

IMPACT 

6TH ANNUAL

BACK TO SCHOOL

BACKPACK GIVEAWAY

8.2.25

SPONSORSHIP

PROPOSAL

11AM – 3PM



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OUR MISSION

Impact LA's goal is to foster a safe space in underserved communities with resources and impactful services that help to support youth and their families evolve into well-rounded individuals.

Target Market:

Youth and their families in low income communities

Vision:

To be a reputable source of initiatives, programs and policies that produce a thriving and equitable community.



Priority Areas

- Food Security and Equity
- Expanded Learning (Out of School Programs)
- Community Empowerment



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Emerita Flores

Program Director
Co-Founder Impact LA



Courtney Lockridge

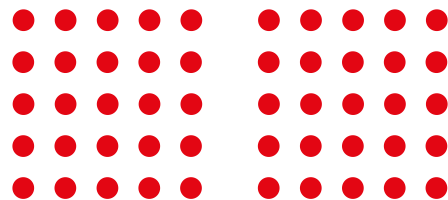
Executive Director
Co-Founder Impact LA



Veronica Brown

Development Director

MEET



OUR TEAM



Nutritious Meals

We aim to ensure that all kids get the nutritious meals they need everyday for FREE. Some kids can't count on having a healthy meal waiting for them when they get home, especially a warm one. That is why we are sponsored through Department of Social Services and California Department of Education to ensure we meet the nutritional needs of kids 1-18 years old in order to thrive every day during out of school hours.

Food Rescue

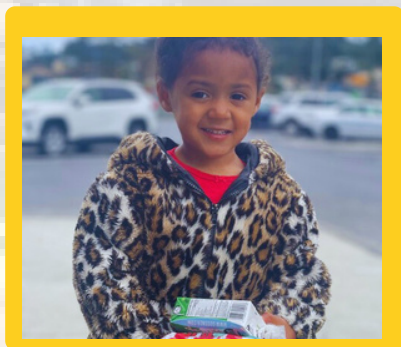
We are committed to **rescuing surplus food and redistributing it to those in need**. Our **food recovery initiative** helps combat food insecurity by collecting fresh, nutritious food from local businesses, farms, and food providers that would otherwise go to waste.

Community Events

Our community events including our Distribution Drives and annual Back to School Backpack Giveaway serve to provide resources, motivate activists, bring allies together and increase awareness of the needs in our communities.

Expanded Learning Program

We provide effective extended learning programs during periods where kids are out of school by combining three components—academic enrichment, cultural activities, and recreational opportunities that guide learning and engage children and youth.



BACK TO SCHOOL BACKPACK GIVEAWAY

HONORING THE LEGACY OF KOBE & GIANNA BRYANT

Through Action, Access, and Community

Kobe Bryant was more than a basketball legend—he was a fierce advocate for youth, known for his philanthropy through the Make-A-Wish Foundation, his support of cancer research, and his Mamba & Mambacita Sports Foundation, which expanded access to sports for underserved youth.

Impact LA proudly continues this legacy with Kobe Day 2025, a two-part community celebration dedicated to uplifting the values Kobe and Gianna represented: dedication, community, ambition, and love for youth.

Event

Saturday, August 2

Gianna “Gigi” Bryant Day | Back to School Giveaway
11AM - 3PM

Event

Sunday, August 24

Kobe Day | Celebrity Basketball
TBD

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OUR VISION FOR GIANNA “GIGI,, BRYANT DAY

In honor of Gianna Bryant (#2), this day focuses on school readiness, confidence-building, and joyful community engagement. Many families face barriers to purchasing basic supplies—this event relieves that burden while reminding youth they are seen, supported, and capable.



01

Backpack Distribution

Goal is to distribute 824-1,000 backpacks with school supplies to children such as notebooks, pens, pencils crayons, folders and motivational coloring pages inspired by Kobe's quotes.

02

Feeding Families

Set up food stations offering nutritional meals for families. Include a variety of food options to cater to different dietary needs.

03

Community Resources

Provide booths and tents with information on local resources such as after school programs, tutoring services, health clinics and financial opportunities.

04

Entertainment and Activities

Moon bouncers for different age groups, Carnival Games with prizes to win, horseback riding, basketball games; including special guest appearances, hygiene products, haircuts/braids and much more!



2022



2023

- Virtual reality station
- face painting/ Art station
- School Supply station
- Meals station
- Plant a seed station
- Haircuts & Styles
- Tennis Shoes Giveaway
- Hoop Bus
- Bike Safety
- Vendor resources
- Financial literacy panel
- & More



2024

2025 EVENT STATIONS

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OUR WISHLIST

WE WANT TO ENSURE THAT EACH STUDENT IS PREPARED WITH THE ESSENTIALS FOR THE SCHOOL YEAR SO THEY CAN FOCUS ON DOING THE WORK WITH THE RIGHT TOOLS.

