



Heads
without
Beds



Sponsorship Opportunities



Home Again Furniture Bank will host the Heads Without Beds campaign. You have an opportunity to be a part of an amazing event!

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 our Heads Without Beds campaign, 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

One night, one event, one fundraising goal!

- Participation: any individual, group or workplace wanting to engage
- Date: May 22, 2026
- Raise funds in support of your community
- All ages event followed by at-home sleepout



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 beds and other essential 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 2026 Heads Without Beds campaign 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 printed on t-shirts worn by participants, and our Director and Team 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.



★ *Sponsorship Opportunities*

King \$10,000

(3 opportunities available)

- Corporate sponsor title
- Speaking opportunity on event night
- Participation for team of 10
- Opportunity to provide a quote for our event press release
- Primary logo placement on campaign t-shirts
- Logo recognition on the 2026 Heads Without Beds website homepage
- Prominent logo placement on event promotional material
- Inclusion in social media promotion

Queen \$6,000

- Opportunity to attend the event
- Highlighted as matching funds partner in the community edition
- Prominent logo placement on campaign t-shirts
- Logo recognition on the 2026 Heads Without Beds website homepage
- Logo placement on event promotional material
- Inclusion in social media promotion

★ *Sponsorship Opportunities*

Double \$3,500

- Opportunity for two company representatives to attend the event
- Logo placement on campaign t-shirts
- Logo recognition on the 2026 Heads Without Beds website homepage
- Logo placement on event promotional material
- Inclusion in social media promotion

Twin \$1,000

- Opportunity for two company representatives to attend the event
- Logo recognition on the 2026 Heads Without Beds website homepage
- Logo placement on community edition event promotional material
- Inclusion in social media promotion

* To ensure we can provide the recognition you deserve, please confirm your sponsorship commitment by April 10, 2026.



"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

"Taking part in Heads Without Beds gave me time to reflect on how easily we take basic comforts for granted, and how profoundly their absence affects people's lives. Seeing firsthand how Home Again restores dignity and stability for individuals and families in the greater St. John's area left a lasting impression. I encourage others to support this work and get involved, because Home Again consistently turns compassion into practical, lasting change in our community.."

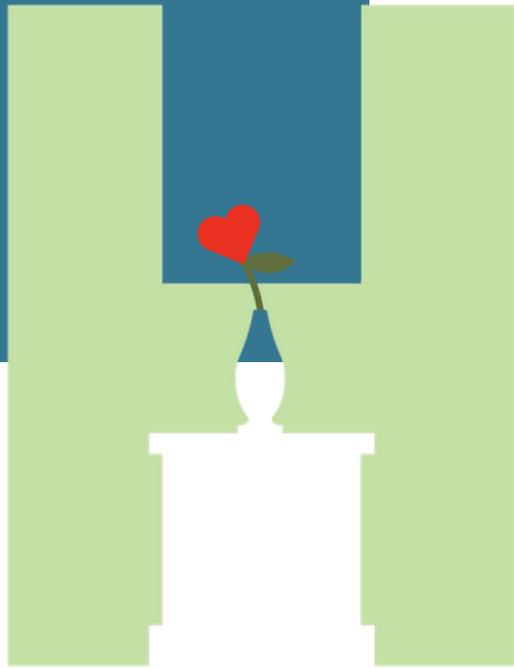
Jeremy Whittle, CCO, Crosbie



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:



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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 they are living without basic necessities of furnished home. 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.



4350+ homes are now furnished



5170+ furniture donors have benefited from our pick-up service



750+ volunteers helped us change lives



850+ 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.headswithoutbeds.ca