Heads without Beds

HOME AGAIN
FURNITURE BANK

Sponsorship Opportunities

Once again this year, Home Again Furniture Bank will host two editions of the Heads Without Beds campaigns. You have an opportunity to be a part of both!

Heads Without Beds provides people throughout the region an opportunity to ensure their neighbours will have a real bed to sleep in. Because no one should have to sleep on floors, yoga mats, or deflating air mattresses.

Your sponsorship will be highlighted in both Heads Without Beds campaigns, demonstrating your commitment to the region in front of a large and diverse audience. This audience includes campaign participants and thousands in their personal and professional networks.

Heads Without Beds

Community Edition

- Participation: any individual, group or workplace wanting to engage
- Date: Winter/Spring
- Month-long campaign
- All ages event followed by at-home sleepout

Leaders Edition

- Participation: limited to select, by-invite-only, business and industry leaders
- Date: Autumn
- Month-long campaign
- Event at shared sleepout location

Heads Without Beds participants give up their bed for a night while helping to raise awareness and funds to ensure others won't have to sleep without a bed.

In addition to showcasing your business, your sponsorship will support an important cause: the free delivery of furniture to families and individuals who are living without. Your sponsorship will make a life-changing difference.

Because every head deserves a bed.

How You Can Help

Your sponsorship of the 2025 Heads Without Beds campaigns will be seen by thousands.

In addition to getting your brand in front of campaign participants and their networks, your sponsorship will be recognized in our e-newsletter distributed to over 5,000 supporters from business, corporate, government, and community groups and on our social media channels with a combined reach of over 9,000 followers.

Your logo can also be on printed on t-shirts worn by community and leader participants, and our Director during press events.

Further details about our sponsorship offerings are included below. We have special opportunities for media inclusion or on-site activations. Please reach out if this is a priority for you.

I'd love to chat with you about which sponsorship opportunity best suits your needs.

Sponsorship Opportunities

California King
$10,000

- Presenting sponsor title
- Speaking opportunity on both event nights
- Opportunity to provide a quote for our event press release
- Primary logo placement on campaign t-shirts
- Logo recognition on the 2025 Heads Without Beds website homepages
- Prominent logo placement on event promotional material
- Inclusion in social media promotion

King
$6,000

- Opportunity to attend the community event
- Highlighted as matching funds partner in the community edition
- Prominent logo placement on campaign t-shirts
- Logo recognition on the 2025 Heads Without Beds website homepages
- Logo placement on event promotional material
- Inclusion in social media promotion

Sponsorship Opportunities

Queen
$3,500

- Opportunity for two company representatives to attend the community event
- Logo placement on campaign t-shirts
- Logo recognition on the 2025 Heads Without Beds website homepages
- Logo placement on event promotional material
- Inclusion in social media promotion

Double
$1,000

- Opportunity for two company representatives to attend the community event
- Logo recognition on the 2025 Heads Without Beds Community Edition website homepage
- Logo placement on community edition event promotional material
- Inclusion in community edition social media promotion

* To ensure we can provide the recognition you deserve, please confirm your sponsorship commitment by March 1, 2025.

“My involvement in this initiative was a highlight of my year. It was an extremely well organized event that allowed the group to commit a small amount of time while making a huge impact. A truly unforgettable experience that I encourage anyone to participate in.”

Anna Cook, Partner, Cox & Palmer

“I know the importance of Home Again's work in the region because my family was helped in the past. I participate in Heads Without Beds, along with my son, because it's an important lesson about not taking our comforts for granted and giving back where we can.”

Karly MacLeod, volunteer and community participant

"The Leaders Edition was such a positive experience! We started the journey as colleagues with a shared goal of helping bring dignity to people without furniture. We ended as a tight group of friends with a shared experience we will never forget."

Peter Adams, VP Fleet Operations, Ocean Choice International

To learn more about Home Again’s Heads Without Beds sponsorship opportunities, including special opportunities for media inclusion or on-site activations, connect with Sonya or Amy:

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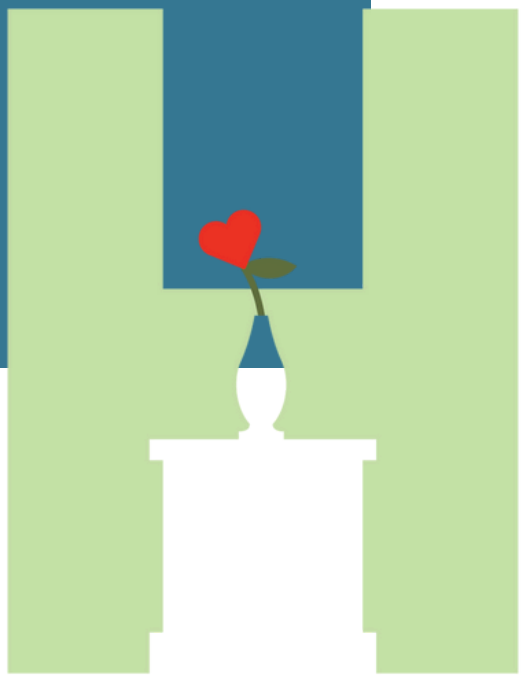

About Home Again

Home Again Furniture Bank is a non-profit organization that provides gently-used furniture, free of charge, to individuals and families in need. We work through a referral system of local agencies to help end furniture poverty in the Northeast Avalon region.

Since our inception in October 2015, and thanks to our supporters, Home Again has made a life-changing impact for thousands of people in our region.

3690+ homes are now furnished

4200+ furniture donors have benefited from our pick-up service

750+ volunteers helped us change lives

715+ tonnes of furniture have been diverted from the landfill

We have individuals and families in over 100 households waiting for furniture. Your support is needed to help turn their houses into homes.

www.homeagainfb.ca