



PARTNERSHIP OPPORTUNITIES



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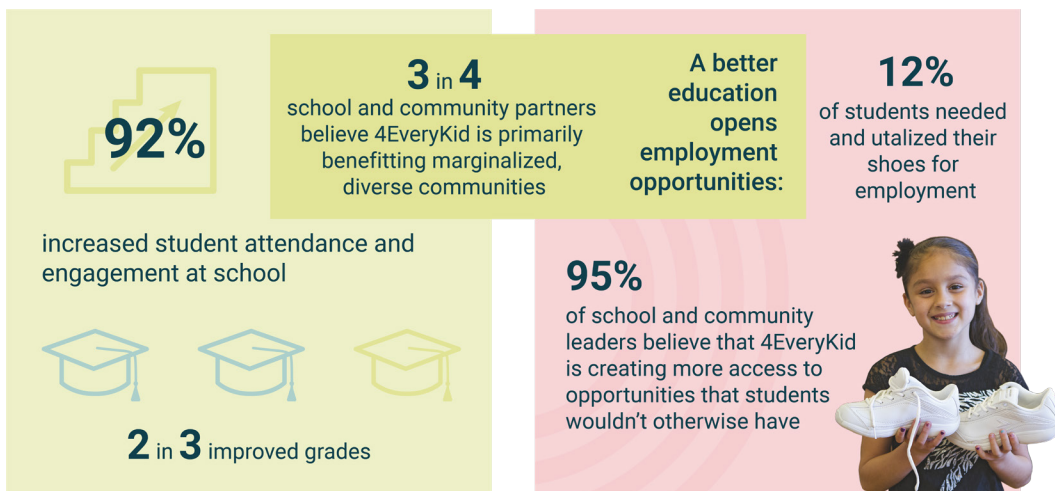
SOLES 4 SOULS

ABOUT 4EVERYKID

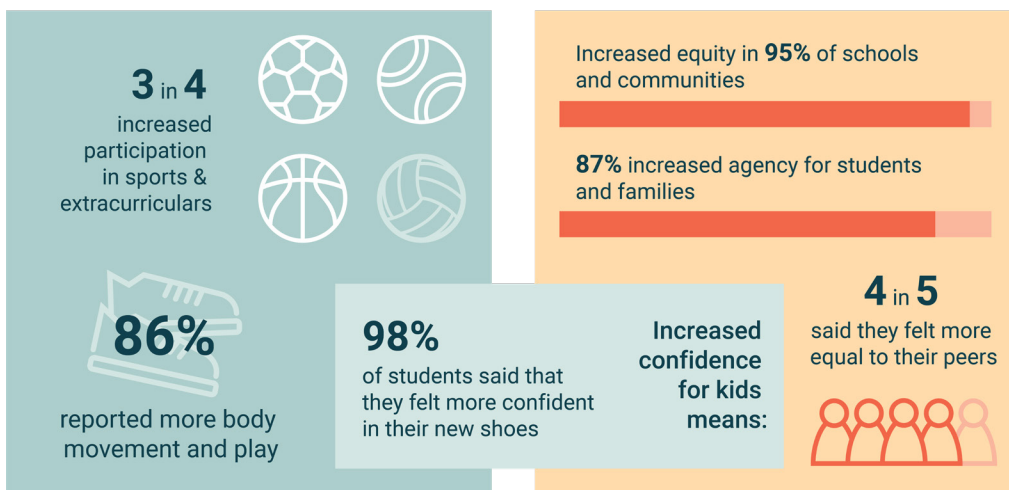
Soles4Souls believes every child deserves to experience the joy and confidence that comes with a new pair of shoes.

More than a million children in the U.S. don't have stable housing, and their families lack sufficient resources to meet all their basic needs. Soles4Souls partners with schools across the country to get new athletic shoes to children experiencing homelessness. This gives kids the opportunity to participate more fully in school, and it frees up resources their parents can then use for other necessities.

A good pair of shoes can change a child's future.



"[These shoes] make me feel real good and make my life better." – Student, St. Louis, MO



The RACE EVERYKID 2024

PARTNER WITH US

for the 2024 Race4EveryKid from MAY 1 – 31

Your partnership ensures that Soles4Souls can provide students facing housing challenges with a new pair of well-fitting, high-quality athletic shoes. Something as simple as a new pair of shoes can open doors to academic, extracurricular, and employment opportunities while building confidence and a sense of belonging.

As a Race4EveryKid Partner, your company will have the opportunity to engage employees in a meaningful way while garnering enhanced brand visibility to thousands of participants and supporters.

With over 500 participants, 2,000 supporters and 1.5 million media impressions, your company will be aligned with a powerful mission that is changing the trajectory of a child's life.

25,000+

Newsletter subscribers


121,305+

Homepage visitors throughout the campaign

104,000+

Social media followers





PARTNERSHIP OPPORTUNITIES

Secure your partnership by February 15, 2024 to receive the outlined benefits.

