



in the image
SHOES
 PROGRAM

DeVos Place
 August 2025
Exact dates TBD



Thank you for considering a SHOES sponsorship. By becoming a SHOES partner, not only do you meet the basic need of new school shoes for children in Kent County, but your support builds confidence in elementary students as they head into the new school year. Your support has immense impact on local kids and families!

- ✓ 4250+ students to be served
- ✓ 10,000+ total attendees
- ✓ Social media & webpage recognition
- ✓ Event presence & community support



ABOUT

In The Image is a non-profit in Grand Rapids that has been supporting the basic needs of community members for over 30 years. Through community support, we provide clothing, shoes, household essentials, and hygiene necessities to local families at no cost. We offer low-barrier access to basic necessities for our neighbors in need.

The SHOES (Shoes Help Our Elementary Students) Program began in 1996. In The Image identified that the beginning of the school year can be a costly time for already struggling families. We saw the opportunity to step in and support children as they embark on their new school year, instilling them with confidence, joy, and the tools they need for success.

This year, the SHOES Program requires roughly 600 volunteers and \$150,000 of support. In addition to providing a custom shoe sizing and free pair of athletic shoes, The Program includes free services such as vision screenings. There are also local businesses and nonprofits present to connect families to area resources that help support healthy families and healthy kids. Please join us in helping local kids start the school year on the right foot!



Event Highlights

Support students and families at the start of the school year.

Invite participants to learn about healthy activity and healthy lifestyle choices.

Provide free resources and connections to community services.

Be a community who embraces others with tangible support.

in the image S.H.O.E.S.



SPONSORSHIP LEVELS



\$500

Benefits: Logo inclusion on Program webpage, logo inclusion at event. Provides 25 pairs of shoes.



\$1500

Benefits: All benefits included above, and logo inclusion on social media with option to host a single-day table during the event. Provides 75 pairs of shoes.



\$3000

All benefits included above, and option to host multi-day table at event. Provides 150 pairs of shoes.



\$6000

All benefits included above, and inclusion of organization name during media appearances. Provides 300 pairs of shoes.



\$10,000

All benefits included above, and highlighted as Lead Supporter. Provides 500 pairs of shoes.



Sponsorship Commitment Form

\$10,000 \$6,000 \$3,000 \$1,500 \$500

ORGANIZATION NAME:

ADDRESS:

CONTACT PERSON:

EMAIL:

PHONE:

Payment Methods

For online payment, please visit www.intheimage.org/shoes

Please make checks payable to In The Image.

CREDIT CARD

CHECK

INVOICE

TOTAL:

NAME ON CARD:

CARD #:

EXP DATE:

SECURITY CODE:

BILLING ADDRESS:

CITY:

STATE:

SPONSOR REQUESTS:

Sponsorship Deadline August 1, 2025

Recognition is not guaranteed for commitments made after the deadline.