



21st Annual Sleep Out Saturday (SOS)

One Night Outside to Transform Lives

2024 Sponsorship Opportunities

Countywide Sleepout: November 2, 2024

Or, choose your own date: October 25 – December 7, 2024



Benefiting: Bridge Communities, Inc.
www.sleepoutsaturday.org



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One Night Outside to Transform Lives

Sleep Out Saturday is Bridge Communities' flagship event. It provides a profound experience for participants and a uniquely valuable opportunity for sponsors.

Between October 25th and December 7th, with the main event on November 2nd, an estimated 1,000 people of all ages will unite to help families served by Bridge Communities. Individuals, families, and small groups will come together for an experience participants often call "life-changing."

This much-anticipated, high-profile event will take place in 25+ DuPage communities, including Naperville, Glen Ellyn, Elmhurst, Wheaton, Hinsdale, Downers Grove, and Lombard. Every penny raised will support at-risk families in the Bridge Communities program, funding housing, employment training, mentoring, tutoring, scholarships, summer camps, and more!



Do Something Good...

❑ Good for your community

In 2023, there were nearly 2,000 students identified as homeless in DuPage County. These are typical kids who deserve every chance to succeed. Join the Sleep Out Saturday movement as a sponsor and take action against the growing family homelessness crisis right here in our own community.

❑ Good for your brand

Associate your brand with one of Illinois' most respected not-for-profit organizations. Founded in 1988, Bridge Communities is an award-winning solution to homelessness for the families we serve.

Bridge's constituent base extends to over 9,000 households. We have a robust and growing social media presence with 3,600+ Facebook, 1,400+ Instagram and 500+ LinkedIn followers.

Benefit from the "multiplier effect" - your brand will be seen by 1,000+ SOS participants plus thousands more when they visit individual donation pages.

In 2023, the SOS event was featured in four television segments, with additional media placements on radio, in online publications and in magazines and newspapers reaching across DuPage County and throughout the Chicagoland area.

For more information, please contact:

Jen Bystry

Director of Community Engagement

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(630) 403-5095





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What Your Sponsorship Dollars Bring You:

Below are suggested sponsorship packages. Looking for something different?

We're happy to work with you to customize a package based on your goals and resources.

Benefits at all Sponsor Levels:

- Your business promoted on Bridge Communities' website (up to 12 months of coverage = 100,000+ impressions)
- Your business promoted as sponsor in all Sleep Out Saturday email blasts from Bridge Communities
- Your business featured in social media "Thank You" posts
- Your logo displayed on the banner used as a backdrop at the November 4th rally at College of DuPage, seen by all attendees and more SOS participants watching via live stream.
- Your business featured during the live stream presentation and verbally thanked during the rally
- Your business featured at level of support in the online version of Bridge Communities' Annual Report

Additional benefits are available to Platinum, Gold, and Silver sponsors.

Exclusive Platinum Presenting Sponsor \$10,000

Your brand will be associated with everything SOS, including the event logo locked up with yours. References to Sleep Out Saturday benefiting Bridge Communities Presented by "Your Company Name/ Logo" will be plentiful throughout the promotional campaign. Speaking and video opportunities provide unparalleled visibility.

Gold Sponsor \$5,000

Top logo placement will give your brand prominence to thousands of current and potential customers. Tell your story and make your pitch by providing a compelling video that Bridge will share during a day of social media dedicated to your brand.

Silver Sponsor \$2,500

You'll get all the great general benefits plus your logo will be linked to your website.

Bronze Sponsor \$1,000

Get all the great general promotional benefits, plus put your brand in front of thousands of current and potential customers.
















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What Your Sponsorship Dollars Bring You:

	Logo on banners	Option to speak at rally	Promotional video option	Linked logo	All the great general benefits
Exclusive Platinum Presenting					
Gold					
Silver					
Bronze					

Unique Underwriting Opportunities Also Available

Additionally, we are offering the following underwriting opportunities. Each will receive all the great general promotional benefits, plus extra benefits unique to each sponsorship.

Swag Sponsor \$2,000

Be the brand that keeps rally participants warm and engaged. Last year we gave away beanies. This year will be something similar that will keep rally goers remembering your sponsorship long after the event.

Official Food Delivery Sponsor \$2,000

Your business will be featured as our official SOS Food Delivery Sponsor. Participants will be actively encouraged to patronize your services during the event and after.

Video Presentation Sponsor \$1,500 **SOLD**

Your company will get a special thank you and acknowledgement in the video, which will be shared with rally attendees and thousand+ participants who are annually involved in SOS. Plus, the video will be available post-event on Bridge's website and our YouTube channel.

Entertainment Sponsor \$1,500 **SOLD**

Sponsor the life of the party – DJ Ca\$h Era – plus the AV, lighting, and staging. DJ Ca\$h will give your brand extra love from the stage as she injects energy, humor, and purpose into the SOS rally held on November 2nd at the College of DuPage.



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Sponsorship Form

☐ **Yes, I want to sponsor this event and support families facing homelessness.**

Name of Individual/Organization/Company: _____

Preferred Contact Person: _____ Contact Phone: _____

Contact E-Mail: _____ Contact Cell Phone: _____

Contact/Business Address: _____

We want to participate in Sleep Out Saturday at the following Sponsorship Level:

Exclusive Platinum Presenting Sponsor	(\$10,000)	\$ _____
Gold Sponsor	(\$5,000)	\$ _____
Silver Sponsor	(\$2,500)	\$ _____
Swag Sponsor	(\$2,000)	\$ _____
Official Food Delivery Sponsor	(\$2,000)	\$ _____
Video Presentation Sponsor	(\$1,500)	\$ SOLD
Entertainment Sponsor	(\$1,500)	\$ SOLD
Bronze Sponsor	(\$1,000)	\$ _____
Total Sponsorship Amount:		\$ _____

Payment methods:

☐ My sponsorship of \$ _____ is enclosed (Make check payable to **Bridge Communities**)

☐ I would like to be billed in _____ (month, 2024) for my full sponsorship of \$ _____
• **Payment must be made by November 4, 2024**

☐ I would like to make a one-time charge for my sponsorship of \$ _____ Visa MC AmEx

☐ I would like to charge my credit card in monthly increments of \$ _____ for _____ months
(maximum of 5 months) for a final sponsorship amount of \$ _____

☐ Credit Card # _____ Exp. Date _____ Sec. Code: _____

Billing Zip Code _____

Name on Card _____ Signature _____

Please complete this form, enclose sponsorship payment, and mail to:

Attention: SOS 2024

Jen Bystry, Director of Community Engagement

Bridge Communities, 500 Roosevelt Road, Glen Ellyn, IL 60137