



BIGGER THAN SNEAKERS

2024 ANNUAL IMPACT REPORT

MISSION

Bigger Than Sneakers, Inc. (BTS) is a 501 (c)(3) nonprofit organization that provides a platform to showcase the larger ecosystem surrounding sneaker culture. Through workshops & events, a mentorship program, and youth-focused community initiatives, BTS seeks to empower and inspire the leaders of tomorrow.

BOARD MEMBERS & STAFF

BOARD OF DIRECTORS

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Matt Tomamichel

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Secretary

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STAFF

Executive Director

Natalie Morean

A MESSAGE FROM OUR PRESIDENT

“2024 was an incredible year of growth for BTS. In light of current economic challenges, we've witnessed firsthand how much more work there is to be done. This has sparked a renewed drive and hunger within our team to GO BIGGER for 2025.

A heartfelt thank you to everyone who has supported us in any way over the last few years. We deeply appreciate your choice to stand by us.”

Matt Tomamichel
Board President & Co-Founder

2024 IMPACT SNAPSHOT



BTS IN THE MEDIA

CLICK LINKS BELOW TO VIEW FULL STORY

LOCAL12: Nonprofit hosts toy, coat, and shoe drive for hundreds in local community

WCPO: 'Times are hard right now' | Norwood coat drive runs out of items as hundreds flock for holiday charity, cheer

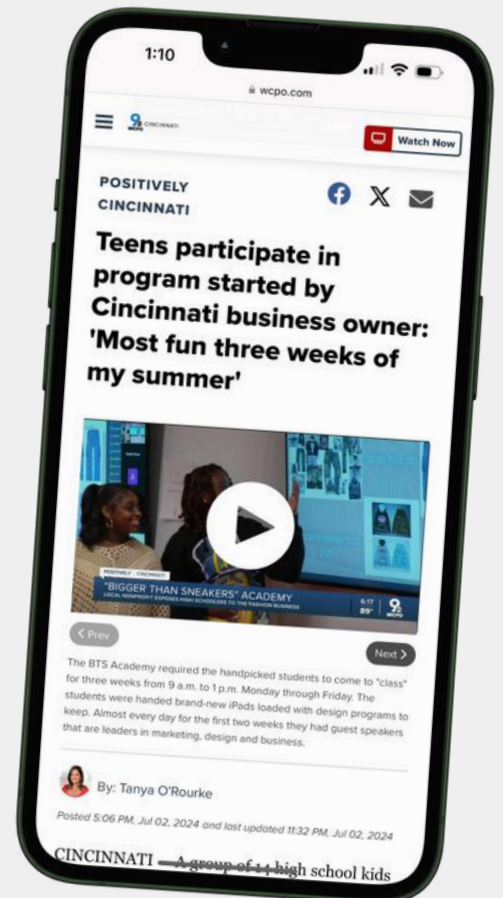
SneakerNews: EQLZ Partners With Non-Profit Bigger Than Sneakers For A Special Release Designed By Students

ANDSCAPE: Bigger Than Sneakers Academy teams up with design legend Aaron Cooper on new sneaker

