

LOVE ^{is in} the AIR!



Presented by **nickelodeon**

SUNDAY,
October 18, 2026

BENEFITING CHILDREN WITH SPECIAL NEEDS AND PUBLIC EDUCATION



“What we experience today . . . is the biggest Walk of its kind in California. And when you have tens of thousands of people come out to participate, it shows something that’s at the core of everyone’s belief—helping kids. This means children with special needs are included. It means kids begin to learn that we are all more alike than different. It means public schools get the resources they need. It means students are one step closer to achieving their college dreams. And all of this happens because of you! Thank you!”

- MICHAEL GREENBERG

President of Skechers,
Co-founder of Skechers Pier to Pier Friendship Walk

OVER 23,000 PARTICIPANTS IN 2025





THE SKECHERS PIER TO PIER FRIENDSHIP WALK

Every Step Is an Act of Love

Funds raised from the Skechers Pier to Pier Friendship Walk benefit the nationally recognized Friendship Foundation, the revolutionary Friendship Campus, public education, and talented students across the U.S. through our national college scholarship program.



ABOUT THE SKECHERS FOUNDATION

Love Has No Limits!

At the Skechers Foundation, our mission is to strengthen communities all over the world by supporting our greatest asset—children. Our goal is to assist and inspire youth so they can thrive, no matter their circumstances. Our commitment to young people has led to these exceptional numbers . . .

- ♥ **\$3.1M+ Awarded**
in national college scholarships
- ♥ **56k+ Students**
served annually in public schools
- ♥ **\$32M+ Invested**
in public education and programs



ABOUT THE FRIENDSHIP FOUNDATION

Love Looks Like Friendship

The Friendship Foundation empowers children and adults with disabilities to build lasting friendships, achieve independence, and lead purposeful lives through community-based social, recreational, arts, educational, and vocational programs—while also training peer volunteers. We create a welcoming atmosphere where everyone can thrive, and our dedicated staff and enthusiastic volunteers ensure that every program is a celebration of inclusion and friendship.

Engaging Activities That Foster Connection and Camaraderie

- ♥ Athletic events
- ♥ Field trips
- ♥ After-school programs
- ♥ Summer camps

“I had the best time with all of my buddies and loved meeting new people and seeing familiar faces as well. The close bonds I’ve formed with both participants and volunteers while spending time at Friendship Foundation are truly unlike anything else, and I am so thankful to be part of such a welcoming, fun, and joyful community.”

- TAYLOR B.
Volunteer







THE FRIENDSHIP CAMPUS

Love Unlocks Human Potential

The revolutionary Friendship Campus addresses the employment barriers faced by people with disabilities—in training, accessibility, and employer readiness. As a vocational campus in Los Angeles County, the Campus unites multiple dimensions of workforce readiness—paid internships, financial literacy, and peer mentorship through its volunteer network—all within one accessible hub. This model creates a replicable framework for long-term employment and inclusion, transforming a fragmented system into a cohesive, empowering pathway toward independence and economic mobility. The goal is that no young adult will be left behind.

THE NUMBERS TELL AN IMPORTANT STORY

- ♥ **Nearly 200k Students** are enrolled in special education in Los Angeles County alone
- ♥ **77% of Adults with Disabilities** are not currently in the U.S. labor force
- ♥ **The Campus features 62,000-sq-ft** of program space



WHAT'S INSIDE MATTERS MOST

The new campus showcases engaging and inviting spaces and programs, including:

- ♥ Culinary Arts Academy
- ♥ Recreation Center
- ♥ Life Skills Programming
- ♥ Vocational Pathway Exploration and Placement
- ♥ Financial Empowerment Academy
- ♥ Multigenerational Mentoring
- ♥ Early Education and Transition Curriculum



Creative Arts Studio



Culinary Arts Academy



Gymnasium/Event Center



Learning Labs

In addition to the Friendship Foundation's diverse menu of in-person learning options, weekly online programs will be offered, including art, music, fitness, sign language, science, social emotional wellness, yoga, and more.

