



FDRA + FFANY

Support the footwear industry's push to greater sustainability and grow your business. Become a **Strategic Shoe Sustainability Partner**. The benefits include supporting real programs and reports to help brands reduce their footprint, while helping you increase your exposure and business development across hundreds of companies who participate.

Right now we are offering a special discount to help us grow the program and grow your business. For just **\$10,000** you can be a 2022 program sponsor with these amazing marketing and business development benefits—reaching over 750 shoe brands and retailers:

- **FDRA membership**—\$3,000+ value
- **Key sponsor of our 2022 sustainability summit**—reaching hundreds of shoe executives and directors across the industry—\$3,500 value
- **Your logo**, along with key leaders like NIKE, on our sustainability working group marketing emails, newsletter, and shoesustainability.com \$7,500 value
- Permission to use our **Sustainability Strategic Partner badge** in your marketing to shoe brands Invaluable when used strategically
- **Help crafting topical conversations** to speak to on industry working group calls Invaluable when used strategically
- **Three ads** in our sustainability newsletter that goes to entire industry worldwide—\$3,000 value
- **Guest spot on a Kicks over Coffee interview** reaching hundreds of shoe execs and providing you with unique branded content for marketing \$1,500 value
- **Social media promotion** of your releases or reports to FDRA members Invaluable when used strategically



A site to educate, empower and activate the footwear industry



Contact FDRA's Andy Polk at apolk@fdra.org to discuss becoming a Strategic Sustainability Partner