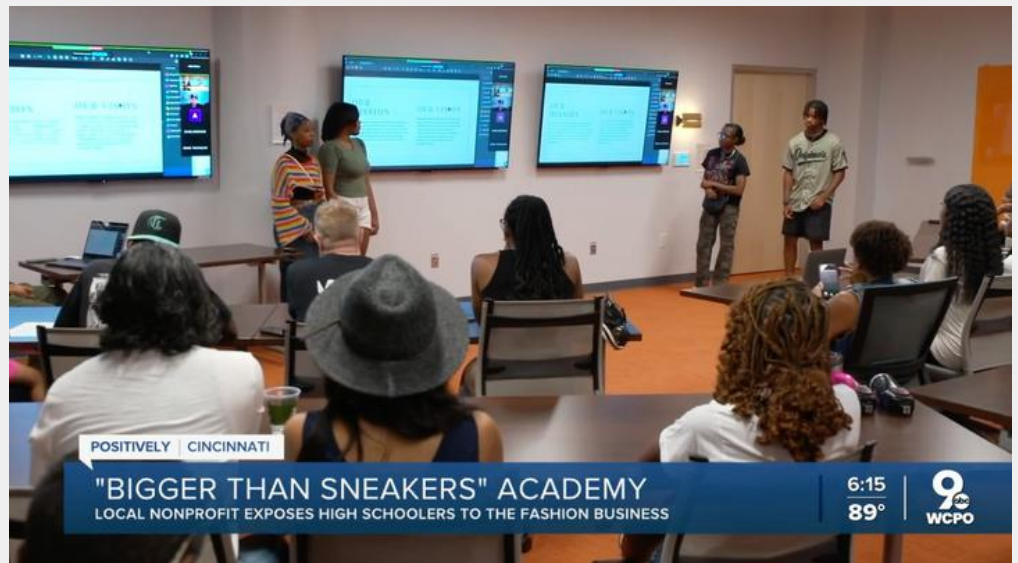
WCPO: Teens participate in program started by Cincinnati business owner: 'Most fun three weeks of my summer'

WCPO: 'I want to help as many kids as possible': Sneakerball supports outreach programs in Cincinnati

WISHTV: After-school program teaches Indianapolis students about the music industry



2024 MAJOR PROGRAMMING + INITIATIVES



PROJECTS

DETAILS

OUTCOMES

BTS ACADEMY

- 3 week summer program in the Greater Cincinnati Area
- Connects youth with leaders in the fashion merchandising and footwear industries, while supplementing with hands-on activities
- Daily themes included: entrepreneurship, marketing, merchandising, design, development finance, and more

- Served 14 upcoming 10-12th grade students, selected from competitive applicants
- Each student received a free iPad & accessories loaded with state of the art technology
- \$1,500 in stipends were awarded to top students
- Students also designed an original colorway of the EQLZ 247

EQLZ 247: NORTH STAR

- During the Development & Design days at BTS Academy, led by American designer Aaron Cooper, students created a colorway for the EQLZ 247 inspired by the theme of finding your "North Star" — a guiding principle or value that provides direction and purpose.
- Every purchase supports BTS Academy programming!

- A F&F event for the students, their families, and our charitable partners (10/17)
- A pop up release at BLINK (10/18) - the nation's largest public light and art event.
- Remaining pairs are available for purchase at corporategotem.com

PROJECTS

DETAILS

OUTCOMES

NBA ALL STAR WEEKEND

- Activated alongside Adidas at Indianapolis All Star Weekend 2/17 + 2/18
- Select Indianapolis Public Schools joined Adidas & BTS for Sound Labs: a workshop connecting youth to tech & leaders in the music industry

- 30 students got individualized lessons on how to use MPC machines & bring everyday sounds to music!
- Was the foundation for continued Sound Labs programming in Indianapolis!

SOUND LABS

- Presented by Adidas, Bigger Than Sneakers, and Mellow Sounds
- After school program connecting local students to embrace their passion for music and creativity.

- In the first half of programming (fall 2024), we've been able to impact 50 students through 16 hours of programming

POP UP SHOPS

- BTS partnered with CORPORATE to host pop up shops for small businesses and creatives
- Platform creates a space to showcase merchandise and market local businesses
- Available at all CORPORATE locations

- In 2024, we hosted 14 pop ups across 2 locations
- Each business was able to highlight their brand, expand into new markets, and showcase their merchandise

...AND MORE MADE THIS YEAR INCREDIBLE!



6TH ANNUAL CINCINNATI SNEAKERBALL

OBJECTIVE

The Cincinnati SneakerBall is a picturesque evening of tuxedos, gowns, and of course sneakers. As our annual fundraiser, it's an opportunity for BTS and Corporate to leverage the power, diversity, and community surrounding sneaker culture to support youth focused community initiatives and charitable programs in the Greater Cincinnati area. This year's proceeds will be used to further BTS' mission in the community by growing our programs, events, and initiatives. This was undoubtedly our most successful year yet!

