



HOMeward BOUND

2025 Chili Cook-Off

Friday February 21, 2025 | Embassy Suites Brooklyn Center

SPONSORSHIP PACK

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Thank you in advance for your kind consideration of sponsoring this exciting new initiative and FUN event for the entire family!

ABOUT HBI

Homeward Bound (HBI) was established as a 501(c)3 non-profit organization in 1973. We provide 24-hour support for individuals with disabilities living in our 22 West metro-located residential homes. We specialize in serving individuals with profound disabilities and highly specialized medical needs providing onsite 24-hour nursing care when necessary. We provide support that values the competence, strengths, and desires of each individual. Each person served is encouraged and empowered to develop the skills and capabilities needed to increase self-reliance and enhance quality of life.

Our Mission

We provide innovative & life-enriching services to children, adolescents and adults with disabilities.

THE CAUSE

The Eat Well - Live Well (EWLW) Initiative at HBI

Research has shown that what we eat and the lifestyle choices we make can be like medicine for the human body and human spirit. The Eat Well-Live Well (EWLW) Initiative at HBI is taking what we know to be true and implementing changes in our programming to move that knowledge into action.

HBI is actively analyzing the nutrient quality of our menus. Under the guidance of our Director of Nursing and key outside partners HBI will implement and standardize new and improved healthy menus across our 22 locations.

HBI is evaluating the individualized needs of all residents and eliminating all canned and pre-packaged meals from our homes. Standardized menus and shopping lists will aim to keep meals healthy for those we serve.

HBI is also moving to a new family-style dining approach at all of our homes while also inviting staff to eat with the individuals they serve.

Rewritten menus will include meal plans suitable for diabetes, high blood pressure, immobility, weight challenges, and metabolism challenges. HBI will interactively train staff on how to prepare meals so they feel confident and capable of delivering this service to our residents.

We are also incorporating seasonal menus that include both cultural and family traditional recipes. We are inviting staff and families to submit their favorite recipes to be included in the optional menu rotation and ultimately in the future, an HBI Cookbook.

The Homeward Bound Chili Cook-Off on February 21st is our EWLW Initiative launch event.

The proceeds from our first-ever Chili Cook-Off event will support our Eat Well, Live Well initiative.

YOUR SUPPORT IS APPRECIATED!

Our Impact in Numbers

99,645

Meals Served
Each Year

180

Team Members on Staff

22

Residential Homes

50

Years of Service to the Community

**HBI
Volunteer**

"As someone who also benefitted from the generosity of others, I am grateful for the opportunity to pay it forward and make a difference."

SPONSOR OPTIONS

Proceeds from this year's inaugural Homeward Bound Chili Cook-Off benefit the organization's Eat Well-Live Well Initiative is being held on Friday February 21, 2025 from 5:30-8:30 pm at the Embassy Suites by Hilton - Minneapolis North 6300 Earle Brown Dr., Brooklyn Center, MN.

We are celebrating all day long on Friday February 21 starting with an HBI Institute Mini-Conference onsite at the event venue beginning in the morning with training topics for middle managers and nursing staff centered on leadership culture, holistic health and operationalizing our Eat Well-Live Well initiative. Beginning at 5:30pm in the evening we will host the community's most competitive chili cook-off of the season and award the much coveted Golden Chili Pot along with many other awards. We will also announce the winners of our silent auction as the event wraps up.

Training Day & Chili Cook-Off Event Co-Sponsor \$4,000

This sponsor is featured in the Chili Cook-off and HBI Institute Mini-Conference

Pre-Event Promotions: Event Website & Promo Material Brand Placement | Brand placement in event E-blast to 1K audience | Social Media shout outs on FB/IG/LI.

Day of Event Considerations: Event MC Thank You | Event Sign & Promo Table | One Chili Team Entry & 10 pk. of Entry Tickets | Group Photo w/ HBI Branded Backdrop

Post Event: Event Photo pack & Social shout-outs

Added Benefits: Co-branded team fleece w/ HBI for mini-conference attendees | Mid-day lunch sponsor recognition and Sponsor Announcement.

