

SUNDAY, OCTOBER 20, 2024



**BENEFITING CHILDREN WITH VARYING ABILITIES
AND PUBLIC EDUCATION SINCE 2009!**



IT'S MORE THAN A WALK

IT'S A FESTIVAL OF FRIENDSHIP!



-AMANDA KLOOTS AND SON

Television Personality, Dancer,
and Fitness Entrepreneur

“

I'm incredibly honored to share this celebration of children and friendship with thousands of participants near and far. Whether you walk in person in Manhattan Beach, somewhere else across the country, or simply make a donation to the cause, YOU are making a difference in children's lives. It's truly a blessing to be able to help kids make friendships and offer the educational opportunities they deserve. Thank you from the bottom of my heart for supporting the Friendship Walk so our children will have a brighter future.

-MICHAEL GREENBERG

President of Skechers USA





THE SKECHERS FOUNDATION

WALKING TO MAKE A DIFFERENCE

At the Skechers Foundation, our mission is to strengthen communities all over the world through our greatest asset: children. Our goal is to inspire and support youth so they can thrive.

Funds raised from the Skechers Pier to Pier Friendship Walk benefit the nationally recognized Friendship Foundation, public education, and talented students across the country through our college scholarship program.



\$24M INVESTED

in public education and programs since 2009

56,000+ STUDENTS

served annually in public schools

\$1.3M AWARDED

in national college scholarships since 2017



OUR KIDS ARE WORTH THE WALK!



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.

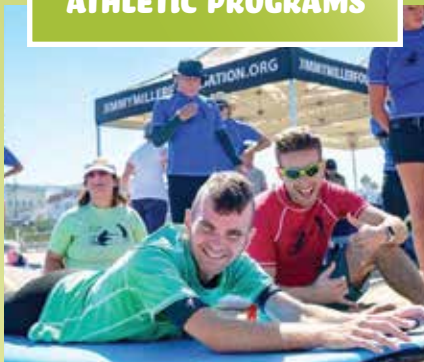


“

Summer Camp was WONDERFUL. I could not believe the change in my son; it was like night and day. He was more receptive to just about everything. Since our involvement with the Friendship Foundation, he will run up to people and interact with them . . . It's all because of the love and the support that he got from the Friendship Foundation!

-KATHY T.

ATHLETIC PROGRAMS



FIELD TRIPS



SUMMER CAMPS



AFTER-SCHOOL PROGRAMS



FRIENDSHIP CAMPUS

UNLOCKING HUMAN POTENTIAL

Together we are creating an environment where children and young adults with varying abilities know that they are important, they can do great things, and they can make lifelong friends.



The numbers tell an important story: almost 200,000 students are enrolled in special education in Los Angeles County alone. Shockingly, adults with disabilities face an 85% rate of unemployment in the U.S. Our goal is to change this statistic.

The Friendship Foundation's new community-integrated, inclusive Campus will give individuals with physical and intellectual diversities the tools to transform the workforce and find a lifelong passion and purpose.

The Friendship Campus will revolutionize postsecondary training for intellectually and physically diverse students. A full list of vocational programs is available at:

friendshipfoundation.com

CREATIVE ARTS CENTER



CULINARY ARTS CENTER



MEDIA/EVENT CENTER



LEARNING LAB



PUBLIC SCHOOLS

WALKING FOR EDUCATION

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





LEARNING RESOURCES



FOREIGN LANGUAGE



MUSIC



SCIENCE, TECHNOLOGY ENGINEERING, ART, MATH (STEAM) PROGRAMS



“

Every kid has room to grow—there are no ceilings to what any person can learn and achieve. And what an amazing, special day this community has made to help them on their way. The energy and enthusiasm at this event is incredible. This Walk’s going to keep celebrating for 15 more years and beyond—and I’m so happy to be part of this beautiful legacy of love for our kids.

-MR. T

Ambassador & TV Icon

COUNSELING SUPPORT



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.

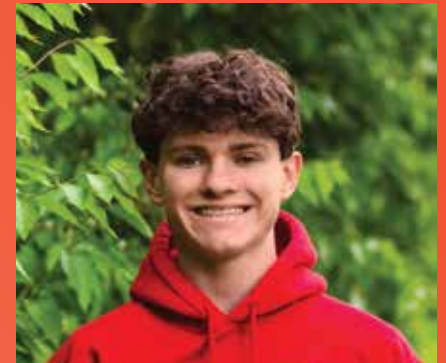
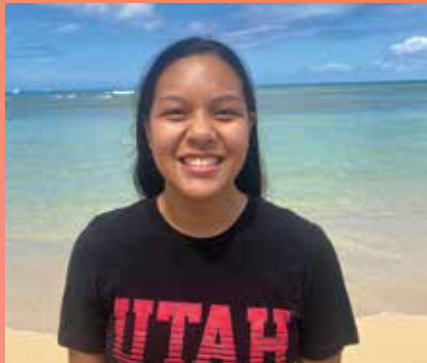
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I will be attending North Central University in the fall of 2023 to pursue a degree in Pastoral Studies with a minor in English and Theology. My hope is to make a difference in the world around me through humanitarian work. I have an interest in teaching English overseas as well as working with youth and young adults. I was adopted from Ethiopia as an infant and was raised in a transracial family. Because of this, I feel that I have a unique perspective. I would love for my work to bring unity and understanding that crosses cultural lines.