SNEAKERBALL BY THE NUMBERS



500+
ATTENDEES



21 CHARITABLE
PARTNERS



13
ACTIVATIONS



OVER \$17K
FUNdraISED

ATTENDANCE

We welcomed over 500 attendees to TQL Stadium, home of FC Cincinnati. Annually, SneakerBall is one of the most diverse events Cincinnati! This year's attendees included political figures, top executives, local entrepreneurs, influencers, and more.

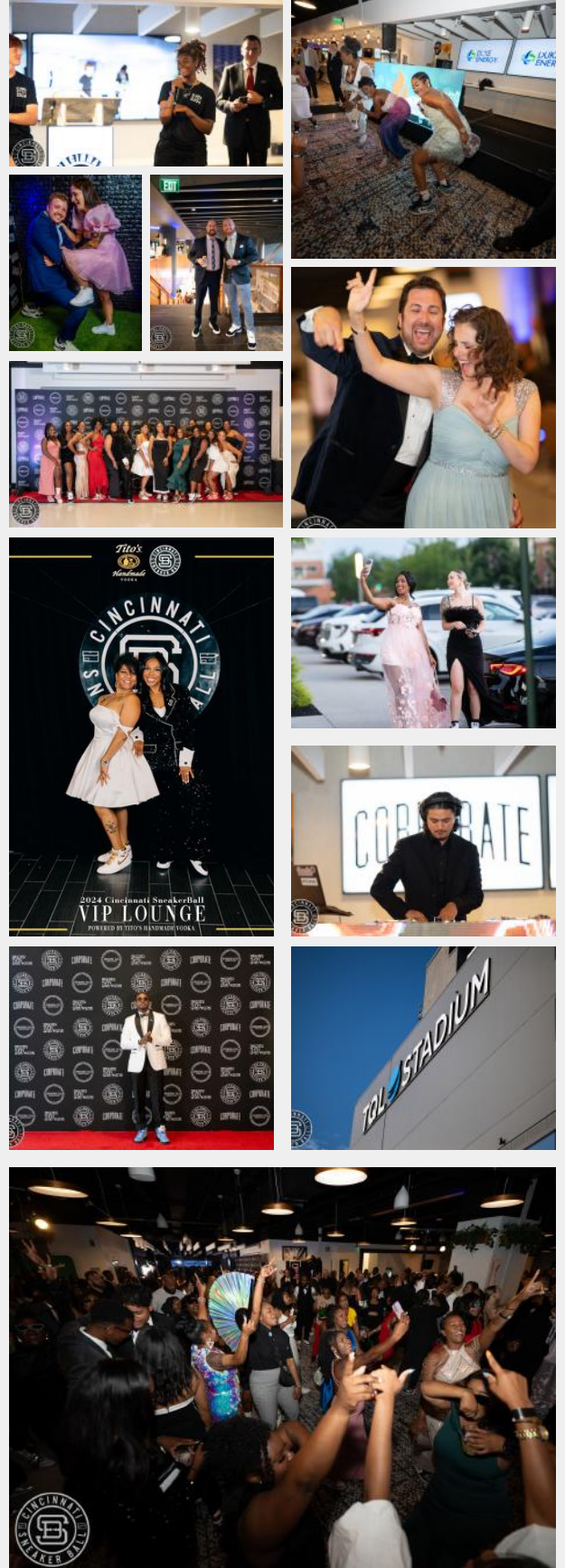
CHARITABLE PARTNERS

This year, we welcomed a diverse portfolio of charitable partners! We featured 21 businesses, organizations, and individuals on our campaign through both monetary and in-kind donations.

