ruben's
RUCKUS
LIVE & VIRTUAL 2020
SPONSORSHIP
OPPORTUNITIES

EVENT DETAILS

UPDATED for 2020!

DUE TO COVID-19 we have converted Ruben's Ruckus to a fully LIVE & Virtual event!

All of our participants (250 registered to date) will do a 3km scavenger hunt type run on August 23rd which will be followed by Live Streaming Entertainment, Presentations and Awards.

Ruben's Ruckus will kick off with an eSports NHL20 online tournament the weekend of July 5th and will launch 8 weeks of Home Obstacles and Challenges leading up to the Race Day on Sunday, August 23rd.

Each week one of our sponsors will present their featured obstacle for that week and participants will earn badges once each obstacle/challenge is completed. In addition, they will earn points by sharing pictures and videos of the challenge in our Ruben's Ruckus Facebook Page.

Ruben's Ruckus is the most creative and unique event happening for kids this summer, you do not want to miss it!

AUGUST 23, 2020

VIRTUAL RACE DAY

+

8 WEEKS OF HOME CHALLENGES
KICKING OFF JULY 5TH

At Ruben's Shoes Society, we believe that all children deserve access to education. We believe that education is the key to breaking the cycle of poverty every child deserves the right to create a better opportunity for themselves, their families, and their communities. How can we expect nations to elevate themselves out of poverty unless its people are educated and empowered to do so?

We believe that all children deserve access to Education.

Our **mission** is to deliver access to education to the millions of children around the world living without it.

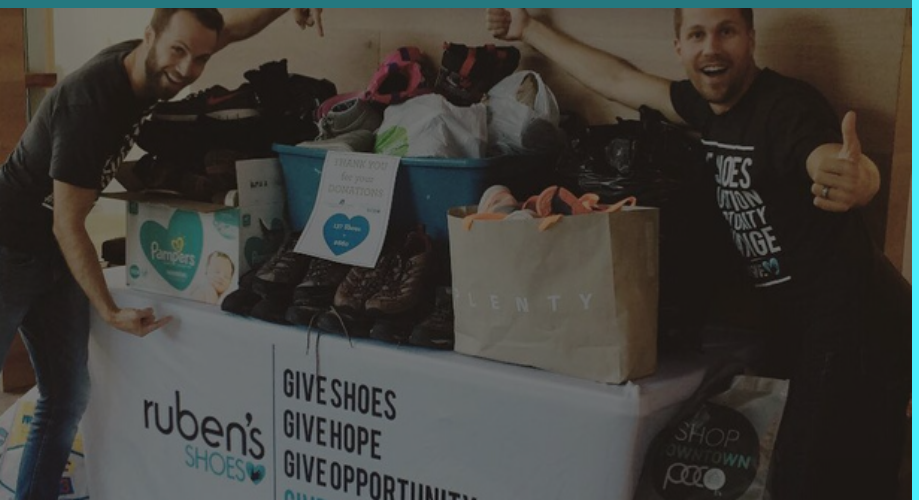
Our **vision** is to empower the next generation of leaders and put an end to extreme poverty once and for all!

Give Education. Give Opportunity. Give Change.
#ITFEELSGOODTOGIVE

WE ARE VERY SOCIAL.

YOU TUBE

IN THE COMMUNITY



EMPOWERING LOCAL CHILDREN

We have worked with thousands of children in elementary schools across the lower-mainland and in the Tri-Cities. By doing presentations at local elementary schools we have been able to teach our youth about the differences in life around the world and get them excited about giving. We are working first hand with local elementary aged children and their families to get them involved in a project that makes it easy for them to give.

GIVE BACK CLUB

Our Give Back Club was created to provide our youth with an opportunity to be involved in an entrepreneurial project that focuses on giving back and fundraising through social enterprise. The students in our Give Back Club have collaborated to design and create modern apparel that will help deliver access to education to other children around the world just like them.

LOCAL BUSINESSES

We love being involved in our local community and partnering with businesses that are socially responsible. Together we are able to join forces to create giving campaigns that engage clients and customers while providing a positive feel good initiative! Additionally, we have hosted a number of local organizations from sports teams to corporate teams in our warehouse helping them build rapport and teamwork through volunteerism.

IN THE MEDIA

Since 2013, Ruben's Shoes Society has quickly become one of the Tri-Cities most respected and well known Charities.

Our founder, Kelly Strongitharm was awarded the **Community Spirit Award** in 2015 from the Tri-Cities Chamber of Commerce and also received the **Medal of Valor Award** from the Vancouver Giants that same year.

We have a strong following on social media with posts that generate thousands of views and hundreds of shares. We have been featured many, many times in Snapd Tri-Cities and the Tri-City News in addition to editorials in The Province and on air with Global TV.

