

PAY AWAY'S
Marathon
OF GIVING

SPONSORSHIP OPPORTUNITIES

LOS ANGELES | JULY 2026



THE MARATHON

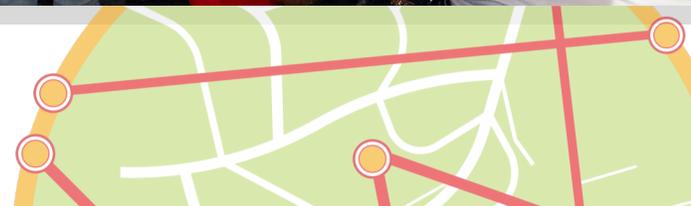
Back-to-School Event Overview

The Marathon of Giving is a high-visibility, player-led community activation hosted by Pay Away in partnership with the Neighborhood Nip Foundation in Los Angeles. The event will **distribute 2,500 backpacks** filled with essential school supplies directly to youth across the city while generating powerful media, storytelling, and sponsor visibility moments.

With dedicated **participation from NBA players**, additional sports and entertainment figures, **national media coverage**, and an expected digital and social **reach exceeding 50 million**, the Pay Away Marathon of Giving provides brands with a powerful opportunity to align with meaningful community impact while gaining premium visibility.



THE MARATHON



Invited NBA Players + Run of Show

THE FOLLOWING NBA PLAYERS HAVE BEEN INVITED TO PARTICIPATE IN THE MARATHON OF GIVING:

- Matt Barnes
- Trevor Ariza
- Russell Westbrook
- James Harden
- Kawhi Leonard
- Luka Dončić
- Marcus Smart
- Jrue Holiday
- Paul George

Additional sports and entertainment celebrities will also be invited to participate, expanding the event's reach, impact, and visibility.

RUN OF SHOW

The Marathon of Giving follows a symbolic marathon format beginning and ending at the Neighborhood Nip Foundation, with branded vans delivering supplies across Los Angeles.

START LINE – NEIGHBORHOOD NIP FOUNDATION

Volunteers gather alongside fully wrapped Marathon of Giving vans loaded with backpacks and supplies designated to each participating player's selected youth organization. The event begins with an opening ceremony and content capture before vans depart simultaneously to distribution sites across the city.

DISTRIBUTION STOPS – YOUTH ORGANIZATIONS ACROSS LOS ANGELES

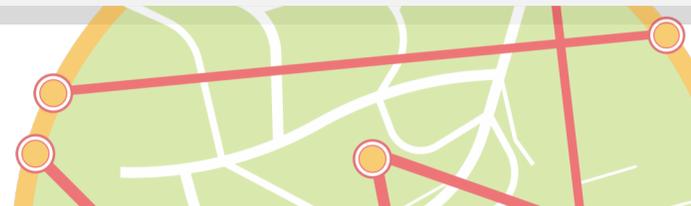
Players meet their designated vans at local youth centers, personally unloading and distributing backpacks. These moments create meaningful engagement with youth, families, and community leaders while generating individual player media and content opportunities.

FINISH LINE CELEBRATION – NEIGHBORHOOD NIP FOUNDATION

Vans, players, sponsors, and volunteers reconvene for a symbolic finish line celebration featuring catering, music, sponsor recognition, group photos, and media capture.