MEDIA

[Click here](#) for the Official Recap Video, courtesy of Digital Lens Media & Shot By 12 am

Official SneakerBall Photos, by Kevin Watkins, Briana Davis, Ron Blessingame, Julian Myles, & Kevin Streets



BIGGER
THAN
SNEAKERS

CORPORATE

BTS
ACADEMY

INAUGURAL BTS GOLF INVITATIONAL



OBJECTIVE

This year, we proudly introduced the Bigger Than Sneakers Golf Invitational, establishing it as our second major springtime fundraising event. As a new event, this invitational provides a unique opportunity for BTS to harness the power, diversity, and community spirit inherent in sneaker culture to support youth-focused initiatives and charitable programs throughout the Greater Cincinnati area.

INVITATIONAL BY THE NUMBERS



100
ATTENDEES



17 CHARITABLE
PARTNERS



NEARLY \$10K
FUNDRAISED

MEDIA

[Golf Invitational Recap Video](#),
courtesy of: 4th Floor Creative

Official Event Photos:
Cassidy Coyne + Jeremy Miller

ATTENDANCE

A sold out event of 100 golfers teed off at Stonelick Hills Golf Club for an unforgettable day on the green, tackling 18 holes of friendly competition and fun! Whether they were seasoned pros or first-time players, everyone joined in for a day filled with laughter, great shots, and even better company. From the first swing to the last putt, the event was a perfect blend of fundraising, camaraderie, and good times—all in support of our mission!

CHARITABLE PARTNERS

A heartfelt thank you to all of our incredible charitable partners who joined us for the Inaugural BTS Golf Invitational! As this was our first year hosting the event, we are deeply grateful for the support and collaboration of those who helped make it a success. Your presence and commitment to our cause made all the difference, and we couldn't have done it without you.

BIGGER
THAN
SNEAKERS



CORPORATE

COZY TOGETHER



OBJECTIVE

This collaborative effort allowed us to make a meaningful impact on Greater Cincinnati families as the holiday season approached. The event fostered holiday joy and helped families prepare for winter. The community's response was overwhelmingly positive, with strong turnout, generous donations, and a large volume of giveaways. However, the high demand and those we couldn't assist highlighted the ongoing need, inspiring us to expand the initiative next year.

EVENT DETAILS

On Sunday, 12/15, we welcomed over 150 families to Norwood High School's gym from 4-7 p.m., transforming the space into a winter wonderland. Families shopped for winter coats, accessories, sneakers, toys, and Adidas footwear, while DJ Queen Celine set the mood. Hot cocoa and cookies were provided by local vendors Mom N' Em Coffee and CutWithLove Cookies.

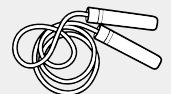
EVENT BY THE NUMBERS



400+ ATTENDEES



400+ COATS DISTRIBUTED,
INCLUDING ADIDAS COATS



300+ TOYS & BOOKS GIVEN
TO KIDS OF ALL AGES



300+ ACCESSORIES: GLOVES,
BEANIES, SOCKS, AND BAGS



30+ ADIDAS SNEAKERS



75+ VOLUNTEERS
INVOLVED IN THE EVENT

THANK YOU ADIDAS!

Sharing our deepest and most sincere thanks to the Adidas team for their incredible generosity and unwavering support of this holiday community event. Their belief in our mission and initiatives helped fuel our commitment to empowering and inspiring the leaders of tomorrow!

MEDIA

[Click HERE](#) for the Official Event Recap Video: Malcom Tolliver

Official Event Photos: Kevin Watkins

We couldn't have done it without your generous support.

We're extremely grateful for everyone who played a role in our organization this year, especially our charitable partners, program co-hosts, donors, volunteers, Board & staff. Everyone who poured into us had a direct hand in fueling our programs, events, and initiatives! It is with the collective help of our team & community that we're able to continue empowering and inspiring the leaders of tomorrow.