Global

The Province

snapd™

TC TRI-CITY NEWS

BUSINESS EXCELLENCE AWARDS 2015
TRI-CITIES CHAMBER OF COMMERCE

EVENT PROJECTIONS

5-13 AGE OF PARTICIPANTS

20+ LOCAL BUSINESSES INVOLVED

500 KIDS PARTICIPATING

$30,000+ FUNDS RAISED TO FINISH THE BUILD OF OUR SECONDARY SCHOOL

100,000+ MEDIA REACH & EXPOSURE

TITLE SPONSOR

$10,000

Only one spot available!

SOLD OUT

ALPHA ESPORTS

GOLD SPONSOR

$5,000

As a Gold sponsor you will be showcased exclusively along with our Title Sponsor on all Social Media posts. Your logo will be included on all photos and you will have your own dedicated posts as well. As a GOLD sponsor you will have first choice of Home Obstacle presentation. Your logo will also be included in the NHL20 Esports tournament overlay, you will get exclusive mentions during this tournament in addition to exclusive mentions during the Live Broadcast along with 5 minutes of air time to use as reuqestd.

As a Gold sponsor, we will work with you to boost posts of your Home Obstacle challenge to your intended ideal audience. You will be showcased as a proud supporter of an event that will create a buzz and you will be a recipient of strong community engagement along with all of the positive PR that Ruben's Ruckus VIRTUAL will create.

- **Featured Home Obstacle**
- **Exclusive Logo on all Social Media Posts (with Title)**
- **Exclusive mentions during NHL20 & Live Broadcast**
- **5 mins of On Air time during Live Broadcast**
- **Exclusive Social Media posts**
- **Boosted Posts to your target audience**
- **Logo on Websites**
- **Enewsletter Feature**

$2,500

As an Obstacle sponsor you will present your Home Challenge Obstacle exclusively to all participants along with our online audience. You will own one of the 8 weeks of challenges leading up to race day. We will work with you to create a Home Obstacle that is inline with your brand and will interact directly with the hundreds of kids participating in the event. Your company will be tagged in all of the exciting pictures which will receive views and shares on Facebook. *Your logo and branding will be presented directly online via Facebook, Instragram and email to thousands of families.*

We can also work with you to boost posts of your Home Obstacle challenge to your intended ideal audience. You will be showcased as a proud supporter of an event that will create a buzz and you will be a recipient of strong community engagement along with all of the positive PR that Ruben's Ruckus VIRTUAL will create.

- **Featured Home Obstacle**
- **Exclusive Social Media Posts**
- **Boosted Posts to specified audience**
- **Logo & Mentions included in Live Broadcast**
- **Logo on Websites (Ruben's Shoes, Ruben's Ruckus and Race Roster)**
- **Logo in eNewsletter (option to include links)**

SILVER SPONSOR

$1,000

As Silver sponsor you will be paired with other Silver partners to present your Home Challenge Obstacle to all participants along with our online audience. We will work with you to create a Home Obstacle that is inline with your brand and will interact directly with the hundreds of kids participating in the event. Your company will be tagged in all of the exciting pictures which will receive views and shares on Facebook. Your logo and branding will be presented directly online via Facebook, Instragram and email to thousands of families. You will be showcased online with social media posts and mentions on Facebook and Instagram (LinkedIn included if desired as well).

As Silver sponsor, you will be included as a proud supporter of this unique Virtual event that will create a buzz for the entire community and you will be a recipient of strong community engagement along with all of the positive PR that Ruben's Ruckus VIRTUAL will create.

- **Shared Presentation of a Home Obstacle Challenge**
- **Logo & Mentions included in Live Broadcast**
- **Logo on Websites (Ruben's Shoes, Ruben's Ruckus and Race Roster)**
- **Logo in eNewsletter**

SPONSORSHIP OPPORTUNITIES

	TITLE	GOLD	OBSTACLE	SILVER
EXCLUSIVE MEDIA MENTIONS	✓			
PRESENTATION DURING LIVE BROADCAST	✓			
ESPORTS TOURNAMENT PRESENTATION	✓			
LOGO ON PRINT MARKETING	✓	✓		
EXCLUSIVE MENTION DURING LIVE	✓	✓		
FEATURED OBSTACLE	✓	✓	✓	shared obstacle
SOCIAL MEDIA MENTIONS	✓	✓	✓	✓
BOOSTED POSTS TO SPECIFIED AUDIENCE	✓	✓	✓	no
ENEWSLETTER MENTION	✓	✓	✓	✓
LOGO ON WEBSITE	✓	✓	✓	✓
LOGO INCLUDED IN LIVE BROADCAST	✓	✓	✓	✓

FOR SPONSORSHIP
OPPORTUNITIES PLEASE
CONTACT US
DESIREE@RUBENSSHOES.COM