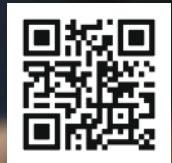



SUNDAY, OCTOBER 19, 2025

BENEFITING CHILDREN WITH VARYING ABILITIES AND
PUBLIC EDUCATION SINCE 2009!



IT'S MORE THAN A WALK IT'S A FESTIVAL OF FRIENDSHIP!



"The only thing more joyful than seeing kids of all abilities sharing fun and friendship is being a part of making that happen. And that's what the Friendship Walk is all about—helping create opportunities for all kids to be educated, to cultivate and share their talents, and to build lasting relationships. As we celebrate the 17th anniversary of the Skechers Pier to Pier Friendship Walk, I am overwhelmed by the privilege of sharing this day with the thousands of participants who join us each year. Whether you walk for or simply donate to the cause, YOU are changing children's lives. Thank you from the bottom of my heart for spreading happiness and sunshine so our children will have a brighter future."

-Michael Greenberg
President of Skechers USA





THE SKECHERS FOUNDATION

OUR KIDS ARE WORTH THE WALK

At the Skechers Foundation, our mission is to strengthen communities all over the world by supporting our greatest asset—children. Our goal is to assist and inspire youth so they can thrive, no matter their circumstances.

Funds raised from the Skechers Pier to Pier Friendship Walk benefit the nationally recognized Friendship Foundation, the revolutionary Friendship Campus, public education, and talented students across the U.S. through our national college scholarship program. Our commitment to young people has led to these exceptional numbers ...

\$1.8M AWARDED

in national college
scholarships since 2017

56K+ STUDENTS

served annually
in public schools

\$28M INVESTED

in public education and
programs since 2009



WALKING ON SUNSHINE!



THE FRIENDSHIP FOUNDATION

CHANGING THE WORLD ONE FRIENDSHIP AT A TIME



The Friendship Foundation supports parents and families by providing services and activities to children with varying abilities. With the help of a dedicated group of volunteers, youth experience personal growth and develop meaningful friendships that positively impact everyone involved. It is the belief that every person is precious and capable of love, connection, and friendship that drives the mission of the Friendship Foundation.

IMPACTFUL EXPERIENCES THROUGH:

- Building meaningful friendships
- Athletic programs
- Field trips
- After-school programs
- Summer camps



So excited about this [Campus]! My Eric finishes the adult transition program soon [and] . . . I'm so thrilled that the new [Friendship] campus will be opening around that time. So relieved he'll have a place to go and be with friends so he's not just stuck home watching DVDs and his tablet . . . It's comforting to know his whole social and educational life won't have to come to a screeching halt just because he ages out of the school system. Thank you SO MUCH for everyone involved in this!"

-Cat C.
Parent



FRIENDSHIP CAMPUS

UNLOCKING HUMAN POTENTIAL



The Friendship Foundation's new, inclusive Campus will provide children and young adults with physical and intellectual diversities the tools to transition to the workforce and pursue their passions.

THE NUMBERS TELL AN IMPORTANT STORY

NEARLY 200K STUDENTS

are enrolled in special education in Los Angeles County alone.

85% OF ADULTS WITH DISABILITIES

face unemployment in the U.S.

The Friendship Campus will strive to change these statistics. This facility will revolutionize postsecondary training for intellectually and physically diverse students. The goal is that no young adult will be left behind. A full list of vocational programs is available at: friendshipfoundation.com



PUBLIC SCHOOLS

WALKING FOR EDUCATION

The Skechers Pier to Pier Friendship Walk helps retain teachers' jobs, enhance vital education programs, maintain smaller class sizes, improve libraries, and upgrade school technology. The goal is simple: academic excellence.



YOUR DONATION SUPPORTS MANY PROGRAMS, INCLUDING:

STEAM PROGRAMS

(Science, Technology, Engineering,
Art, and Math)



LEARNING RESOURCES



FOREIGN LANGUAGE



COUNSELING SUPPORT



MUSIC



"It is so inspiring to experience and be a part of the Walk because it gives me hope for the future of education and comfort to know that there is a community support system for the neurodiverse population. Its impact goes beyond funding and material support, but it fosters advocacy and a sense of community and passion."

-Tara K.
Student



WE'RE IN OUR SUNSHINE ERA!

NATIONAL COLLEGE SCHOLARSHIP PROGRAM

POWERING THEIR FUTURE

Skechers strives to support students at every academic level, and with your help, our commitment has grown each year. We are thrilled to recognize college-bound students for their outstanding academic and athletic abilities, their capacity to lead and serve, and their commitment to making a significant impact in their communities. The college scholarship application is open to high school seniors throughout the country each spring.

