedrace! Since its creation in 1998, the SUBWAY® Bedrace for Bridging has grown from fewer than 100 attendees to an annual event that draws over 1,000 people. With even more event goers anticipated for 2012, the SUBWAY® Bedrace for Bridging is an outstanding opportunity to highlight your company's brand, commitment to community, products and special offers.

As an event sponsor, your company will receive the following:

- Excellent visibility to over 1,000 potential customers
- Recognition before, during and after the event
- Opportunity to directly engage potential customers, promote product(s), and distribute product samples

All monies raised from the SUBWAY® Bedrace for Bridging benefit Bridging, a Twin Cities-based 501(c)(3) nonprofit organization that supports local families and individuals transitioning out of homelessness and poverty. The families that walk through Bridging's doors do not have beds to sleep on, blankets to keep them warm, silverware to eat with, or even dining room tables to enjoy meals with loved ones. But by providing furniture and household goods to those in need, Bridging gives hope to thousands of people in the local community every year.

Bridging relies on the generosity of sponsors to fulfill our mission for many more families and individuals in 2012. Together, we can make a life-changing impact on thousands of people in need this year.

To sponsor the 14th Annual SUBWAY® Bedrace for Bridging, please contact Heidi Schwitzer at 952.460.3750 or heidi.schwitzer@bridging.org.



New Sponsorship Packages

Corporate Team Challenge Sponsorship

Based on popular demand, we are proud to introduce the first ever Corporate Team Bedrace Challenge Sponsorship! This package includes registration for five Bedrace teams (four people required per team) and guarantees those five teams to compete against each other in their first Bedrace heat. Amongst the first to compete and racing on all available lanes at the same time, the fastest teams will qualify for the next round to compete against all Bedracers for great prizes. And don't forget, you can fill your five teams with co-workers, executives, and even friends from other companies!

Exposure opportunities are also included in this package. Complete sponsorship components are listed on the following page.

Corporate Team Challenge Add-On

This opportunity includes all components of the Corporate Team Challenge Sponsorship (see above) except for the exposure opportunities. The Corporate Team Challenge Add-On can be combined with any sponsorship opportunity and is only available when another sponsorship opportunity is purchased.

SUBWAY® Bedrace for Bridging Sponsorship Packages

Sponsorship Acknowledgement	Sponsorship Package							
	Diamond \$25,000	Platinum \$15,000	Gold \$5,000	Silver \$3,000	Corporate Team Challenge \$2,000	Bronze \$1,000	Mattress - Provide 18 Queen Mattresses	Corporate Team Challenge Add-On** \$1,500
5 Teams Guaranteed to Race Against Each Other					•			•
Recognition in Event PSA	•	•						
Booth Space	•	•	•					
Lane Signage - (5) 2' x 2' banners on lane	•			•				
(6) 6' x 3' Banners*	•							
(2) 6' x 3' Banners*		•	•	•		•	•	
Press Material Inclusion	•	•					•	
Logo on Poster	•	•						
Logo on Brochure	•	•	•				•	
Social Media Recognition	•	•	•	•	•		•	
Logo on www.subwaybedrace.org and www.bridging.org	•	•	•	•	•	•	•	
On-Site Recognition	•	•	•	•	•	•	•	
Recognition in Bridging's Annual Report	•	•	•	•	•	•	•	
Additional Mutually Agreed Upon On-Site Exposure	•							

**Print Deadline is January 13, 2012
(EPS & JPEG files 300 dpi or higher)**

* Sponsor to provide banners to Bridging no later than Thursday, March 1, 2012

** Corporate Team Challenge Add-On can be paired with any other sponsorship opportunity

Sponsorship Contact: Heidi Schwitzer, Bridging's Communications & Events Manager (952-460-3750 or heidi.schwitzer@bridging.org)