SUPPORT THE U.S. FOOTWEAR INDUSTRY’S YEAR-ROUND, NATION-WIDE COMMUNITY SERVICE MOVEMENT

Two Ten Footwear Foundation’s Footwear Cares volunteer campaign engages our industry’s workforce in an inspiring and widely-recognized national model of philanthropy and corporate social responsibility unlike any other in America.

In addition to hosting volunteer events in key cities across the country during the month of April, Two Ten works with footwear companies throughout the year to support their existing corporate social responsibility efforts and maximize their visibility and impact.

“We’re really glad we had the chance to participate and look forward to doing so again in the future. I absolutely loved volunteering at the Children’s Aid Society street fair. The children had a blast and so did the Foot Locker team. It was nice to be able to bond with the larger team outside of the office.”

– Shaika Barrau
Foot Locker employee

As a Footwear Cares sponsor, you will deepen and broaden your relationships within the ($80 billion) U.S. footwear industry, elevate your exposure through branding and media opportunities, and position your organization as both socially responsible and community driven.
WHAT FOOTWEAR CARES MEANS FOR YOUR COMPANY OR ORGANIZATION

As an integral part of your Corporate Social Responsibility program, Two Ten Footwear Cares provides a hands-on community service experience your employees and members desire, while directly impacting their surrounding community.

For companies, Footwear Cares organically provides relationship-building and networking with peers from other companies which are important to the vitality of the industry.

For associations, Footwear Cares is a unique opportunity to engage members regionally and nationally, deepening their connection with the association and with each other through a cause-related theme.

Footwear Cares is also a powerful way to attract and engage young professionals and next-gen leaders - the future of the footwear and fashion industries.

All participating sponsors will have the benefit of national and social media exposure, as well as the related attention for our industries’ philanthropic legacy and community service leadership.

FOOTWEAR CARES IMPACT NUMBERS, 2019

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children Impacted</td>
<td>49,959</td>
</tr>
<tr>
<td>Families Helped</td>
<td>21,503</td>
</tr>
<tr>
<td>Projects Completed</td>
<td>948</td>
</tr>
<tr>
<td>Companies Participated</td>
<td>114</td>
</tr>
</tbody>
</table>

“SHOES.COM is proud to support the Two Ten Footwear Foundation as Title Sponsor for their Footwear Cares initiative. Shoes.com and the Two Ten Footwear Foundation both share a passion for improving the communities in which we live and work, and Footwear Cares unites and amplifies the combined efforts of our compassionate industry. Shoes.com is excited that Two Ten has evolved the Footwear Cares program to be an on-going stewardship initiative, supporting local communities year-round. We look forward to our continued partnership with Two Ten, and bringing together footwear employees across the country through the Footwear Cares movement.”

- Alex Proelss
SVP Brand Marketing & Creative

Shoes.com Footwear Cares, 2018
## Sponsorship Opportunities

All Annual Sponsors receive prominent visibility across all Two Ten Footwear Cares events, materials and communications based on their level of support.

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Amount</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title Sponsor</strong></td>
<td>$25,000</td>
<td>Footwear Cares and Sponsor co-branded shirts for designated corporate volunteer events. Elevated Two Ten support for designated corporate volunteer events. Logo and web link listed in industry wide electronic messaging and print ads. Event highlighted in Footwear Plus/Footwear Cares recap. Partnership highlighted in Social Media push across all Two Ten digital properties. Listing on Two Ten Footwear Cares web page and in national event email blasts.</td>
</tr>
<tr>
<td><strong>Silver Sponsor</strong></td>
<td>$10,000</td>
<td>Elevated Two Ten support for designated corporate volunteer events. Logo and web link listed in industry wide electronic messaging and print ads. Event highlighted in Footwear Plus/Footwear Cares recap. Partnership highlighted in Social Media push across all Two Ten digital properties. Listing on Two Ten Footwear Cares web page and in national event email blasts.</td>
</tr>
<tr>
<td><strong>Bronze Sponsor</strong></td>
<td>$5,000</td>
<td>Logo listed in industry wide electronic messaging and print ads. Event highlighted in Footwear Plus/Footwear Cares recap. Partnership highlighted in Social Media push across all Two Ten digital properties. Listing on Two Ten Footwear Cares web page and in national event email blasts.</td>
</tr>
<tr>
<td><strong>Supporting Sponsor</strong></td>
<td>$2,500</td>
<td>Partnership highlighted in Social Media push across all Two Ten digital properties. Listing on Two Ten Footwear Cares web page and in national event email blasts.</td>
</tr>
<tr>
<td><strong>Local Event Sponsor</strong></td>
<td>$2,500</td>
<td>Partnership highlighted in Social Media push across all Two Ten digital properties. Listing on Two Ten Footwear Cares web page and in national event email blasts.</td>
</tr>
</tbody>
</table>
Please complete this registration form and return to: Two Ten Footwear Foundation, Attn: Stacie Finnegan, 1466 Main Street, Waltham, MA 02451 or via email sfinnegan@twoten.org or fax (781) 736-1555.

CONTACT NAME: __________________________________________________________________________________

COMPANY (to be displayed on event signage): ____________________________________________________________________________________

BILLING ADDRESS: ______________________________________________________________________________________

CONTACT PHONE: ___________________________ CONTACT EMAIL: ________________________________

SPONSORSHIP LEVEL: ___________________ AMOUNT: $ _________________________

PAYMENT INFORMATION

☐ CREDIT CARD (check one):     □ MC    □ VISA    □ AMEX

NAME ON CARD: ___________________________ CARD #: ___________________________

EXPIRATION DATE (MM/YY): ___________________ SIGNATURE: _________________________

☐ CHECK (remit to):                 TWO TEN FOOTWEAR FOUNDATION
ATTN: Stacie Finnegan
1466 MAIN STREET
WALTHAM, MA 02451

☐ ACH TRANSFER:

BANK OF AMERICA
ABA #: 011000138
TWO TEN FOOTWEAR FOUNDATION
ACCOUNT # 0037063347

☐ WIRE TRANSFER:

BANK OF AMERICA
100 FEDERAL STREET
BOSTON, MA 02106
ABA #: 0260-0959-3
SWIFT CODE: BOFAUS3N
TWO TEN FOOTWEAR FOUNDATION
ACCOUNT # 0037063347

FOR GENERAL FOOTWEAR CARES INFORMATION
CONTACT MAUREEN RUBINO:
MRUBINO@TWOTEN.ORG

FOR NATIONAL GROUP EVENT REGISTRATION OR MORE INFORMATION ABOUT TWO TEN FOOTWEAR CARES:
TWOTEN.ORG/FOOTWEARCARES