



Since 1949, Shoe City (ESCO Ltd.) has been one of the most reliable and trusted fashion retailers providing the latest styles in fashion footwear and apparel for men, women and kids. ESCO Ltd. launched its first retail location, Eileen Shoes, in 1949, in Baltimore, MD. In 1980, the company rebranded all of its retail locations as Shoe City. Shoe City now spreads across Maryland, D.C. and Virginia with 35 retail locations. Whether it's apparel, shoes, or accessories, fresh fashion has always been our passion. Every season we bring the latest trends from the brands you love along with new talents we have discovered for you.

Our success is attributed not only to our commitment to offering the quality in fashion our customers expect, but it's also to our family spirit throughout the organization that keeps us focused on "people first"! This focus on people first also carries over to our commitment to social matters in the communities where we operate. Our Community Focus centers on supporting efforts to improve community-life where Shoe City has sponsored community programs including recreational leagues, computer and shoe giveaways, playgrounds, college scholarships, coat and food drives, and more.

Shoe City and YCMC.com are grateful for the relationship we've shared with our customers and communities since 1949, and we're excited about our continued growth in better serving the fashion and community needs for our customers.

Our Mission Statement

To provide affordable fashion trends, excellent service and a partnership with our community!

Please find the ***Sponsorship Request Form*** on the following pages. In order for your proposal to be considered for sponsorship, please answer ALL questions to the best of your ability.

Sponsorship Request Form:

(Please fill out ALL questions to the best of your ability)

Organization Requesting Sponsorship: _____

Street Address: _____

Website/URL: _____

Federal Tax ID# _____

Event Information

Date & Times of event/activity: _____

Purpose, Description, & Objectives of Event/Activity

Location of Event

Venue Name: _____

Street Address: _____

Website/URL: _____

Phone # _____

Insurance Requirements (if needed) _____

Audience

How many people are expected to attend the event? _____

Special Guests/Celebrities: _____

Who are the target audiences for the event?

Age Range: _____

Gender: Male % Female %

Other Relative Demographics: _____

Public Relations

How will this event be promoted? Flyers, Radio, TV, Social Media, etc. Please Explain: _____

History of Event

Has this event been held in the past? _____ Years/Dates Held _____ Previous Attendance _____

Previous Sponsors _____

How would you measure the success of the event/activity? _____

(Please include pictures, advertisements, and promotional items from previous events)

Sponsorship Details

What is requested from Shoe City/YCMC.com?

Monetary Donation \$ _____

Giveaway Donation _____ Preferred Giveaway(s)

_____ # of Giveaways Requested

Gift Card Donation \$ _____ Amount _____ # of Gift Cards

Coupons/Discounts _____ % OFF _____ # of Coupons

Will any other sponsors be involved? _____

If yes, who? _____

Other Information

Please describe how this event will benefit Shoe City and all other relevant information about the event that may not have been covered in the questions above: _____

Organizer's Name: _____ Phone # _____

Email Address: _____ Twitter: _____

Please submit this file as an attachment to BRETT@shoecityonline.com or by faxing it to (410)944-1671.