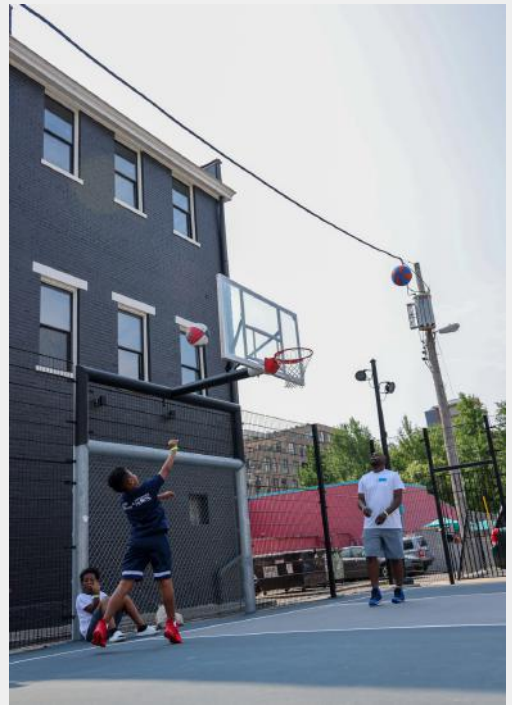
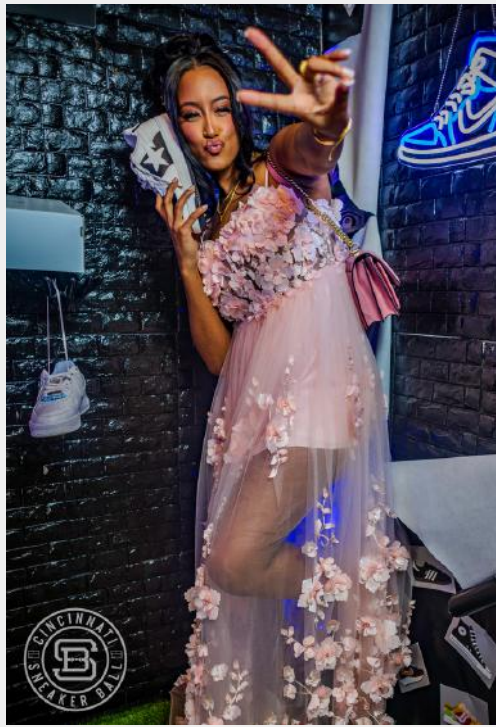
A SPECIAL THANK YOU TO:

CORPORATE

Adidas
Adidas Cornerstone Community
NIKE
Jordan
EQLZ
Aaron Cooper
Paper Planes
Kroger Community Rewards Program
Cincinnati Reds
Will Benson
PressGo Productions
ITA Audio Visual Solutions
Messer Construction Co.
Cincinnati Public Schools
Rhinegeist Brewery
Tito's Handmade Vodka
Girls Health Period
Sazerac Company
Vets Brews
Selfie Cincy
Dream Alive
Peoples Bank
GotSneakers
Queen City Jewelry & Pawn
Warm Construction
Duke Energy
Urban Sites
Tommy INK

Sew Valley
Big Brothers Big Sisters of Central Indiana
Boys & Girls Club of Dayton
Queen City Church
Dexter Harris + Dose of Dex
Adam Laine
Promo Sports
Renegade Golf
Burchtree Sports
The Jeff Ruby Foundation
Lux Mobile Detailing
VML
Everything Cincy
Federated Insurance
Black Sheep Performance
4th Floor Creative
Taglio Bar + Pizzeria
Nostalgia Wine & Jazz Lounge
Kaiker Development + Construction
Interact for Health
AGNC Park
LifeCenter
Twenty Cultured Pearls Foundation, Inc.
Market Direct Inc.
Ashlee Bridge
Dan Donovan
Saturday Hoops
Shoes 4 the Shoeless
WHERE2NEXT Foundation

...AND MANY, MANY MORE WHO MADE THIS YEAR POSSIBLE!




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