



BEAR'ly Open

GOLF ON ICE AND VIDEO GALA

Dear Community Partner,

As we prepare for a holiday season like no other, we have experienced in our lifetimes, families, businesses and organizations continue to reinvent themselves in the battle against COVID-19. While COVID-19 has forced us to keep our distance from one another, it has not stopped us from caring for one another. We do not feel we can let COVID deter us from continuing the mission we began 14 years ago, to provide awareness and a dependable source of healthy and nutritious meals for all our neighbors in need. The committee has designed a hybrid model for Bearly Open IV we are extremely excited about and feel will provide our sponsors as much value, if not more, than in the past. The event will be a combination of live and virtual activities. Please read through the information below and indicate which level of sponsorship you would be interested in.

By sponsoring the BEAR'ly Open XIV held the week of February 2 - 6, 2021, you will showcase your business in a positive light, raise awareness, AND help provide food to your neighbors!

All net proceeds benefit the [White Bear Area Food Shelf](#) – where the need has never been greater.

- From April through October of this year we have seen an average of 2016 visits per month, a 55% increase in neighbors served!
- In a typical year the Food Shelf serves around 54,000 people nearly half of whom are children.
- Every \$1 donated to the Food Shelf can provide up to \$8 worth of healthy groceries for neighbors struggling with food insecurity.

BEAR'ly Open Virtual and Live event will be held the week of February 5 & 6, 2021. Here are some fun facts:

- An annual event now in its 14th year, the BEAR'ly Open is coordinated in partnership with White Bear Events and White Bear Lake Rotary to raise funds for the White Bear Area Food Shelf.
- Over 300 golfers have participated each year, and more than 100 people have attended the Dance the night before. The Dance will be replaced by a Video Gala in 2021.
- **To date we have contributed over \$200,000 to the food shelf - that's \$1,600,000 worth of food!** That's right - last year we officially clawed our way to over 1.6 million dollars in food purchased for our neighbors at the White Bear Area Food Shelf. Will you help us claw our way to \$2 million?

Consider becoming a sponsor! There are several levels of sponsorships including HOLE sponsorships for you to consider. By doing so, you will not only be contributing to this incredible cause, but you will also be gaining valuable and positive exposure in the community for your business or organization. In fact, we think that the exposure we are planning for our sponsors will actually put your name in front of more eyes than ever before in the history of this great event. See the list of sponsor benefits below.

Please consider joining our efforts as we help local families by clawing our way to TWO MILLION DOLLARS worth of food purchased for the White Bear Area Food Shelf! **Learn more about the 2021 revised format** at bearlyopen.org. Feel free to call or email with any questions, and we will follow up soon! Thank you!

Ken Galloway
BEAR'ly Open Event Chair

See how much fun sponsorship is! <https://youtu.be/mFoE6Jw8fJk>

BEAR'ly Open XIV Sponsorship Opportunities

All Sponsorships include:

- Logo/link on our website bearlyopen.org
- White Bear Press coverage, distributed to over 27,000 households.
- Social media promotion on BEAR'ly Open Facebook page (600+ likes) and White Bear Area Food Shelf social media pages (Facebook, Twitter, Instagram, LinkedIn)
- Signage and public recognition at the golf course Feb. 5 & 6

Premier Sponsor - \$5,000 (exclusive) - in addition to the above:

- Your company name and logo highlighted at the top of ALL event banners, flyers, registration forms, posters, press advertisements, email blasts, and social media.
- Poster distribution to 200+ local businesses in WBL area and neighboring communities.
- Your logo and recognition as Premier Sponsor highlighted on the bearylly open web site, posters, flyers, email blasts to thousands of subscribers, silent auction site, recognition in Gala video, all social media, all print media.
- Logo placement and size will be larger and more prominent than all other sponsors in all media.
- Recognition on Online Auction Site February 2 – 5.
- Premier placement of signage at golf course on Feb. 5 & 6.

Video Sponsor - \$2,500 – in addition to the above:

- Prominent placement of your logo and recognition on the bearylly open web site, posters, flyers, email blasts to thousands of subscribers, online auction site, recognition in Gala video, all social media, all print media.
- Poster distribution to 200+ local businesses in WBL area and neighboring communities.
- Preferential placement of signage at golf course on Feb. 5 & 6.

Course Sponsors - \$1,000 (only two available) – in addition to the above:

- Prominent placement of your logo and recognition on the bearylly open web site, posters, flyers, email blasts to thousands of subscribers, online auction site, all social media, all print media.
- Poster distribution to 200+ local businesses in WBL area and neighboring communities.
- Preferential placement of signage at golf course on Feb. 5 & 6.

Polar Bear Community Sponsors - \$500 – in addition to the above:

- Your logo and recognition on the bearylly open web site, posters, flyers, email blasts to thousands of subscribers, all social media, all print media.
- Poster distribution to 200+ local businesses in WBL area and neighboring communities.
- Placement of signage at golf course on Feb. 5 & 6.

Silent Auction Sponsors – \$250 - in addition to the above:

- Recognition on the Online Auction Site

Hole Sponsor - \$150 – see above

BEAR'ly Open XIII Sponsorship Form

Thank you for sponsoring the BEAR'ly Open and supporting the White Bear Area Food Shelf! Please make your sponsorship commitment by DECEMBER 30, 2020 to ensure that we have your information in time to include on our promotional materials!

Signature Sponsors

_____ Premier Sponsor (1) - \$5,000

_____ Video Sponsor (1) - \$2,500

_____ Golf Course Sponsor (2) - \$1000

_____ Polar Bear Community Sponsor - \$500

_____ Online Auction Sponsors - \$250

HOLE Sponsor

_____ \$150

TOTAL DUE \$ _____

Contact Name _____ Phone _____

Organization _____ Email _____

Address (city, state, zip) _____

Online Auction, February 2 - 5

_____ I would like to donate to the Online Auction. Please contact me!

Ways to Register/Pay

- Please submit your payment online at www.bearlyopen.org,
- or drop off or mail this completed form to the White Bear Area Food Shelf, 1884 Whitaker St, White Bear Lake, MN 55110.

Checks should be written to the White Bear Area Food Shelf. If you need an invoice or have payment questions, please contact Amanda at (651) 433-7289.

Please email your logo to: gallowaykr@comcast.net