For a complete list, please visit [FriendshipFoundation.com](https://www.friendshipfoundation.com)

♥ *OPENING FALL 2026*

PUBLIC EDUCATION

Walking to Support Schools

The Skechers Pier to Pier Friendship Walk raises funds to help enhance arts education, provide academic enrichment opportunities, upgrade school technology and facilities, and even retain teachers' jobs. The goal is simple: academic excellence.



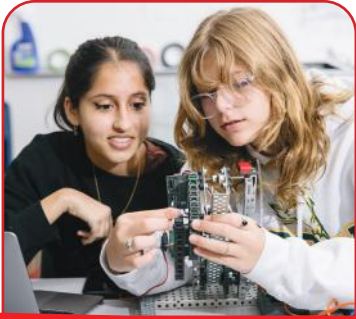
“The funds raised [at the Skechers Friendship Walk] help provide critical programs and staff our schools could not otherwise afford. As one of California’s lowest-funded districts, this support is essential. We are incredibly thankful to be part of an event that changes lives and strengthens our entire community.”

- LAURA H.

Executive Director,
Peninsula Education Foundation



YOUR DONATION SUPPORTS MANY PROGRAMS, INCLUDING:



STEAM Programs



Learning Resources



Music



Foreign Language



Counseling Support



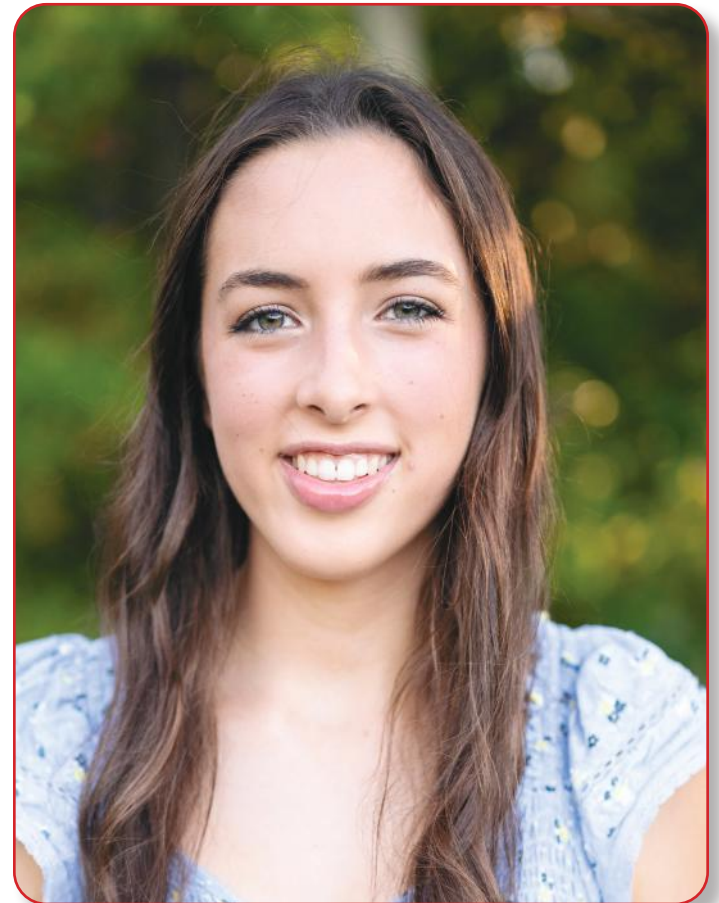
NATIONAL COLLEGE SCHOLARSHIP PROGRAM

Full Hearts For Their Future

Skechers strives to support students at every academic level, and with your help, our commitment has grown each year. We are honored to recognize college-bound students for their outstanding academic and athletic abilities, their capacity to lead and serve, and their commitment to making a significant impact in their communities. These students are our future leaders! The college scholarship application is open to high school seniors throughout the country each spring.

