



UPGRADE THE EXPERIENCE. ELEV8 THE IMPACT.

SNEAKER BALL 2026 **SPONSORSHIP OPPORTUNITIES**

On Saturday, November 28, 2026, Heart & Soles will host the Eighth Annual Sneaker Ball, **ELEV8: An All Black Experience**, at the DoubleTree Hotel in Downtown Little Rock. This year, guests will follow an all-black dress code with a sneaker of their choice, creating a distinctive style that blends fashion and personal expression. Sneaker Ball is our signature fundraising event, bringing together 300+ professionals, entrepreneurs, creatives, business owners, and community leaders for an elevated evening where formal style meets sneaker culture and philanthropy takes center stage.

It is more than a night of celebration. It is the event that helps make our mission possible.

At Heart & Soles, we believe a pair of sneakers can do more than just cover a child's feet. It can help them feel confident, valued, and seen. Our Sneaker Ball serves as the fundraising engine behind KicksMas, our signature annual giveback experience, where children in underserved communities get to choose their own brand new pair of sneakers. Through the power of choice, we turn a simple pair of shoes into an experience that builds confidence, dignity, and a sense of ownership that lasts long after they leave.

WHY PARTNER WITH US

When your brand partners with Heart & Soles, you become part of an experience that brings community, connection, visibility, and purpose together.

Your partnership gives your brand the opportunity to:

- Connect with an engaged audience of professionals and community leaders.
- Elevate your brand through event recognition, visibility, and meaningful engagement.
- Invest in a mission that directly impacts children and families across Arkansas.
- Create impact by helping turn one unforgettable evening into continued giving throughout the year.

Ready to support this meaningful cause? **CLICK HERE** or reach out to us directly at info@heartandsoles.org.

YOUR BRAND. OUR MISSION. A SHARED IMPACT.
LET'S **ELEV8** TOGETHER!

Sponsorship levels and benefits are detailed on the following page.



ELEV8 YOUR PARTNERSHIP

CHOOSE THE LEVEL THAT BEST ALIGNS WITH YOUR BRAND AND YOUR IMPACT.

PREMIER OPPORTUNITY

TITLE SPONSOR

\$10,000

LEAD THE EXPERIENCE.
ELEVATE THE IMPACT.

8 VIP GUESTS

*Be recognized as the **exclusive** Title Sponsor of Heart & Soles' Eighth Annual Sneaker Ball.

- Exclusive Title Sponsor recognition
- Reserved VIP table for 8 guests
- Logo placement on guest Kick Bags
- Premier logo placement on sponsor backdrop and website
- Exclusive Red Carpet Interview and dedicated social media post
- Exclusive VIP Bar sponsorship signage
- Individual social media story and post
- Premium branded table signage
- Verbal recognition throughout the evening
- Premium branded item in guest Kick Bags
- Branded Kick Bags for all 8 guests
- *Complimentary drinks and light hors d'oeuvres*

KICK SPONSOR

\$5,000

ELEVATE YOUR PRESENCE

6 VIP GUESTS

- Reserved VIP table seating
- Prominent logo placement on sponsor backdrop & website
- Logo placement on select event marketing materials
- Group sponsor social media post
- Individual social media story
- Branded table signage
- Verbal recognition throughout the evening
- Branded Kick Bag for all 6 guests
- *Complimentary drinks and light hors d'oeuvres*

SOLE SPONSOR

\$3,000

MAKE YOUR MARK

4 VIP GUESTS

- Reserved VIP table seating
- Logo placement on sponsor backdrop and website
- Logo placement on select event marketing materials
- Group sponsor social media post
- Individual social media story
- Branded table signage
- Verbal recognition during the event
- Branded Kick Bag for all 4 guests
- *Complimentary drinks and light hors d'oeuvres*

KICK BAG SPONSOR

\$1,500

PUT YOUR BRAND IN THEIR HANDS.

3 VIP GUESTS

- Reserved VIP table seating
- Logo placement on guest Kick Bags
- Logo placement on sponsor backdrop
- Group sponsor social media post
- Individual social media story
- Branded table signage
- Verbal recognition during the event
- Branded Kick Bag for all 3 guests
- *Complimentary drinks and light hors d'oeuvres*

HEART SPONSOR

\$500

BE PART OF THE IMPACT.

2 VIP GUESTS

- Reserved VIP seating
- Logo placement on sponsor backdrop
- Group sponsor social media post
- Branded table signage
- Verbal recognition during the event
- Branded Kick Bag for each guest
- *Complimentary drinks and light hors d'oeuvres*

ELEV8 THE IMPACT.

ONE EVENT. A GROWING MISSION.

OUR MISSION

Heart and Soles is a Little Rock-based 501(c)(3) nonprofit dedicated to providing brand-new footwear to children in need while fostering a culture of philanthropy across our community. We believe what a child wears on their feet matters far beyond physical comfort; proper footwear builds confidence, social inclusion, and emotional well-being.

*Impacting Lives
One Sole At A
Time*



THE SNEAKER BALL

OUR SIGNATURE FUNDRAISER

Each year, the Heart and Soles Sneaker Ball brings together 300+ socially conscious professionals, business owners, creatives, educators, and community leaders for an elegant evening where formal footwear is swapped for fashionable sneakers. Guests enjoy live music and art in celebration of community giving.

All proceeds directly fund our KicksMas initiative that provides brand-new sneakers to children in underserved communities. Now in its eighth year, the Sneaker Ball has grown into a signature Little Rock event and a proven, sustainable engine for our programming.



KICKSMAS

BUILDING CONFIDENCE.
ONE CHOICE AT A TIME.

KicksMas is Heart and Soles' annual giveback initiative, funded entirely by Sneaker Ball. Each year we partner with a chosen organization to provide brand-new shoes to 150 children.

What makes KicksMas distinct is choice: every child selects their own pair, an intentional design that builds confidence, self-esteem, and a sense of ownership rarely afforded through traditional charitable giving.



KICK BACK

EXPANDING OUR IMPACT

Our first Back to School Bash: Kick Back was hosted August 2026 at the Mosaic Temples Cultural Center, marking a deliberate expansion of our impact beyond footwear. This community event brought together K-12 children and families for brand-new sneakers, school supplies, and health screenings to address the holistic needs of the children and families we serve.

Heart and Soles purchased 100 pairs of sneakers for the event. Kick Back represents the next chapter of our organization's growth: broadening from a single-issue sneaker mission into comprehensive, wraparound community programming.

OUR IMPACT AT A GLANCE

1,350 +

BRAND NEW
SNEAKERS DONATED

300 +

ANNUAL SNEAKER
BALL GUESTS

150

CHILDREN SERVED
THROUGH 2025
KICKSMAS

100

SNEAKERS PROVIDED
THROUGH 2026
BACK TO SCHOOL BASH

Your partnership doesn't just help us build an event.
It helps us build what comes next.

UPGRADE THE EXPERIENCE. **ELEV8** THE IMPACT.