

# SHOES, SPONSORS, AND SUPERSONIC SPEED.



It might be hard for you or me to imagine that nylon, mesh, rubber, stitching, and laces have magical properties.

Try telling that to Ben.

When his wiggly Kindergarten toes slid into a pair of size-13 blue sneakers with bright orange laces, something shifted. Suddenly, he could run at supersonic speed. Suddenly, his mom could breathe a little easier. Suddenly, the start of the school year held a little more joy and a little less stress.

But the real magic isn't just in the shoes. It's also in what happens next. We believe strongly that meeting a basic need is one of the most human acts of care. It says: I see you. Let's take the next step together. I'm with you.

That first moment of relief and joy for Ben's family opened the door to deeper conversations with In The Image. We showed the whole family that our organization is a place of warmth, trust, and steady support. What began with an event offering a pair of shoes has grown into a relationship in which basic needs can be met year-round.

Stories like Ben's stretch across three decades of the SHOES (Shoes Help Our Elementary Students) Program. Since 1996, volunteers donors, and community partners have stepped in as everyday heroes. They ensure the start of the school year isn't a moment of stress, but a moment where the energy can point to bright beginnings.

At In The Image, the experience of providing new shoes is just the first step in a powerful story that isn't possible without the incredible support of sponsors like you. You can make an impactful difference on August 12 and 13 at DeVos Place through your sponsorship.

Please join us in making the 2026 event one that launches conversations of access and opportunities for families across Kent County.

Grace and peace,

A handwritten signature in black ink that reads "Ashley Lubbers". The signature is fluid and cursive.

Ashley Lubbers, PhD - Executive Director



Ashley@intheimage.org  
616.456.6150  
4255 Kalamazoo Ave SE  
Grand Rapids, MI 49508

# Join us!

Help provide shoes to 4,000+  
Kent County students

In The Image SHOES Program welcomes 10,000 attendees each year during a FREE two-day event where 600 volunteers provide custom shoe fittings for little feet. As we celebrate 30 years, we need your help to stretch what's possible.

In The Image is a non-profit organization that supports the basic needs of community members in the Grand Rapids area. We provide clothing, shoes, household essentials, and hygiene necessities at no cost.

**IN THE IMAGE  
SHOES PROGRAM  
DEVOS PLACE  
AUGUST 12-13, 2026**

Donate Online



# 90,000

That's how many shoes  
we've provided since we  
started 30 years ago.

## Help us do more for local kids and families.

In The Image SHOES Program welcomes 10,000 attendees each year during a FREE two-day event where 600 volunteers provide custom shoe fittings for little feet. As we celebrate 30 years, we need your help to stretch what's possible.

In The Image is a non-profit organization that supports the basic needs of community members in the Grand Rapids area. We provide clothing, shoes, household essentials, and hygiene necessities at no cost.

Donate Online



**IN THE IMAGE**  
**SHOES PROGRAM**  
DEVOS PLACE  
AUGUST 12-13, 2026

# SPONSORSHIP OPPORTUNITIES



	\$30,000	\$10,000	\$6,000	\$3,000	\$1,500
<b>Lead event sponsor status</b>	✓				
<b>Media recognition</b>	✓	✓			
<b>Table option</b>	Multi-Day Event	Multi-Day Event	Multi-Day Event	One-Day Event	
<b>Logo on website</b>	✓	✓	✓	✓	✓
<b>Logo on event signage</b>	✓	✓	✓	✓	✓
<b>Logo on social media</b>	✓	✓	✓	✓	✓
<b>Students served</b>	<b>1050</b>	<b>350</b>	<b>200</b>	<b>100</b>	<b>50</b>

To donate, scan the QR code, fill out the form on the next page, or visit [intheimage.com/shoes](http://intheimage.com/shoes)



# Sponsorship Commitment Form

Yes! I want to help In The Image SHOES support families in our community.

My support level is:

- \$30,000     \$10,000     \$6,000     \$3,000     \$1,500     Other

BUSINESS NAME:

ADDRESS:

CONTACT PERSON:

EMAIL:

PHONE:

PAYMENT METHODS: For online payment, please visit [www.intheimage.org/shoes](http://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, 2026 to maximize your benefits.  
Recognition is not guaranteed for commitments made after the deadline.*