

IMPACT  5TH ANNUAL

BACK TO SCHOOL
BACKPACK GIVEAWAY

8.24.24

SPONSORSHIP

PROPOSAL



11AM - 3PM

COMPTON COLLEGE
1111 E ARTESIA BLVD,
COMPTON, CA 90221



CONVERSATION 



IMPACT

OUR MISSION

Impact LA's goal is to 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

- Access and inclusion to opportunities and resources
- Food Security
- Expanded Learning (Out of School) Programs



IMPACT



Emerita Flores

Director of Impact
Co-Founder Impact LA



Courtney Lockridge

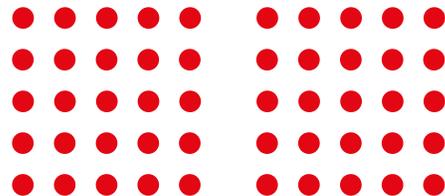
Executive Director
Co-Founder Impact LA



Veronica Brown

Development Coordinator

MEET



OUR TEAM



Nutritious Meals

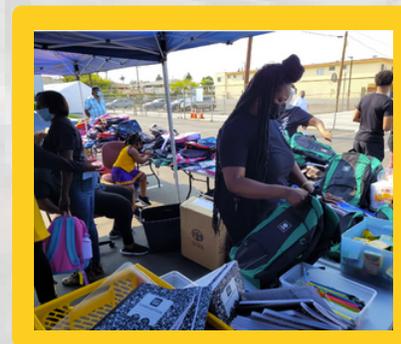
We aim to ensure that all kids get the nutritious meals they need everyday for FREE. Some kids can't count on having a healthy meal waiting for them when they get home, especially a warm one. That is why we are sponsored through Department of Social Services and California Department of Education to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

Community Events

Our community events including our annual Back to School Backpack Giveaway and Thanksgiving Turkey Dinner Drive 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 KOBE DAY | 8.24

INSPIRATION FOR EVENT

Kobe Bean Bryant's success was ultimately driven by his unmatched work ethic and commitment to himself, his family and everyone around him. The fierce competitor was as passionate about philanthropy as he was about pursuing baskets or championship rings. His impact both on and off the basketball court was immeasurable. As he based his foundation on improving the lives of young people and their families, his goal was always to show our young Angelenos how to become leaders and independent thinkers.

Impact LA's mission resonates with his vision for helping our youth and their families and this is one of the reasons we're proud of our philanthropic efforts in the LA community. To celebrate the love we have for Los Angeles, we host Kobe Day every year to honor Kobe Bryant, one LA's inspirational pioneers, by giving back to our young Angelenos with our Back to School Backpack Giveaway.

Event

Saturday, 24 August 2024

Kobe Day | Back to School Giveaway

11AM - 3PM

IMPACT

OUR VISION FOR KOBE DAY

This vision ensures that the event is not only a celebration of giving back to our young Angelenos, just as Kobe Bryant did, but also a valuable and uplifting experience for the community, embodying the spirit of giving back and supporting each other.



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
- HORSEBACK RIDES
- ROLLERSKATING
- BIKE SAFETY
- VENDOR RESOURCES
- FINANCIAL LITERACY PANEL
- & MORE



PLANT A SEED

2024 EVENT STATIONS

IMPACT

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



KOBE DAY

8/24/24

**BECOME A
PARTNER
OR VENDOR**

- 01** Basketball Drills
- 02** Art Station/Face Painting
- 03** Rollerskating
- 04** Plant A Seed
- 05** Horseback Riding
- 06** Virtual Reality Station
- 07** School Supplies
- 08** Other Activities

IMPACT

SPONSOR PACKAGES

Gigi Angel Level \$1,500

- Logo placement on website
- Social media shoutout

Kobe Angel Level | \$5,000

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

\$10k

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,

\$15k

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.

\$25k

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

\$50K

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?

Activities

Host Our Event

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 in attendance.

8.24

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!

Media Team

Photographer + Videographer

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

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.

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

IMPACT 

THANK
YOU! 

ARE YOU READY TO MAKE AN
IMPACT TODAY?

Contact Us

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LA, CA 90014



CONVERSATION 