

Up2Us Sports 10th Annual Gala

SNEAKER BALL

A benefit for Up2Us Sports

The Up2Us Sports Sneaker Ball is our most significant fundraiser of the year, celebrating the remarkable Up2Us Sports coaches and honorees who are advancing mentorship and altering the trajectory of at-risk youth's lives through sports.

Join us on Wednesday

MAY 8, 2024

6:30pm at Guastavino's in NYC

Honoring



Zachary Weiner

Cofounder of Overtime
Forbes 30 under 30
SBJ 40 under 40

Danita Johnson

President of Business
Operations, D.C. United
SBJ 40 Under 40
ESSENCE Power 40



**UP2US
SPORTS**

Schedule

6:30pm - 7:30pm

Cocktails & Reception
Silent Auction

7:30pm - 9:30pm

Dinner
Live Auction
Programming

9:30pm - 10:30pm

Entertainment

DRESS CODE: Semi-Formal with
your favorite pair of sneakers



Tickets

Tickets available for purchase online [here](#)

Patron \$1,500
Individual \$600



Past Honorees



Kareem
Abdul-Jabbar



Paul Tagliabue



Mo'ne Davis



David Brooks



Nichol Whiteman



Kathy Carter



Ahmad Nassar



Angela Ruggiero



Mollie Marcoux
Samaan



Stephen Cannon

Past VIP Guests



Sienna Miller,
Naomi Watts



Claressa Shields



Heidi Klum



Monica McNutt



Famke Janssen

Past Sponsors



About Up2Us Sports

81%

of youth report they go to their coach for advice



90%

of youth report the skills they learned will help them in life



30,825

coaches trained



657,710

youth served

\$176,000

ROI per Up2Us Sports Coach placed



3.9 M+

of hours served by Up2Us Sports Coaches & VISTAs



Up2Us Sports' mission is to engage, train and support sports coaches to transform youth, programs and communities. We are the nationwide leader in engaging and training sports-based youth development coaches, practitioners, and organizations to address the most pressing issues facing youth in under-resourced urban communities. Up2Us Sports does this through the following programs: Up2Us Coach, Up2Us VISTA and Up2Us Training.

We understand that coaches are often the most influential adults in a young person's life, and that sport is a critical pathway for kids to gain life skills to overcome challenges and thrive on and off the playing field.



Pathway to Success

Youth are facing a mentorship shortage at a uniquely challenging time. While mentored youth have statistically better school attendance, better attitudes toward school, and a better chance of going on to higher education, **1 in 3 young people** in the U.S. will reach the age of 19 without having a mentor of any kind. For youth living in underserved communities who are more likely to have had experienced stress and trauma, **a mentor can make a life changing impact** on health, wellness, and academic outcomes.

With Your Help, We Can Do More

Up2Us Sports is supported by AmeriCorps. To fully leverage this government funding toward sustainable growth, Up2Us Sports must provide matching funds to partially support each coach we recruit and place. **Your support will be matched 1:2 with federal, state, and local funding.** This will allow us to:

- 1 Achieve market potential by placing coaches in all of our AmeriCorps-funded positions.
- 2 Expand our Coach program through new community partnerships in new neighborhoods.
- 3 Facilitate program expansion into the public school system where physical education funding has been cut from budgets.



Thank You

Up2Us Sports has positioned itself as a national leader in creating positive change for underprivileged youth. **Your continued support makes it possible to continue our mission now and in the future.**

Sponsorship Overview

SPONSOR TODAY!

The Sneaker Ball is more than a charity event; it's a smart investment.

This gathering is where influential brands come together to support highly trained coaches in fostering mental wellness, resilience and educational success in our nation's youth.

We invite you to join us in positively impacting these young lives. Esteemed past sponsors include the NBA, ESPN, Gatorade, DICK's Sporting Goods, Fox Corporation, Pepsico, KPMG, Anheuser-Busch InBev, Covington, MidFirst Bank, among others.

Contact



General Inquiries

devo@up2ussports.org

Sponsorship Inquiries

Anne Kelly, *Senior National Director of Development*

akelly@up2ussports.org

Silent Auction Inquiries

Li Kane, *Development VISTA*

lkane@up2ussports.org

SPONSORSHIP COMMITMENT FORM

Sponsorship Level

<input type="checkbox"/> Presenting \$100,000	<input type="checkbox"/> All-Star \$75,000	<input type="checkbox"/> Champion \$50,000	<input type="checkbox"/> Leader \$25,000
<input type="checkbox"/> Partner \$15,000	<input type="checkbox"/> Advocate \$12,500	<input type="checkbox"/> Patron \$1,500	<input type="checkbox"/> Individual \$600

Sponsorship and individual tickets can be purchased online [here](#)

CONTACT

Company/Table Name (as you wish it to appear in our program and all event recognition)

Contact Name First Last

Company Name Title

Address Street

City State Zip Code Phone

Website **Email**

PAYMENT

By Credit Card
Please charge my credit card \$

Cardholder Name

Credit Card Number

Exp. Date

By Check (Preferred)
Please mail this form & check to:

UP2US SPORTS
520 Eighth Avenue, Suite 201D
New York, NY 10018

By Email
akelly@up2ussports.org