

LPF | LEVELING THE PLAYING FIELD



CORPORATE SPONSORSHIPS

National Office:

1140 Connecticut Avenue NW
Suite 1200
Washington, DC 20036

Updated: March 2023

ABOUT

Our Mission

LPF redistributes equipment to expand access and equity within youth sports and recreation programs in under-resourced communities.

In 2013 Leveling the Playing Field (LPF) opened its first warehouse in the DMV area with a mission to provide free sports equipment to under-resourced communities. In the last decade, we have expanded our program to two new locations, enabling thousands of kids to benefit mentally and physically from youth sports in the DC, Baltimore, and Philadelphia areas.

SINCE 2013...

\$12 million

worth of sporting equipment
donated

1,500+ programs

impacted by LPF donations

5,000+ donors

have made in-kind gifts to LPF

Corporate Partnerships

LPF offers many opportunities for your company to advance your corporate social responsibility, demonstrate your commitment to supporting the local community, and promote team building opportunities with your staff – all while supporting a worthwhile mission to help more kids access youth sports and recreation.

In the following pages, please browse our sponsorship opportunities and examples of corporate activations. Let us know any and all opportunities that interest you.



SPONSORSHIP OPPORTUNITIES

COMPANY LOGO PREVALENCE ON LPF DIGITAL CONTENT

- ☐ Website
- ☐ Annual Report
- ☐ Email newsletter
- ☐ Social media

CO-BRANDING OPPORTUNITIES

- ☐ [Collection bin\(s\)](#)
 - ☐ Development of co-branded quarterly impact reports to demonstrate performance of collection bin(s)
- ☐ Warehouse naming rights
- ☐ LPF van or trailer

EMPLOYEE ENGAGEMENT OPPORTUNITIES

- ☐ Lunch & Learn event
- ☐ [Company volunteer day\(s\) in LPF warehouse](#)
- ☐ Check presentation

CORPORATE ACTIVATION(S)

Activations can include company sponsorship of particular distribution or collection events such as a cleat distribution event or [Community School Coordinator Day](#), or a [warehouse launch event](#).

- ☐ **Collection event**

LPF can develop & execute unique collection drive events that will generate equipment donations and put your company brand in front of youth sports families and stakeholders.
- ☐ **Distribution event**

With an unrivaled network of schools, sports leagues, and youth programs, LPF can identify programs in need and facilitate [unique distribution events](#) that will directly impact young athletes and generate positive attention.

OTHER OPPORTUNITIES

- ☐ Signage in LPF warehouse



LPF CO-BRANDED TRAILER



LPF CO-BRANDED VAN

[Interested in any of our sponsorship opportunities?](#)

Email: kira@levelingtheplayingfield.org

CORPORATE ACTIVATIONS

Fan Engagement

- Partnered with **Washington Nationals** in Winter 2019
- Collected \$35,840 worth of equipment during FanFest at Nationals Park
- Equipment donors received a raffle ticket to win an opportunity to take a picture with Juan Soto



Warehouse Launch & Metal Bin Sponsorship

- LPF hosted **Philadelphia Eagles** staff and players at our warehouse where we partnered with a local high school football team to build out our warehouse space
- Multiple local media outlets covered the event for the evening news
- Facilitated unique video content opportunity: [Philadelphia Eagles Website](#)
- LPF provides quarterly impact reports on the performance of Eagles metal collection bins



CONTACT US

Kira Venturini, Development & Partnerships Manager
Kira@levelingtheplayingfield.org

WWW.LEVELINGTHEPLAYINGFIELD.ORG