



**KIDS
IN COOL
SHOES**

— THE —
JUNIOR LEAGUE
OF AUSTIN
★

SPONSOR & VOLUNTEER OPPORTUNITIES

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



DISCOVERING THE NEED

After a lot of research and thought, the Junior League of Austin (JLA) found there is a need for new shoes among students who attend elementary schools and preschools in high-need areas of our community. We found many kids wear shoes that are too small, too big or completely worn down. The JLA also found there is a desire in our community for companies to get involved and offer hands-on help.

What We Are Doing About It

Two years ago, the JLA introduced the Kids in Cool Shoes (KICS) program. With help from corporate sponsorships and volunteer hours, the JLA provides new athletic shoes for every child at high-need Central Texas-area schools. In spring 2018, a small group of volunteers from The JLA 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 new shoes to every student in the school. In our second year, with the help of corporate sponsors and volunteers, we delivered over **1,000 pairs of shoes** to all students at Guerrero-Thompson Elementary, plus all students at 3 community preschools in high-need areas of the community. We need your help to continue to grow this program!

How YOU Can Join Us

Austin companies can sponsor a school, providing sneakers for every student. Partial sponsorships are also available.

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. You and your team can join the students at a celebratory KIC-Off Day to deliver new shoes to children, and participate in sports and activities together with the children to promote healthy lifestyles. The JLA facilitates all of the event logistics so all you and your staff have to do is show up ready to see the smiles and excitement of these children getting their new sneakers!



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

KICS "SOLE" SPONSOR

\$13,000

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

"I loved interacting
with the kids and
seeing how excited
they were to receive
a new pair of shoes."

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 volunteers to wear on KIC-Off day and have as a memento of the rewarding project
- The JLA'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 JLA's member e-blast, with a distribution of 2,500, as a PLATINUM sponsor of KICS
- Media outreach and PR campaign for KIC-Off day
- 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 NEW
ATHLETIC SHOES TO A LOCAL
ELEMENTARY SCHOOL,
APPROXIMATELY HALF OF
THE STUDENT BODY.**

- Up to 25 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 25 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 JLA'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 JLA's member e-blast, with a distribution of 2,500, as a SILVER sponsor of KICS



KICS "STEP UP" SPONSOR

\$2,500

**PRESCHOOL SPONSORSHIP:
UNDERWRITE THE COST OF
FITTING AND DISTRIBUTING
100 PAIRS OF NEW
ATHLETIC SHOES TO A LOCAL
PRESCHOOL.**

- Up to 10 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 10 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 JLA'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
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