RACE4EVERYKID PARTNERSHIP OPPORTUNITY AND BENEFITS	PRESENTING SPONSOR \$100,000	INSPIRING CONFIDENCE SPONSOR \$50,000	PROMOTING WELLBEING SPONSOR \$25,000	SOLE SUSTAINER SPONSOR \$10,000
Your contribution's impact	5,000 kids	2,500 kids	1,250 kids	500 kids
Recognition as Race4EveryKid Presented by Company Logo on all event materials	X			
Logo inclusion on Soles4Souls homepage (April-May 2024)	X			
Opportunity for company-specific Race4EveryKid kick-off event (Virtual or in-person)	X			
Recognition in select social and traditional media promotions.	X	X		
Logo inclusion in Race4EveryKid promotional emails sent to Soles4Souls newsletter subscription list with link to company website.	X	X		
Logo inclusion on the Race4EveryKid shirt	Prominent placement	Back	Back	
Recognition during Team Captain virtual kick-off call	With opportunity for remarks	X	X	X
Logo inclusion on the Race4EveryKid landing page	Prominent placement	X	X	X
Logo inclusion on emails sent weekly throughout the campaign to all Race4EveryKid participants	With link to company website	X	X	
Recognition in post-event communication to all participants and donors	X	X	X	X
Copy and image library for internal and external communications promoting your company's participation	X	X	X	X
Social media toolkit for your company to promote its participation across digital platforms	X	X	X	X
Launch Event Benefits – Run/Walk event to take place in Nashville, NYC, and TBD the week of April 29				
Entries to event(s) of choice	50	30	20	10
Opportunity for welcome remarks at event(s) of choice	X			
Logo inclusion on launch event promotional materials	Prominent placement	X	X	
Logo inclusion on launch event registration page	Prominent placement	X	X	X
Logo inclusion on Event Signage	Prominent placement	X	X	X
Opportunity to provide branded items to event participants.	X	X	X	X
Employee Engagement Opportunities (optional)				
Invitation for company leadership to attend one 4EveryKid shoe distribution in 2024 (events to be held in Dallas, Atlanta, Los Angeles, Boston, St. Louis, NYC, and Nashville)	10	5	2	
Opportunity to engage Soles4Souls leadership in a private event for company employees to share the Soles4Souls mission and the impact of your support.	X	X		
Dedicated Soles4Souls staff member to assist your company with creating a team, hosting a team kick-off, and communicating internally and externally about your support	X	X	X	X

RACE4EVERYKID PRESENTING PARTNER

\$100,000

As the Race4EveryKid Presenting Partner, your company's contribution will provide **5,000 kids** with a new pair of shoes. Benefits include:

Race4EveryKid Promotion and Recognition:

- Recognition as Race4EveryKid Presented by Company Logo on all event materials, including:
 - Logo inclusion on Soles4Souls homepage April – May 2024
 - Prominent placement on Race4EveryKid landing pages.
 - Prominent placement on the Race4EveryKid shirt.
 - Recognition in select social and traditional media promotions.
 - Logo inclusion in Race4EveryKid promotional emails sent to Soles4Souls newsletter subscription list with a link to company website.
 - Recognition during Team Captain virtual kick-off call with opportunity for remarks.
 - Logo inclusion on emails sent weekly throughout the campaign to all Race4EveryKid participants.
 - Recognition in post-event communication to all participants and donors.

In-Person Launch Events:

Launch events will take place in Nashville, NYC, and City-TBD the week of April 29, 2024. Race4EveryKid participants will come together to kick off the event with a run/walk and post-race celebration.

- 50 Entries to event(s) of choice
- Opportunity for welcome remarks at event(s) of choice
- Prominent placement of company logo on:
 - Launch event promotional materials
 - Launch event registration page
 - Event Signage
- Opportunity to provide branded items to event participants.

Employee Engagement:

- Opportunity for company-specific Race4EveryKid kick-off event (virtual or in-person)
- Invitation for company leadership to attend one 4EveryKid shoe distribution in 2024 (events to be held in Dallas, Atlanta, Los Angeles, Boston, St. Louis, NYC and Nashville).
- Opportunity to engage Soles4Souls leadership in a private event for company employees to share the Soles4Souls mission and the impact of your support.

In addition to the benefits listed above, Soles4Souls will provide:

- A dedicated Soles4Souls staff member to assist your company with creating a team (optional), hosting a team kick-off, and communicating internally and externally about your support, including:
 - A social media toolkit for your company to promote its participation across digital platforms.
 - Copy and image library for use in internal and external communications promoting your company's participation.