This scholarship has inspired me to pursue academic success and to take advantage of every opportunity presented to me in college. This incredible gift makes me grateful for the education I will receive and the people who have helped me along the way. I can't begin to express the thankfulness that I feel, and this thankfulness spurs me on to be the best student, friend, learner, and person I can be. I hope that someday, I will be able to help students the way this scholarship helped me.

- CHRISTINA C.
2025 Scholarship Recipient
Cedarville University



*Images are of Skechers national college scholarship program recipients

“After unexpected medical bills put a huge dent in my family’s savings toward college, this is no small gift. The Skechers Athletic Performance Scholarship cuts the cost of attending college nearly in half—and allows me to focus more fully on my team and classroom commitments.”

- BRADY J.

2025 Scholarship Recipient
Northwest Missouri State University



SAMUEL Y.



KEHINDE O.



VICTORIA M.



IAN T.



NORA M.



KORBYN R.

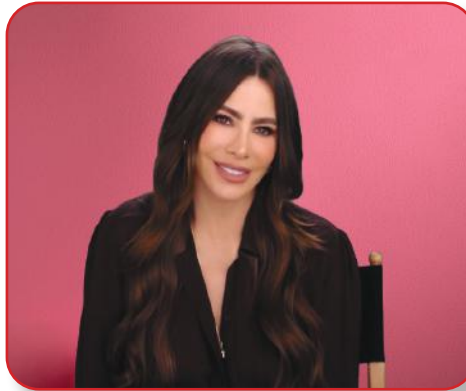
STAR SUPPORT

Celebrities Who Give from the Heart



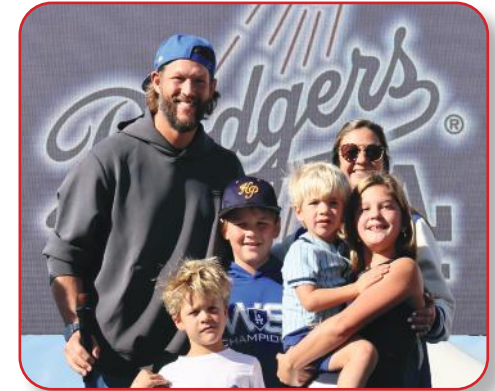
"... this is kind of an epic example of how they give back ... anytime that I'm available to be a part of whatever Skechers is doing to help make this world a better place I want to be part of it."

- HOWIE MANDEL
America's Got Talent Host
and Comedian



"A huge thank you to all of you, to every partner and company that continues to step up for our children. Your commitment has created something truly extraordinary! Happy 17th anniversary to the Skechers Friendship Walk."

- SOFÍA VERGARA
Actress, producer, and
television personality



"... this event is incredible, the Friendship Foundation, everything is just so amazing. I hope everyone has a great time ..."

- CLAYTON KERSHAW
Retired L.A. Dodgers Pitcher, Three-
Time World Series Champion,
Three-Time Cy Young Award Winner

PRESS INSIGHTS

Media Report

- ♥ Broadcast coverage: 1.1M impressions
- ♥ Online coverage: 156M UVPM
- ♥ Print ad impressions: 10.6M
- ♥ Social media reach: 65M+



CBS LOS ANGELES

abc 7 KCAL 9

KTLA 5 CBS 2 yahoo!

MR businesswire FN

US YARBARKER Patch

southbay MBNEWS

EasyReader SGB MEDIA

msn Star THE BEACH REPORTER

DAILY BREEZE Angeleno

Los Angeles SPORTING GOODS INTELLIGENCE

FN

Skechers' Friendship Walk Raises \$3.2 Million for Children

FOOTWEAR PLUS

Skechers Annual Pier to Pier Friendship Walk Brings out the Stars

SGB MEDIA

Skechers to Host 17th Annual Pier to Pier Friendship Walk

YARBARKER

Clayton Kershaw Surprises Guests At Skechers Pier To Pier Friendship Walk

yahoo/news

Skechers Pier to Pier Friendship Walk unites thousands in SoCal

DODGERBLUE.COM

Dodgers News: Clayton Kershaw Surprises Guests At Skechers Pier To Pier Friendship Walk

MBNEWS

Thousands Flock to Manhattan Beach for Skechers Friendship Walk

DAILY BREEZE

Dodgers Clayton Kershaw surprises attendees at 17th annual Friendship Walk

EasyReader

Dodgers Clayton Kershaw starts 17th Skechers Pier to Pier Walk

southbay

REDONDO BEACH

city scene

Los Angeles

LALIST

BESTOFLA

Family Everything

TALK ABOUT A HOME RUN!