THE MARATHON



Champion Partner – "Powered By" Sponsor

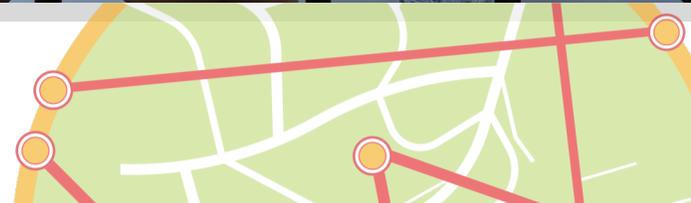
INVESTMENT: \$100,000

Premier Brand Integration

- "Powered By (Sponsor Name)" designation across the Marathon of Giving
- Primary logo placement on:
 - Marathon Start Line and Finish Line structures
 - Wrapped Marathon of Giving vans
 - Step and repeat media wall
 - Event signage and activation areas
- Inclusion in national press release as Presenting/Powered By partner
- Verbal recognition in media interviews and event remarks (when applicable)
- Brand tagged in select Marathon of Giving social posts
- Inclusion in official event recap video
- VIP access for up to 10 guests
 - Invitation to speak at opening ceremony and/or finish line celebration
 - VIP photo opportunities with players, partners, and community leaders
 - Option for Employee Volunteer Engagement
 - Optional on site branded activation space at finish line celebration
 - Option to provide additional in kind product integration



THE MARATHON



GOLD MEDAL PARTNER

INVESTMENT: \$50,000

Brand Visibility

- Prominent logo placement on:
 - Event signage at Start and Finish Line
 - Step and repeat media wall
- Inclusion in national press release
- Brand tagged in select Marathon of Giving social posts
- Inclusion in official event recap video
- VIP access for up to 6 guests
 - Invitation to opening ceremony and finish line celebration
- Option for Employee Volunteer Engagement
- Option to contribute in kind products or services
- Option to provide additional in-kind product



SILVER MEDAL PARTNER

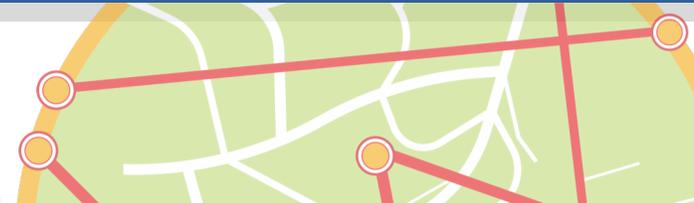
INVESTMENT: \$25,000

Brand Visibility

- Logo placement on:
 - Event signage
 - Step and repeat media wall
- Brand tagged in select Marathon of Giving social posts
- Inclusion in event photo galleries and recap content
- VIP access for up to 4 guests
 - Invitation to starting line and finish line celebration
- Option for Employee Volunteer Engagement
- Option to provide additional in-kind product



THE MARATHON



BRONZE MEDAL PARTNER

Investment: \$10,000

Brand Visibility

- Logo placement on:
 - Event signage
 - Step and repeat media wall
- Brand tagged in select Marathon of Giving social posts
- VIP access for up to 2 guests
 - Invitation to starting line and finish line celebration
- Option to provide additional in-kind product



IN KIND PARTNER

Product or Service Donation

Pay Away welcomes in kind partners whose products and services directly support the Marathon of Giving and enhance the experience for youth, volunteers, and participants.

PRIORITY IN KIND NEEDS

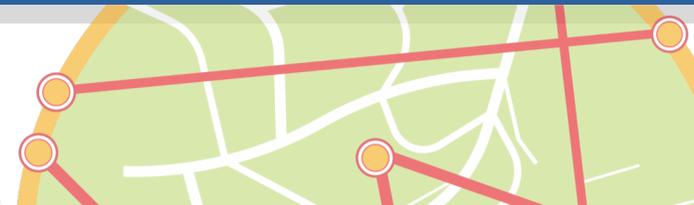
- Backpacks and School supplies
- Beverages (water, sports drinks, juices)
- Healthy snacks
- Branded treats or packaged goods
- Printing and signage services
- Logistics and transportation support

IN KIND PARTNER BENEFITS

- Step and repeat media wall
- Brand tagged in select Marathon of Giving social posts
- Opportunity for product integration on site



THE MARATHON





Pay Away

Partnership Contact

Jodie Blum
Executive Director
jodie@payaway.org

www.payaway.org



Together, we can empower the next generation and create lasting community impact.

