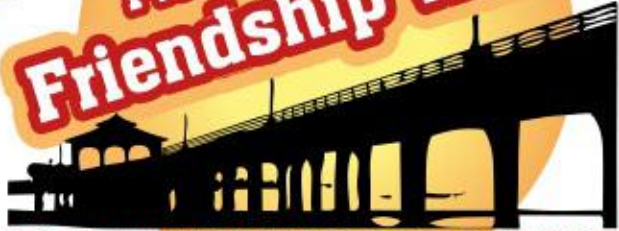


***BENEFITING CHILDREN  
WITH VARYING ABILITIES  
AND PUBLIC EDUCATION  
SINCE 2009!***




**SKECHERS®**  
**Pier to Pier**  
**Friendship Walk**



**GO THE EXTRA MILE FOR OUR CHILDREN**

Presented by

kinecta  banking done different

**SUNDAY, OCTOBER 29, 2023**





# ***IT'S MORE THAN A WALK***

**IT'S A FESTIVAL OF FRIENDSHIP!**







“

For 15 years, our community has passionately rallied around our schools and those with varying abilities. Together we have provided friendships and educational opportunities to students from all walks of life. Our mission and our vision to unite the community in support of education and inclusivity is more important today than ever before. We hope you'll join us on October 29, as we pay tribute to our collective commitment to what matters most — our future generation.”

**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.



# OUR KIDS ARE WORTH THE WALK

**\$21+**  
**MILLION**

INVESTED IN EDUCATION  
SINCE 2009

**2,000+**  
**FAMILIES**

RECEIVING SPECIALIZED  
SOCIAL AND EDUCATIONAL  
SERVICES ANNUALLY

**56,000+**  
**STUDENTS**

SERVED ANNUALLY ACROSS  
BENEFITING DISTRICTS

**165**  
**SCHOLARSHIPS**

165 NATIONAL COLLEGE  
SCHOLARSHIPS AWARDED  
SINCE 2017



# COMING TOGETHER TO HELP CHILDREN THRIVE

THAT'S WHAT FRIENDS DO!

The Skechers Pier to Pier Friendship Walk is an annual event that benefits children with varying abilities and raises money for public education and the national scholarship program.

Located in the beautiful South Bay, and co-produced by SKECHERS USA and the Friendship Foundation, **it is the largest charity walk of its kind in California.**





# THE LARGEST CHARITY WALK OF ITS KIND IN CALIFORNIA





# ***THE FRIENDSHIP FOUNDATION***

**CHANGING THE WORLD ONE  
FRIENDSHIP AT A TIME**





Every person is precious and capable of love, connection, and friendship. It is this belief that drives the Friendship Foundation's mission to provide a safe, accepting, and inclusive environment that supports children and young adults with varying abilities.

The Friendship Foundation serves to augment local educational systems and professional therapies by creating a natural setting for individuals with special needs to practice their learned skills amongst their peers. To learn more about the Friendship Foundation, visit **friendshipfoundation.com**

“”

*"The impact Dana Middle School's Friendship Club had on Mikey was profound. . . It made a broader population of kids that actually knew Mikey and knew he could talk with an iPad and knew that he could tell jokes and be fun."*

**CHRISTI D.**



**AFTER SCHOOL PROGRAMS**



**ATHLETIC PROGRAMS**



**FIELD TRIPS**



**SUMMER CAMPS**



***TOGETHER WE'RE BUILDING  
A LIFE-CHANGING COMMUNITY  
FOR FRIENDSHIP AND LEARNING!***







Almost 200,000 students are enrolled in special education in Los Angeles County alone, and 8 in 10 Americans with disabilities are unemployed.

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](http://friendshipfoundation.com)**



**CREATIVE ARTS CENTER**



**CULINARY ARTS CENTER**



**MEDIA / EVENT CENTER**



**LEARNING LAB**

**INCLUDING:**

**RECREATION CENTER**

**MULTIGENERATIONAL MENTORING**

**FINANCIAL EMPOWERMENT ACADEMY**

**VOCATIONAL PROGRAMS**

*Featuring:*

**TECHNOLOGY**

**HOSPITALITY**

**RETAIL**

**EDUCATION**

**OFFICE**

**TRADES**

**GARDENING**



# OUR PUBLIC SCHOOLS

## WALKING FOR EDUCATION

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





“

*“These funds help reach every child every day with programs like PE, science lab, makerspace, and counseling. These funds are used across the district, and without the funds from the Skechers Walk, we might not be able to sustain our programs.”*

**HILARY MAHAN**

Executive Director  
Manhattan Beach Education Foundation



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



**FOREIGN LANGUAGE**



**DISTANCE LEARNING SUPPORT &  
EDUCATION INTERVENTION**



**MUSIC**



**COUNSELING SUPPORT**



# ***SKECHERS NATIONAL SCHOLARSHIP PROGRAM***

**EMPOWERING THEIR FUTURE**

In 2017, the Skechers Foundation expanded its commitment to education with the launch of a national scholarship program. Since its inception, **The National Scholarship Program** has awarded nearly \$1 Million to recipients attending universities across the United States. The Skechers Foundation Scholarship Program is open to all high school seniors within the U.S.