BRAND ACTIVATIONS

Creating Memorable Experiences For Your Audience





“Thanks for the opportunity to be a part of such a great cause. Love seeing all the dollars flowing back into public schools and supporting youth of all abilities. Our associates had nothing but positive feedback, from our booth volunteers to our walkers.”

- HONDA





BECOME A SPONSOR, BUILD THE FUTURE

Sponsoring the Skechers Pier to Pier Friendship Walk is a reflection of your company's commitment not only to the Walk, but also to the kids across the country who will gain access to educational opportunities thanks to your support. Customers gravitate toward businesses that are purpose-driven and philanthropic. Join the many supporters whose name and brand are viewed by millions of people who also believe in the importance of securing a strong foundation for our kids.





SPONSORSHIP OPPORTUNITIES

Presenting Sponsor - \$250,000

All previous level benefits PLUS:

- Company logo added to all marketing materials
- Curated social media collaboration
- Three (3) dedicated email blasts
- Curated company message to our six districts to share with students and parents
- Speaking opportunity at the Walk
- 2026 Sizzle reel interview
- Company presence at the 2027 Partner Appreciation Event
- Walker Registrations: 100

Solar System - \$200,000

All previous level benefits PLUS:

- Speaking opportunity at the 2027 Partner Appreciation Event
- Two (2) dedicated email blasts
- Walker registration: 75

Shooting Star - \$150,000

All previous level benefits PLUS:

- 2027 Partner Appreciation branding opportunity
- Walker registration: 50

Supernova - \$100,000

All previous level benefits PLUS:

- Zone naming opportunity (e.g., Sponsor-Named Kid Zone)
- One (1) dedicated email blast
- Walker registrations: 40

Star - \$50,000

All previous level benefits PLUS:

- Sponsor highlight on event email blasts
- Additional brand signage available at the event
- Social media collaboration post
- Walker registration: 35

Sky - \$35,000

All previous level benefits PLUS:

- Logo inclusion in media and event communications
- Live mention by event emcee
- Company mention in three (3) national press releases
- Walker registrations: 30

Sun - \$25,000

All previous level benefits PLUS:

- The company logo highlighted in the 2026 sizzle reel
- Company logo added to Walk Thank You Banner (used for media coverage and celebrity photo op)
- Walker registrations: 25

Sea - \$15,000

All previous level benefits PLUS:

- Company logo added to 2026 sizzle reel
- 2027 Partner Appreciation Event logo placement (Thank You Banner)
- Walker registrations: 20

Surf - \$10,000

All SAND level benefits PLUS:

- Company logo added to stage banner
- Company logo added to print ads (10.6M impressions on average)
- Company logo added to 2027 marketing book
- Company logo included in all event eblasts
- Walker registrations: 15

Sand - \$5,000

- Full tent in exhibition area
- Company logo on event T-shirts
- Company logo on event website and hyperlink to company website
- Exposure on social media (65M impressions on average)
- Walker registrations: 10

Strand - \$2,500

- Company name on event T-shirts
- Company name on event eblasts (46K+ contacts)
- Company name on event website and hyperlink to company website
- Walker registrations: 5

TAKE THE NEXT STEP

Become a Sponsor Today!

Connect with friends and please join us in our commitment to what matters most—our future generation.



PARTNERSHIPS



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For additional information about the Skechers Pier to Pier Friendship Walk, please visit our website at www.SkechersFriendshipWalk.com

The Skechers Foundation is a 501 (c)(3) organization. Tax I.D. 27-3158320