Healthy Spotlight Sponsor - \$3,000

This sponsor is featured in the Chili Cook-off Fundraiser and designed for businesses or individuals who promote health.

Pre-Event Promotions: Event Website & Promo Material Brand Placement | Brand Placement in event E-blast to 1K audience | Social Media shout outs on FB/IG/LI

Day of Event Considerations: 60 sec Sponsor Spotlight by company on event mic | Event Sign & Promo Table | Event MC Thank You | One Chili Team Entry & 10 pk. of Entry Tickets | Group photo w/ HBI branded backdrop

Post Event: Event Photo pack & Social shout outs

Added Benefits: Determine the Healthiest Chili Award Winner | Brand Featured on Aprons given to Healthiest Chili Awardees

Presenting Sponsor - \$2,500

This sponsor is featured in the Chili Cook-off Fundraiser

Pre-Event Promotions: Event Website & Promo Material Brand placement | Brand placement in event E-blast to 1K audience | Social Media shout outs on FB/IG/LI

Day of Event Considerations: 30 sec Sponsor Spotlight by company on event mic | Event Sign & Promo Table | Event MC thank you | One Chili Team Entry & 10 pk. of Entry Tickets | Group photo w/ HBI branded backdrop

Post Event: Event Photo pack & Social shout outs

Added Benefit: Determine Best Chili Team Theme Award Winner | Brand Featured on Aprons given to Healthiest Chili Awardees

Platinum Sponsor(s) - \$1,500

This sponsor is featured in the Chili Cook-off Fundraiser

Pre-Event Promotions: Event Website & Promo Material Brand placement | Brand placement in event E-blast to 1K audience | Social Media shout outs on FB/IG/LI

Day of Event Considerations: Event Sign | Event MC thank you | One Chili Team Entry & 10 pk. of Entry Tickets | Group photo w/ HBI branded backdrop

Post Event: Event Photo pack & Social shout outs

Added benefit: Co-branded Chili Cook-off T-shirts for event volunteers

Gold Sponsor(s) - \$1,000

This sponsor is featured in the Chili Cook-off Fundraiser

Pre-Event Promotions: Event Website & Promo Material Brand placement | Brand placement in event E-blast to 1K audience | Social Media shout outs on FB/IG/LI

Day of Event Considerations: Event Sign | Event MC thank you | One Chili Team Entry & 10 pk. of Entry Tickets | Group photo w/ HBI branded backdrop

Post Event: Event Photo pack & Social shout-outs

Added benefit: Caretaker of the Golden Chili Pot Award & Presentation of Aprons to Golden Chili Pot Award Winners

Chili Team Sponsor(s) - \$250

This sponsor assists in off-setting costs related to fielding up to 20 chili teams.

Day of Event Considerations: Shared Event Sign | Event MC thank you | 3 pk. of Entry Tickets | Group photo w/ HBI branded backdrop **Post Event:** Event Photo pack & Social shout-outs

NOTE: Media will be invited to cover the event with the potential to give sponsors more exposure and brand awareness beyond the event.

Supplementary documents [SPONSOR PACKET DOWNLOAD](#)

TEAMS

Teams can already sign up to participate. Details and Rules can be found on our event site at <https://hbimn.org/event/hbi-chili-cookoff/>

For further information, please reach out to Kristine Morin at kmorin@hbimn.org.

TICKETS

Advance Tickets can be purchased on our event site at <https://hbimn.org/event/hbi-chili-cookoff/>

Day of Event please purchase your tickets at the event check-in at Embassy Suites Minneapolis North

For further information, please reach out to Kristine Morin at kmorin@hbimn.org.

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Homeward Bound, Inc.

Providing innovative & life-enriching services to children, adolescents and adults with disabilities

Address: 12805 Highway 55, Suite 400 Plymouth, MN 55441-3868

Website: www.hbimn.org.com **Phone:** 763.354.8781 **Email:** info@hbimn.org