- Backpacks
- Lined paper
- Spiral notebook
- Lead pencils
- Mechanical pencils
- Pens
- Crayon box
- Colored pencils box
- Markers box
- Scissors
- Glue
- Ruler
- Pencil sharpener
- Composition notebooks
- 3 ring binder



BACKPACK GIVEAWAY

8/2/25

BECOME A PARTNER OR VENDOR

- 01** Moon Bouncers
- 02** Art Station/Face Painting
- 03** HoopBus
- 04** Plant A Seed
- 05** Haircuts & Syling
- 06** Virtual Reality Station
- 07** School Supplies
- 08** Other Activities



OUR VISION FOR KOBE DAY

To honor Kobe Bryant's iconic jersey numbers (#8 & #24), this high-energy day features a celebrity basketball game and fundraiser benefiting Impact LA's year-round programs, including: Summer Xperience Program, Free Youth meal programs, Sports and leadership clinics and social-emotional support and



01

Celebrity basketball game

A high-energy exhibition game featuring local celebrities, athletes, influencers, and community leaders—played in the spirit of friendly competition and charitable impact. This game is not only entertainment—it symbolizes the same discipline, teamwork, and passion for youth development that Kobe championed.

02

Live entertainment, vendors, raffles, and VIP experiences

Our event will feature:

- Live musical performances from local and rising artists
- A curated selection of vendors and food trucks representing LA's cultural diversity
- Raffle prizes and giveaways, with items donated by sponsors and community partners
- VIP courtside seating, exclusive meet-and-greets, swag bags, and hospitality lounges

03

Legacy-centered storytelling that honors Kobe's mission of giving

Throughout the event, attendees will experience storytelling activations that reflect Kobe Bryant's dedication to uplifting others

KOBE DAY
8/24/25

**BECOME A
PARTNER
OR VENDOR**

- 01** Celebrity Basketball Players
- 02** Celebrity and Local Artists
- 03** Vendors
- 04** Food Trucks
- 05** Sponsors
- 06** Community Partners
- 07** Mural Artists
- 08** Other Activations

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SPONSOR PACKAGES

Gigi Angel Level \$500

- Logo placement on website
- Social media shoutout

Kobe Angel Level | \$2,500

- Listed in July/August monthly newsletter
- Logo placement on website
- Social media shoutout

\$5k

Bronze Level

- Listed in July/August monthly newsletter
- Logo placement on website
- Social media shoutout
- Logo included in event program
- Brand featured in recap video,

\$10k

Silver Level

- Listed in July/August monthly newsletter
- Logo placement on website
- Social media shoutout
- Logo included in event program
- 1/4 page ad in the event program
- Logo included on backpack giveaway station's step and repeat banner
- Brand featured in event recap video.

\$15k

Gold Level

- Listed in July-Dec monthly newsletter
- Logo placement on website
- Social media shoutout
- Logo included in event program
- 1/2 page ad in the event program
- Logo included on all step and repeat banners including main stage
- Brand featured in event recap video.
- Promotional materials placement in backpacks

\$25K

Diamond Level

- Listed in monthly newsletter for 1 year
- Logo placement on website for 1 year
- Social media shoutouts
- Logo included in all annual event programs
- 1 page ad in the event program
- Logo included on all annual events step and repeat banners
- Brand featured in event recap videos
- Promotional materials placement in all annual events giveaway donations

All donations and sponsorships are tax deductible, Impact LA, Inc Tax-ID EIN 84-3797925



NON MONETARY SPONSOR

CAN YOU BE ONE OF OUR PARTNERS OR VENDORS?

Activation & Resource Station

Resources + Activities

Help us create a sense of community, brand awareness and an event filled with fun activities and resources. Help us provide activities for the youth and their families in attendance.

[Vendor Registration - Sign-up Form](#)

Backpack Giveaway

824 Backpacks

Our goal is to provide our youth with at least 824 FREE backpacks filled with supplies. We still need help fulfilling our goal, and with your donation, it wouldn't hurt if we exceeded it!

Goodies

Products + Supplies

Let's prepare our youth for the school year with all the things that'll set them up for success. We want to make sure their backpacks are filled with school supplies, shoes/clothes, self-care products, etc.

Media Team

Photographer + Videographer

Help us give back to the community by capturing our story and exposing our efforts to fulfill our mission.

Partners receive, Title **Partner** on all promotional materials, step and repeat placement, recognition on IMPACTLA.org/social media and logo placement on event program.

All donations and sponsorships are tax deductible, Impact LA, Inc Tax-ID EIN 84-3797925

IMPACT 

**THANK
YOU!** 

**ARE YOU READY TO MAKE AN
IMPACT TODAY?**

Contact Us

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