RACE4EVERYKID INSPIRING CONFIDENCE PARTNER

\$50,000

As the Race4EveryKid Inspiring Confidence Partner, your company's contribution will provide **2,500 kids** with a new pair of shoes. Benefits include:

Race4EveryKid Promotion and Recognition:

- Recognition as Race4EveryKid Inspiring Confidence Partner on event materials, including:
 - Race4EveryKid landing pages.
 - Race4EveryKid shirt.
 - Recognition in select social and traditional media promotions.
 - Logo inclusion in Race4EveryKid promotional emails sent to Soles4Souls newsletter subscription list with a link to company website.
 - Recognition during Team Captain virtual kick-off call.
 - Logo inclusion on emails sent weekly throughout the campaign to all Race4EveryKid participants.
 - Recognition in post-event communication to all participants and donors.

In-Person Launch Events:

Launch events will take place in Nashville, NYC, and City-TBD the week of April 29, 2024. Race4EveryKid participants will come together to kick off the event with a run/walk and post-race celebration.

- 30 Entries to event(s) of choice
- Placement of company logo on:
 - Launch event promotional materials
 - Launch event registration page
 - Event Signage
- Opportunity to provide branded items to event participants.

Employee Engagement:

- Invitation for company leadership to attend one 4EveryKid shoe distribution in 2024 (events to be held in Dallas, Atlanta, Los Angeles, Boston, St. Louis, NYC and Nashville).
- Opportunity to engage Soles4Souls leadership in a private event for company employees to share the Soles4Souls mission and the impact of your support.

In addition to the benefits listed above, Soles4Souls will provide:

- A dedicated Soles4Souls staff member to assist your company with creating a team (optional), hosting a team kick-off, and communicating internally and externally about your support, including:
 - A social media toolkit for your company to promote its participation across digital platforms.
 - Copy and image library for use in internal and external communications promoting your company's participation.

RACE4EVERYKID PROMOTING WELLBEING PARTNER

\$25,000

As the Race4EveryKid Promoting Wellbeing Partner, your company's contribution will provide **1,250 kids** with a new pair of shoes. Benefits include:

Race4EveryKid Promotion and Recognition:

- Recognition as Race4EveryKid Promoting Wellbeing Partner on event materials, including:
 - Race4EveryKid landing pages.
 - Race4EveryKid shirt.
 - Recognition during Team Captain virtual kick-off call.
 - Logo inclusion on emails sent weekly throughout the campaign to all Race4EveryKid participants.
 - Recognition in post-event communication to all participants and donors.

In-Person Launch Events:

Launch events will take place in Nashville, NYC, and City-TBD the week of April 29, 2024. Race4EveryKid participants will come together to kick off the event with a run/walk and post-race celebration.

- 20 Entries to event(s) of choice
- Placement of company logo on:
 - Launch event promotional materials
 - Launch event registration page
 - Event Signage
- Opportunity to provide branded items to event participants.

Employee Engagement:

- Invitation for company leadership to attend one 4EveryKid shoe distribution in 2024 (events to be held in Dallas, Atlanta, Los Angeles, Boston, St. Louis, NYC and Nashville).

In addition to the benefits listed above, Soles4Souls will provide:

- A dedicated Soles4Souls staff member to assist your company with creating a team (optional), hosting a team kick-off, and communicating internally and externally about your support, including:
 - A social media toolkit for your company to promote its participation across digital platforms.
 - Copy and image library for use in internal and external communications promoting your company's participation.

RACE4EVERYKID SOLE SUSTAINER PARTNER

\$10,000

As the Race4EveryKid Sole Sustainer Partner, your company's contribution will provide **500 kids** with a new pair of shoes. Benefits include:

Race4EveryKid Promotion and Recognition:

- Recognition as Race4EveryKid Sole Sustainer Partner on event materials, including:
 - Race4EveryKid landing pages.
 - Recognition during Team Captain virtual kick-off call.
 - Logo inclusion on emails sent weekly throughout the campaign to all Race4EveryKid participants.
 - Recognition in post-event communication to all participants and donors.

In-Person Launch Events:

Launch events will take place in Nashville, NYC, and City-TBD the week of April 29, 2024. Race4EveryKid participants will come together to kick off the event with a run/walk and post-race celebration.

- 10 Entries to event(s) of choice
- Placement of company logo on registration page and event signage
- Opportunity to provide branded items to event participants.

In addition to the benefits listed above, Soles4Souls will provide:

- A dedicated Soles4Souls staff member to assist your company with creating a team (optional), hosting a team kick-off, and communicating internally and externally about your support, including:
 - A social media toolkit for your company to promote its participation across digital platforms.
 - Copy and image library for use in internal and external communications promoting your company's participation.





**YOU CAN BE A CHAMPION FOR A CHILD
EXPERIENCING HOMELESSNESS.**

Help us reach our goal of providing over 15,000 kids with a new pair of shoes by becoming a Race4EveryKid Partner.

Reach out to Theresa Miller, VP of Development, to secure your spot today!

Theresa Miller
Soles4Souls
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