-ELIANA G.

'23 Scholarship Recipient
North Central University





“

My name is Damian and I am both a science nerd and an artist. I am also a cancer survivor. I was diagnosed with leukemia at age two. My years spent in hospitals made me curious about medicine and I feel a strong sense of wanting to help others who are hurting. I've developed a strong interest in anatomy and medicine and I'd love to design prosthetics or do facial reconstructive surgery. I spend most of my free time sculpting muscle structures and human faces. I am also now excited and grateful to call myself a Skechers Foundation Scholar! As a brand-new Bioengineering major at The University of California Merced School of Engineering, I hope to continue on my path to help others with all of these opportunities I've been given. Thank you Skechers for this awesome opportunity!

-DAMIAN C.

'23 Scholarship Recipient
University of California Merced



STAR SUPPORT

CELEBRITIES WHO WALK THE EXTRA MILE FOR OUR KIDS



“

This Walk is about the power of friendship, which is actually quite profound when you think about it. Friendship is the thread that connects every human. It inspires us to make the impossible possible. And it's the constant I've seen over the 12 years I've supported this Walk. From the parents, neighbors, and kids to the engaged sponsors and performers, athletes, and icons who have graced this stage, everyone is here to celebrate friendship year after year.

-BROOKE BURKE

American Television Personality, Fitness Personality, Author, Actress, and Businesswoman



PRESS HIGHLIGHTS



2023 MEDIA REPORT

- Broadcast coverage: 1M impressions
- Online coverage: 834M UVPM
(unique views per month)
- Print ads: 80k impressions
- Social media: 6.3M reached

CBS LOS ANGELES



yahoo!



MR U inTouch

YARD BARKER Patch

southbay DAILY BREEZE

EasyReader LifeStyle Star

MBNEWS SGB MEDIA

THE BEACH REPORTER
The Community Website of The Beach Cities

Los Angeles
MAGAZINE

Angeleno

SPORTING GOODS INTELLIGENCE
News and Analysis of the International Market

BRAND ACTIVATIONS

THAT HELP TELL YOUR COMPANY STORY





SPONSOR TODAY

Sponsoring the Skechers Pier to Pier Friendship Walk shows 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.



“

Kinecta has been an active community partner in the South Bay for over 80 years, and giving back is a big part of what we do. At Kinecta, we are committed to the future success of our community, and we believe this requires investing in our youth through education.

-KEITH SULTEMEIER

President and CEO of Kinecta



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR - \$250,000 (3-YEAR COMMITMENT)

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 participating districts to share with students and parents
- Speaking opportunity at the Walk
- 2024 sizzle reel interview
- Company presence at the 2025 Partner Appreciation Event
- Walker Registrations: 100

SOLAR SYSTEM - \$200,000

All previous level benefits PLUS:

- Speaking opportunity at the 2025 Partner Appreciation Event
- Two dedicated email blasts
- 2024 sizzle reel highlight
- Walker registrations: 75

SHOOTING STAR - \$150,000

All previous level benefits PLUS:

- 2025 Partner Appreciation Event branding opportunity
- Walker registrations: 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 registrations: 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 UVPW)
- Walker registrations: 30

SEA - \$15,000

All previous level benefits PLUS:

- Company logo added to 2024 sizzle reel
- 2025 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 (80K impressions in 2023)
- Company logo added to 2025 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 (6.3M impressions in 2023)
- Walker registrations: 10

TAKE THE NEXT STEP

CONNECT WITH ONE OF US TODAY

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

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

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



SUN - \$25,000

All previous level benefits PLUS:

- Company logo highlighted in the 2024 sizzle reel
- Company logo added to Walk Thank You Banner (media coverage/photo ops)
- Walker registrations: 25

STRAND - \$2,500

- Company name on event T-shirts
- Company name on event eblasts (43K+ contacts)
- Company name on event website and hyperlink to company website
- Walker registrations: 5

PARTNERSHIPS

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EXECUTIVE DIRECTOR

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DIRECTOR OF
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EVENT INFORMATION

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MANAGER OF
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THANK YOU TO OUR 2023 SPONSORS

kinecta  banking done different



Action - ArcVision, Inc. - Aria Data Solutions - Baker, Burton & Lundy, P.C. - Beach Cities Solar Consulting - Bloomfieldx - Businessolver - California Label Products - Chang Tsi & Partners - Chu's Packaging Supplies
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