

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





Schedule

6:30pm - 7:30pmCocktails & Reception
Silent Auction

7:30pm - 9:30pmDinner
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



























Michelob



About Up2Us Sports

of youth report they go to their coach for advice























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:

- Achieve market potential by placing coaches in all of our AmeriCorps-funded positions.
- Expand our Coach program through new community partnerships in new neighborhoods.
- 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* Ikane@up2ussports.org

SPONSORSHIP LEVELS

	(AP)	PRESENTING \$100,000	ALL- STAR \$75,000	CHAMPION \$50,000	LEADER \$25,000	PARTNER \$15,000	ADVOCATE \$12,500	PATRON \$1,500	INDIVIDUAL \$600
BENEFITS & AMENITIES	# of tables	4	3	2	2	1	1	-	-
	# of guests	32	24	20	16	10	8	1	1
	Stage Recognition	Invited on stage	Singled out	Singled out	Singled out	Grouped	Grouped	-	-
	Logo on step & repeat	Yes	Yes	Yes	-	-	-	-	-
	Slide show recognition	1 logo - largest	1 logo	1 logo	2 logos - grouped	2 logos - grouped	4 logos - grouped	-	-
	In-venue video asset	Yes	-	-	-	-	-	-	-
	Digital invitation	Logo - most prominent	Logo - prominent	Logo - prominent	Logo	Logo	Logo	-	-
	Event webpage recognition	Logo - most prominent	Logo - prominent	Logo - prominent	Logo	Logo	Logo	-	-
	Online auction platform	Logo	Logo	Logo	-	-	-	-	-
	Press release & media kit	Quote	Special mention	Special mention	-	-	-	-	-
	Annual report recognition	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Newsletter recognition	Yes - spotlight	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Social media recognition	Yes	Yes	Yes	Yes	Yes	Yes	-	-

SPONSORSHIP COMMITMENT FORM

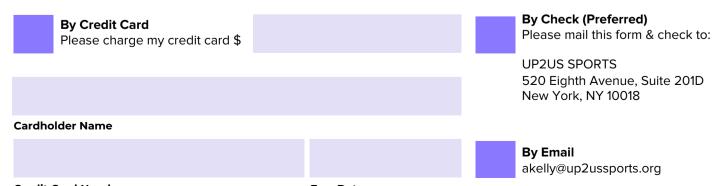
Sponsorship Level All-Star Champion **Presenting** Leader \$100,000 \$75,000 \$50,000 \$25.000 Patron **Individual Partner** Advocate \$600 \$15,000 \$12,500 \$1,500

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			Ema	il								

PAYMENT



Credit Card Number Exp. Date