“”

*“Prior to receiving this scholarship, I received several no’s from other scholarship organizations but Skechers believed in me! This has encouraged me to continue to persevere and always aim high. The scholarship funds will enable me to focus on excelling in my academics and working towards my career in becoming an Artificial Intelligence Engineer.”*

**D. ADAMS**

Scholarship Recipient, Georgia State University





Images are of actual Skechers National Scholarship recipients



# STAR SUPPORT

“”

“This Walk means so much to me. . .so many kids with different abilities can do more when given love, support, and confidence—and this event, the Friendship Foundation, and Friendship Campus all celebrate our beautiful community and the amazing things that can happen when we’re supported. Not just for us personally, but what we can also give back to the world around us.”

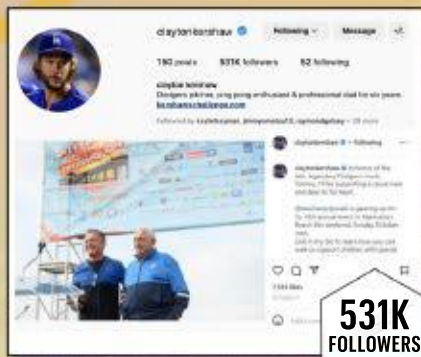
## DANI BOWMAN

Love on the Spectrum star and Danimation entrepreneur





# CELEB IMPRESSIONS





# PRESS HIGHLIGHTS

CBS LOS ANGELES



DAILY BREEZE

YARDBARKER



EasyReader & PENINSULA

Los Angeles MAGAZINE

Patch

102.7 KIIS FM

FN

southbay

Q MBNEWS SAN JOSE | SAN MARIN | SAN JOSE

inTouch Life&Style Star

Angeleno SGBMEDIA

THE BEACH REPORTER The Newspaper of the Beach Cities





# BRAND ACTIVATIONS

THAT HELP TELL YOUR COMPANY STORY





# SPONSOR TODAY

Sponsoring the SKECHERS Pier to Pier Friendship Walk demonstrates your company's values to an audience that supports youth and education. Not only will your brand appear on a vast array of digital materials seen by tens of thousands, your name also will be synonymous with the programs at the heart of the Walk.

This is your opportunity to connect with a broad, caring audience and develop lasting relationships.







*"There are 50,000 reasons or so for why we did this. We love kids. We love making an impact in our community, and this is a great way to do it. We're certainly honored to be asked. The Friendship Foundation and the other groups that are supported here really do great work. They really do help find the inner rockstar in each one of these kids and give them the opportunity, with caring adults that help bring that out. We're honored to be a part of it."*

**KEITH SULTEMEIER**  
CEO, 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 dedicated email blasts
- Curated company message to our 6 districts to share with students and parents
- Speaking opportunity at the Walk and the Partner Appreciation event
- Sizzle reel interview
- Company presence at the Partner Appreciation event
- **Walker registrations: 50**

## SUPERNOVA - \$100,000

All previous level benefits PLUS:

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

## STAR - \$50,000

All previous level benefits PLUS:

- Inclusion in 2 national press releases
- 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 (26M impressions in 2022)
- Live mention by event emcee
- Sponsor highlight on event email blasts
- **Walker registrations: 30**

## SUN - \$25,000

All previous level benefits PLUS:

- Company logo highlighted in the 2023 sizzle reel
- Company logo added to Walk Thank You banner (used for media coverage and celebrity photo op)
- 2024 Partner Appreciation Event branding opportunity
- **Walker registrations: 25**

## SEA - \$15,000

All previous level benefits PLUS:

- Company logo added to 2023 sizzle reel
- 2024 Partner Appreciation Event branding opportunity (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 2022)
- Company logo added to 2024 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 2022)
- **Walker registrations: 10**

## STRAND - \$2,500

- Company name on event T-shirts
- Company name on event eblasts (38K+ contacts)
- Company name on event website and hyperlink to company website
- **Walker registrations: 5**



# TAKE THE NEXT STEP

CONNECT WITH ONE OF US TODAY



Become a sponsor today. Join us in our collective 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](http://skechersfriendshipwalk.com)**

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

## PARTNERSHIPS

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*Executive Director*  
(310) 318-3100 x1337  
[robinc@skechers.com](mailto:robinc@skechers.com)

## SPONSORSHIP

**AMY TRELL**

*Director of Development & Events*  
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[amy.trell@skechers.com](mailto:amy.trell@skechers.com)

## EVENT INFORMATION

**ANNIE FROHOFF**

*Communications & Operations*  
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[annie.frohoff@skechers.com](mailto:annie.frohoff@skechers.com)



# THANK YOU TO OUR 2022 SPONSORS

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