



KIDS
IN COOL
SHOES

— THE —
JUNIOR LEAGUE
OF AUSTIN
★

SPONSOR & VOLUNTEER OPPORTUNITIES

JOIN US IN A
BRAND-NEW
PROJECT FOR
THE AUSTIN
COMMUNITY!



What happens when a child is given a pair of new shoes?



- improves school attendance by 44%
- participation in physical activity by 72%
- improves classroom behavior by 63%

*According to the nonprofit Shoes That Fit



How You Can Join Us

Local Austin companies can sponsor a school, providing sneakers for every student. Partial sponsorships are also available. When you sponsor a school, your employees can join the students at a celebratory KIC-Off Day where your volunteers will deliver the new shoes to the children, and participate in sports and activities together with the children to promote healthy lifestyles.

We know how difficult it can be to find volunteer activities for your team. When you sponsor a school for KICS, your employees will be participating directly with children in need. The Junior League of Austin facilitates all of the logistics of the event, and all you and your staff will need to do is show up ready to accept the smiles and excitement of these children getting their new sneakers!

What We Believe

Without well-fitting, seasonally-appropriate shoes, children can't participate in physical activity, walk to school, or even stay warm during the winter months.

What We Are Doing About It

Through the creation of the new Kids In Cool Shoes (KICS) program, The Junior League of Austin is providing new athletic sneakers for every child at high-need Central Texas-area schools. In the spring of 2018, a small group of volunteers from The Junior League of Austin visited Guerrero-Thompson Elementary school in the Rundberg area (**97.6% economically disadvantaged**), **measured 655 children for shoes**, and returned 4 weeks later to distribute brand-new shoes to **every single student in the school**. Students in the pilot program made comments such as "this is my first pair of new shoes EVER!" and "my shoes were my big sister's, but they're way too small. Thank you for these shoes!" School administrators reported that students were coming to school in sandals and shoes with holes, prior to the pilot program.



KICS "SOLE" SPONSOR

\$13,000

UNDERWRITE THE
COST OF FITTING
AND
DISTRIBUTING
600-700 PAIRS OF
BRAND NEW
ATHLETIC SHOES
TO A
LOCAL
ELEMENTARY
SCHOOL.

Benefits

- Up to 100 volunteer opportunities for your employees, including distributing shoes to students and participating in fun physical activities on the school's KIC-off day
- Production of up to 100 KICS t-shirts with your company logo for volunteers to wear on KIC-off day and as a memento of the rewarding project
- Media outreach and PR campaign for KIC-off day
- The Junior League of Austin's general meeting team and KICS committee will wear these shirts at the monthly meeting closest to your KIC-off day to promote your sponsorship (approximately 600 in attendance)
- Recognition in The Junior League of Austin's member e-blast, with a distribution of 2,500, as a PLATINUM sponsor of KICS
- Ad space in the fall Capitalines magazine, with a distribution of 3,000



KICS "SIDE-KICS" SPONSOR \$6,500

**SHARED SPONSORSHIP:
UNDERWRITE THE COST
OF FITTING AND
DISTRIBUTING 300-350
PAIRS OF BRAND NEW
ATHLETIC SHOES TO A
LOCAL ELEMENTARY
SCHOOL,
APPROXIMATELY HALF
OF THE STUDENT BODY.**

KICS "STEP UP" SPONSOR \$2,000

**SHARED SPONSORSHIP:
UNDERWRITE THE COST
OF FITTING AND
DISTRIBUTING 100
PAIRS OF BRAND NEW
ATHLETIC SHOES TO A
LOCAL ELEMENTARY
SCHOOL.**

Benefits

- Up to 50 volunteer opportunities for your employees, including distributing shoes to students and participating in fun physical activities on the school's KIC-off day
- Production of up to 50 KICS t-shirts with your company logo for your volunteers to wear on KIC-off day and as a memento of the rewarding project. The Junior League of Austin's general meeting team and KICS committee will wear these shirts at the monthly meeting closest to your KIC-off day to promote your sponsorship (approximately 600 in attendance)
- Recognition in The Junior League of Austin's member e-blast, with a distribution of 2,500, as a SILVER sponsor of KICS

Benefits

- Up to 15 volunteer opportunities for your employees, including distributing shoes to students and participating in fun physical activities on the school's KIC-off day
- Production of up to 15 KICS t-shirts with your company logo for your volunteers to wear on KIC-off day and as a memento of the rewarding project. The Junior League of Austin's general meeting team and KICS committee will wear these shirts at the monthly meeting closest to your KIC-off day to promote your sponsorship (approximately 600 in attendance)



For more information on sponsorship opportunities, contact Courtney Clark at KICS@jlaustin.org