The SKECHERS scholarship will allow me to continue to learn and grow, which will permit me to come back and be a leader and an advocate for change in my community. Receiving this scholarship will help me achieve my dream of becoming the first person in my family to attend college. Coming from a low-income, single-parent household, this scholarship has allowed me to pursue my dreams without financially burdening my family as my mother still has my younger brother to care for. Words can't describe how thankful I am.

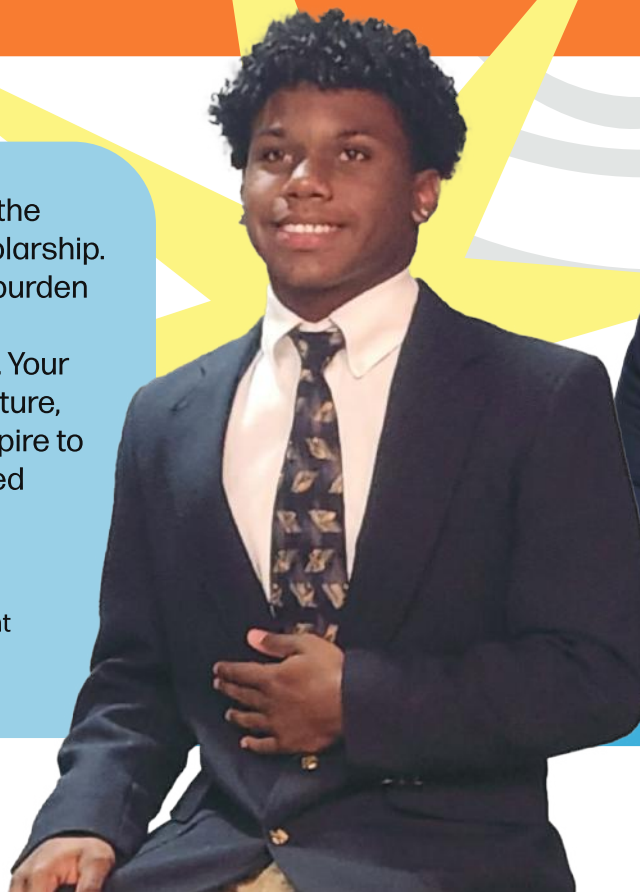
-Magdalina G.
'24 scholarship recipient
University of Central Florida





Thank you so much for awarding me the Skechers Athletic Performance Scholarship. It will significantly ease my financial burden and enable me to concentrate on my academic and career-oriented goals. Your generosity will support not just my future, but ripple through the many lives I aspire to touch as a sports manager committed to community empowerment.

-Corey J.
'24 scholarship recipient
Howard University



STAR SUPPORT

CELEBRITIES WHO WALK THE EXTRA MILE FOR OUR KIDS

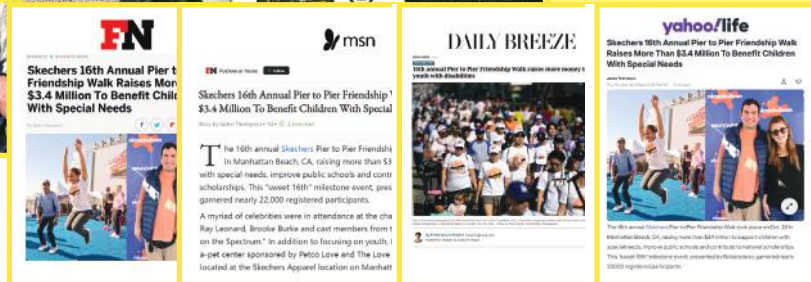


I'm so proud to be an ambassador for this amazing event. I'm walking with you virtually today and rooting for all your kids. Sixteen years ago, the Skechers Pier to Pier Friendship Walk started, and ... our impact has been huge. It has raised a generation of kids and helped them thrive! It's given children with special needs joy and belonging in the community. It has sent talented students to colleges and universities nationwide. Happy 16th birthday! Thanks so much for celebrating our kids.

