

IMPACT

AUGUST 8, 2026

7TH ANNUAL **BACK TO SCHOOL BACKPACK GIVEAWAY** KOBE DAY 2026

 Barack Obama Charter School

 11:00 AM - 3:00 PM

MAMBA MENTALITY. COMMUNITY IMPACT. ONE DAY.

SPONSORSHIP PROPOSAL & PARTNERSHIP DECK



WHO WE ARE

OUR MISSION

Foster a safe space in underserved communities with resources and impactful services that help support youth and their families as they evolve into well-rounded individuals.

OUR VISION

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

LEADERSHIP TEAM

Courtney Lockridge

EXECUTIVE DIRECTOR &
CO-FOUNDER

Emerita Flores

PROGRAM DIRECTOR &
CO-FOUNDER

Veronica Brown

DEVELOPMENT DIRECTOR

PRIORITY AREAS



Food Security & Equity

Combating hunger by providing nutritious meals and rescuing surplus food for families.



Expanded Learning

Offering out-of-school programs that combine academic enrichment and cultural activities.



Community Empowerment

Hosting events and drives to uplift families and address critical community needs.

WHY KOBE DAY MATTERS



BEYOND BASKETBALL

Kobe Bryant was more than a legend on the court—he was a fierce advocate for youth. Through his work with the Make-A-Wish Foundation, support for cancer research, and the Mamba & Mambacita Sports Foundation, he dedicated his life to expanding access for underserved communities.



IMPACT LA'S PROMISE

We proudly continue this legacy. Kobe Day isn't just a celebration; it's a commitment to uplifting the values Kobe and Gianna represented: Dedication, Ambition, and Love.

*"Impact LA honors this legacy through **Action, Access and Community.**"*

NUMBERS WITH MEANING

8

EARLY ERA

Relentless ambition
and the start of a
legacy.

24

LEADERSHIP

Evolution, mentorship,
and Mamba Mentality.

2

GIANNA

The future of the game.
Joy, skill, and kindness.

81

HISTORY

Pushing boundaries.
Proof that anything is
possible.

These symbolic numbers inspire our fundraising tiers and community goals.

2025 EVENT RESULTS

OUR IMPACT



1,800+

BACKPACKS DISTRIBUTED



2,000+

ATTENDEES SERVED



1,500+

CLOTHING PIECES



500

PAIRS OF SHOES



300+

BAGS OF GROCERIES



1,567

DIAPERS PROVIDED



71

FREE HAIRCUTS

"More than backpacks—this is **unity**, **hope**, and **confidence** to start the school year strong."

AUGUST
08
2026

EVENT OVERVIEW

Kobe Day 2026

THIS YEAR'S THEME

MAMBA MENTALITY


Determination. Excellence. Love for Community.



2,500+

 BACKPACKS

3,480+

 ESTIMATED COMMUNITY
MEMBERS TO SERVE

OUR STRATEGIC GOALS

- ✓ Equip students with school-ready essentials
- ✓ Deepen cross-sector partnerships
- ✓ Expand on-site wellness services
- ✓ Amplify year-round impact storytelling



TIME

11:00 AM – 3:00 PM



LOCATION

Barack Obama Charter School
Los Angeles, CA



WHO

Youth Ages 1–18 & Families
Underserved Communities

WHAT HAPPENS AT KOBE DAY

FREE FOR ALL



GIVEAWAYS & RESOURCES

Essential support for families



Backpacks & School Supplies

CORE



Nutritious Meals for Youth



Haircuts, Braiding & Styling



Shoes & Clothing



Groceries & Diapers



Hygiene & Self-Care Kits



Community Resource Booths



Financial Literacy Support



ACTIVITIES & ENTERTAINMENT

Fun for the whole community



Hoop Bus & Basketball Drills

POPULAR



Face Painting & Art Station



Horseback Riding



Virtual Reality Station



Moon Bouncers & Carnival Games



Plant a Seed Station



Bike Safety Demonstrations



WHY PARTNER WITH US?

Join forces to create immediate, visible impact for Los Angeles families.



LEGACY ALIGNMENT

Align your brand with the enduring values of Kobe & Gianna Bryant. Honor the "Mamba Mentality" through direct community action, dedication, and excellence.



HIGH-VISIBILITY BRANDING

Maximize exposure with logo placement across our website, social channels, newsletters, event programs, and "step-and-repeat" banners.



AUTHENTIC IMPACT

Go beyond a donation. Provide tangible resources—backpacks, meals, and health services to the underserved youth who need them most.



EMPLOYEE ENGAGEMENT

Boost team morale with meaningful volunteer opportunities. Invite your employees to participate in on-site activations and distribution events.



STORYTELLING ASSETS

Receive high-quality photos and video content from the event featuring your brand in action, perfect for your CSR and annual impact reporting.

READY TO IMPACT?

Secure your sponsorship tier today.

[JOIN THE TEAM](#)

2,000+

EVENT ATTENDEES

Plus extensive digital reach

TAX DEDUCTIBLE

Impact LA is a 501(c)(3) non-profit organization. Your contributions are tax-deductible to the extent allowed by law.

