



## Slumberland Bedrace for Bridging

Events | Creative | Public Relations  
2020

In 1999, Nemer Fieger created the Bedrace for Bridging event on behalf of a client seeking to connect with a young male target demo. In the 20 years since, the event has raised more than \$1 million for Bridging, a local non-profit that provides household furnishings for people transitioning out of homelessness.

For the 2020 event, Nemer Fieger secured Slumberland Furniture as the title sponsor, as well as media partnerships with KSTP-TV and KOOL 108. Over 400 participants signed up for the races, eager to speed down the slopes of Buck Hill on a mattress. The event normally includes an after party, where prizes are awarded for the fastest times, top fundraisers, and best costumes.

Even though COVID-19 caused the event to be cancelled, Nemer Fieger was still able to publicize the need for financial support, and Bridging received over \$90,000 in donations.

**\$80,000**  
PROMOTIONAL PARTNERSHIPS

**\$82,000**  
PUBLICITY VALUE

**6.1 million**  
POTENTIAL IMPRESSIONS