-Martha Stewart
Skechers Ambassador



PRESS HIGHLIGHTS



MEDIA REPORT

- Broadcast coverage: 1M impressions
- Online coverage: 834M UVPM
(unique views per month)
- Print ad impressions: 157K
- Social media reach: 24M

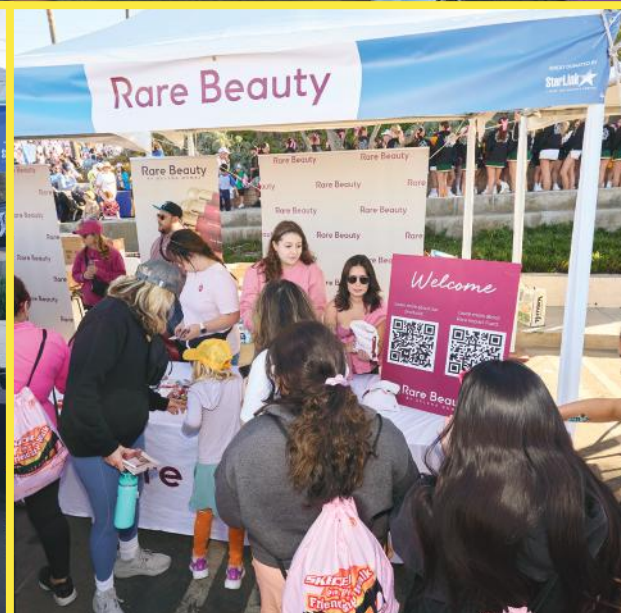
©CBS LOS ANGELES



BRAND ACTIVATIONS

CREATING MEMORABLE EXPERIENCES
FOR YOUR AUDIENCE





SPONSOR TODAY

Sponsoring the Skechers Pier to Pier Friendship Walk is a reflection of your company's commitment not only to the Walk, but also to the kids across the country who will gain access to educational opportunities thanks to your support. Aligning with this event allows you to make a difference in the lives of children and families today and beyond, as your contributions power their future. Join the many supporters whose name and brand are viewed by millions of people who also believe in this important cause.





SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

\$250,000

All previous level benefits PLUS:

- Company logo added to all marketing materials
- Curated social media collaboration
- Three (3) dedicated email blasts
- Curated company message to our six districts to share with students and parents
- Speaking opportunity at the Walk
- 2025 sizzle reel interview
- Speaking opportunity at the 2026 Partner Appreciation Event
- Walker Registrations: 100

SOLAR SYSTEM

\$200,000

All previous level benefits PLUS:

- Company presence at the 2026 Partner Appreciation Event
- Two (2) dedicated email blasts
- Walker registration: 75

SHOOTING STAR

\$150,000

All previous level benefits PLUS:

- 2026 Partner Appreciation Event branding opportunity
- Walker registration: 50

SUPERNOVA

\$100,000

All previous level benefits PLUS:

- Zone naming opportunity (e.g., Sponsor-Named Kid Zone)
- One (1) dedicated email blast
- Walker registrations: 40

STAR

\$50,000

All previous level benefits PLUS:

- Sponsor highlight on event email blasts
- Additional brand signage available at the event
- Social media collaboration post
- Walker registration: 35

SKY

\$35,000

All previous level benefits PLUS:

- Logo inclusion in media and event communications
- Live mention by event emcee
- Company mention in three (3) national press releases (834M UVPM on average)
- Walker registrations: 30

SUN

\$25,000

All previous level benefits PLUS:

- Company logo highlighted in the 2025 sizzle reel
- Company logo added to Walk Thank You Banner (used for media coverage and celebrity photo op)
- Walker registrations: 25

SEA

\$15,000

All previous level benefits PLUS:

- Company logo added to 2025 sizzle reel
- 2026 Partner Appreciation Event logo placement (Thank You Banner)
- Walker registrations: 20

SURF

\$10,000

All SAND level benefits PLUS:

- Company logo added to stage banner
- Company logo added to print ads (157K impressions on average)
- Company logo added to 2026 marketing book
- Company logo included in all event eblasts
- Walker registrations: 15

SAND

\$5,000

- Full tent in exhibition area
- Company logo on event T-shirts
- Company logo on event website and hyperlink to company website
- Exposure on social media (24M impressions on average)
- Walker registrations: 10

STRAND

\$2,500

- Company name on event T-shirts
- Company name on event eblasts (44K+ contacts)
- Company name on event website and hyperlink to company website
- Walker registrations: 5



TAKE THE NEXT STEP

CONNECT WITH FRIENDS

Become a sponsor today! Join us in our commitment to what matters most—our future generation.

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SPONSORSHIP

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For additional information about the Skechers Pier to Pier Friendship Walk, please visit our website at www.skechersfriendshipwalk.com



The Skechers Foundation is a 501 (c)(3) organization. Tax I.D. 27-3158320



THANK YOU TO OUR 2024 SPONSORS



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