EIN: 84-3797925

Includes:

- ✓ Social Media Shoutouts
- ✓ Recap Video Feature
- ✓ Bi-Monthly Newsletter

IMPACT LA SPONSORSHIP LEVELS

Directly support our mission and gain valuable visibility

DIAMOND \$25,000

- ✓ **Full-Page Ad** in Event Program
- ✓ Featured in Recap Video
- ✓ Logo on Website & Newsletter (1 Year)
- ✓ Social Media Recognition
- ✓ Logo on **Annual Event Banner**
- ✓ Featured Recognition at Impact LA Events
- ✓ Premier Logo Placement at Main Stage

COMMUNITY IMPACT:

Supports 2,300+ children via meal programs, funds Summer Youth Camp, and aids 10,000+ households via food rescue.

GOLD \$15,000

- ✓ **1/2 Page Ad** in Event Program
- ✓ Featured in Recap Video
- ✓ Logo on Website & Newsletter (1 Year)
- ✓ Social Media Recognition
- ✓ Logo on Backpack Station Banner
- ✓ Premier Logo Placement at Main Stage

COMMUNITY IMPACT:

Supports free meals & programming for 2,300+ children annually, helping fund Impact LA's Summer Youth Camp.

SILVER \$10,000

- ✓ **1/4 Page Ad** in Event Program
- ✓ Featured in Recap Video
- ✓ Logo on Website & Newsletter
- ✓ Social Media Recognition
- ✓ Logo on Backpack Station Banner
- ✓ Logo on Backpack Giveaway Main Stage

COMMUNITY IMPACT:

Supports free meals and youth development programs for over 1,500 children across Los Angeles.

BRONZE \$5,000

- ✓ Logo in Event Program
- ✓ Featured in Recap Video
- ✓ Logo on Website & Newsletter
- ✓ Social Media Recognition
- ✓ Logo on Backpack Station Banner

COMMUNITY IMPACT:

Directly supports free meals for over 1,100 children and helps power Impact LA's Backpack Giveaway for 2,000+ attendees.

KOBE ANGEL \$2,500

- ✓ Listed in Event Program
- ✓ Logo on Website & Newsletter
- ✓ Social Media Recognition

COMMUNITY IMPACT:

Supports free meals/resources for ~600 children and supports Backpack Giveaway serving 2,000+ youth.

GIGI ANGEL \$500

- ✓ Listed in Event Program
- ✓ Social Media Recognition

COMMUNITY IMPACT:

Supports free meals for 100+ children and helps make Impact LA's Backpack Giveaway possible.

VENDOR & PARTNER OPPORTUNITIES



PARTNERSHIP CATEGORIES

Ways to contribute services & goods



Activations & Resource Stations



Services & Experiences



Goods & Supplies



Media & Storytelling



Food Services



PARTNER RECOGNITION

How we celebrate your support



Title Partner Status

[SELECT LEVELS](#)



Step-and-Repeat Placement



Website & Social Recognition



Event Program Logo



SCHOOL SUPPLY WISHLIST



OUR 2026 GOAL: FILL **2,500** BACKPACKS

♥ Honoring Kobe's numbers: 8, 24, and 81

Backpacks (Sturdy)

Lined Paper (Wide/College)

Spiral Notebooks

Composition Notebooks

3-Ring Binders (1-2 inch)

Pocket Folders

Pencil Cases/Pouches

Calculators (Basic/Scientific)

#2 Lead Pencils

Mechanical Pencils

Pens (Blue, Black, Red)

Highlighters (Assorted)

Crayon Boxes (24-count)

Colored Pencils

Marker Boxes (Washable)

Kobe Motivational Coloring Pages

Scissors (Safety/Blunt)

Glue Sticks & Bottles

Rulers (12 inch)

Pencil Sharpeners

📄 All donations are tax-deductible | EIN: 84-3797925

HELP US EQUIP THE NEXT GENERATION →

AUGUST 24 • VIRTUAL FUNDRAISER

MAMBA MENTALITY CHALLENGE

Empowering 3,480+ Youth with the tools to thrive

\$8.24

 JERSEY
NUMBERS

\$24

 KOBE'S LEGACY

\$81

 HISTORIC GAME



1. DONATE

Choose your symbolic amount



2. SHARE

Show your Mamba Mentality



3. TAG

Challenge 2 friends

[#MambaMentalityChallenge](#)

[#ImpactLAMambaChallenge](#)

[#KobeDay](#)

"PASS THE TORCH. KEEP THE LEGACY ALIVE."

CLOSING

LET'S MAKE AN IMPACT TOGETHER.

Your partnership fuels the future. Join us in honoring the Mamba Mentality and uplifting the next generation of Los Angeles.

Joana Alamillo

COMMUNITY RESOURCE COORDINATOR

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📞 213-928-1040 ext 701

📍 811 W 7 Street, Suite 1236
Los Angeles, CA 90014

📄 Tax-Deductible EIN: 84-3797925

GET INVOLVED TODAY



BECOME A
SPONSOR



HOST AN
ACTIVATION



DONATE
IN-KIND



JOIN MAMBA
CHALLENGE

Ready to start the conversation?

CONTACT US NOW

www.impactla.org

SUPPORT OUR YOUTH



SCAN TO DONATE