



# 2024 BAREFOOT GALA SPONSORSHIP





# 13TH ANNUAL BAREFOOT GALA

The 13th annual Barefoot Gala, hosted by Samaritan's Feet, is on Saturday, November 9th, 2024, at the stunning Revelry Camp North End. It will be an unforgettable evening, with a theme of 80's Glam, dedicated to making a meaningful impact. Your potential sponsorship will not only elevate this premier event but also contribute to our shared mission of bringing hope and comfort to those in need.

This evening together offers the opportunity to kick off your shoes enjoying the Gala barefoot, shop at a large global market, participate in interactive elements like a guest-painted mural, bid during a live auction, and enjoy an inspiring program with special guests, videos, and more.

Anticipated to draw 400 attendees from corporations, churches, and organizations in the Charlotte Metro area, this event promises not only a night of celebration but also an unparalleled opportunity for sponsors to align their brand with a cause that resonates deeply with the community.

Samaritan's Feet is a non-profit 501(c)(3) that gives hope through the gift of shoes to children, adults, and seniors in need. Since our founding in 2003, Samaritan's Feet and its partners have distributed over 10 million pairs of shoes in 109 countries and over 600 U.S. cities.



# VALUE OF SPONSORSHIPS

With sponsorships ranging from \$2,500 to \$75,000, we hope that you are able to find a level that aligns with your budget because we can't do our global work without you. Our supporters are highly engaged and we have some statistics below so that you can see the value of partnering with us for our Barefoot Gala.

## LEARN ABOUT OUR SUPPORTERS AND AUDIENCE

**51,593**

Email Database

**38,162**

Facebook Followers

**81%**

of Facebook Followers  
are Women

**21,259**

South Carolina or North  
Carolina Residents in  
Email Database

**5,879**

Instagram  
Followers

**55%**

of Facebook Followers  
are 55+

**32.6%**

Average Email  
Open Rate

**2,338**

LinkedIn Followers

**27.6%**

of LinkedIn Followers  
are in Charlotte Metro Area

All statistics as of 2/27/2024





# WE INVITE YOU TO JOIN US

We hope that you consider joining us at our 2024 Barefoot Gala. We know it will be an unforgettable evening for everyone who attends.

If you're ready to secure your sponsorship level, you can either email us at [events@samaritansfeet.org](mailto:events@samaritansfeet.org) or go to [SamaritansFeet.org/Gala/Sponsor](https://SamaritansFeet.org/Gala/Sponsor) and complete the online form.

Don't hesitate to reach out to us with any questions or additional opportunities.

Thank you for your consideration of sponsoring this special event, which will give hope and healing through the gift of shoes to children, adults, and seniors in need across the United States and around the world.

We hope that we see you on November 9 at the 2024 Barefoot Gala in Charlotte, NC!

Sincerely,

Manny and Tracie Ohonme  
Co-Founders of Samaritan's Feet

<b>SPONSORSHIP LEVELS</b>	<b>Inspire Title</b> \$75,000	<b>Barefoot Presenting</b> \$50,000	<b>Charitable Dinner</b> \$20,000	<b>After Party</b> \$15,000	<b>Market</b> \$10,000	<b>Corporate Elite</b> \$5,000	<b>Corporate</b> \$2,500
Name tagged in SFI's social posts about the Gala	X						
Name and/or logo in all emails regarding Gala	X						
Opportunity to discuss additional custom cross-promotional activities	X						
Name and/or logo in Charlotte- Axios event advertisement listing	X						
Name and/or logo in all Gala press releases	X	X					
Name, logo, and/or ad in Gala keepsake program	X	X					
Provided with printed invites to send to your team	X	X					
Opportunity to address audience at Gala	X 5 Minutes	X 3 Minutes	X Blessing				
Recognition during Gala	X	X	X	X + After Party	X + Market		
Name and/or logo on screens throughout the Gala	X	X	X	X	X	X	
Name and/or logo on Gala Website	X	X	X	X	X	X	X
Tickets to Gala (1 Table = 10 Tickets)	X 2 Tables with Premier Seating	X 2 Tables with Premier Seating	X 2 Tables with Premier Seating	X 1 Table with Premier Seating	X 1 Table	X 1 Table	X 1 Table