

The background is a solid red color. It features several hand-drawn, sketchy hearts in a slightly darker shade of red. These hearts are scattered around the central text, with some positioned in the corners and others partially overlapping the text itself. The overall aesthetic is warm and affectionate.

Heart & Sole

**WORLD HEART DAY
FASHION SHOW**

Hosted by Shareef O'Neal

the dime agency®

Heart & Sole

MEET SHAREEF

Aside from Shareef's love for basketball, he's always been a natural-born creative. His passion for fashion comes from the stories behind the clothes that inspire him—stories of resilience, overcoming adversity, and finding strength in community.

The * Heart & Sole or Wear Your Heart * Fashion Show is Shareef's way of bringing that inspiration to life, merging his love for streetwear with his desire to give back. This is more than a fashion show; it's a movement to empower, inspire and uplift.



LET'S TALK DETAILS...

On Sunday, September 29th, the Overtime Elite Arena in Atlanta transforms into a vibrant hub of fashion, music, and philanthropy. From the moment you step onto the red carpet, you'll be immersed in a multi-sensory experience designed to inspire & uplift.



- **Red Carpet Arrival:** Celebrities, influencers, and fashion enthusiasts unite for a glamorous evening of giving back.
- **Celebrity Basketball Game :** Witness some of the biggest names in culture battle it out during the day at an open Celebrity Basketball Game & Fan Fest
- **Streetwear Runway:** Experience the latest trends from top designers and talents as the OTE floor becomes a unique catwalk.
- **Beats by Myles:** DJ Myles O'Neal curates a high-energy soundtrack that fuels the fashion renaissance.
- **Interactive Experiences:** Explore dedicated spaces throughout the arena, featuring exclusive merchandise and interactive exhibits.
- **Be the Change:** Fashion with a purpose. Join us in raising \$350,000+ for life-saving open-heart surgeries and be a part of this unforgettable night.

WHAT TO EXPECT...



Heart & Sole is more than just a fashion show; it's an immersive journey into the heart of streetwear culture. From the moment you step onto the red carpet to the final beat of the DJ's set, you'll be enveloped in an experience that ignites your passion for fashion, music, and social impact.



Virtual Front Row Seats: Live streaming on popular social media platforms brings the energy & excitement of the event to a global audience.

Pre-Event Buzz: Shareef's daily countdowns, behind-the-scenes TikToks, influencer takeovers, and exclusive reveals create anticipation and amplify the message of the event.

Star-Studded Social Media: Leveraging the combined social media power of Shareef, featured designers, runway stars, and influencers to generate maximum reach and engagement.

Exclusive Perks: Influencer PR kits, limited-edition merchandise, and VIP access for select attendees add an extra layer of excitement and exclusivity to the experience.

Impact Beyond the Runway: Post-event social media campaigns highlight the transformative power of donations, sharing beneficiary stories and showcasing the positive impact of the event on the lives of those in need.

CURRENT PARTNERS

Heart & Sole isn't just another fashion show; it's a cultural breakthrough. It's where streetwear meets philanthropy, where individuality meets community, where fashion becomes a force for good.

Shareef O'Neal's vision is to redefine what it means to be a fashion influence, proving that style can have substance and that giving back is always in.

ESSENTIALS
FEAR OF GOD


OAKLEY

P A C S U N

INVITED VIP ATTENDEES

Heart & Sole brings together an exclusive group of Shareef's network as well as young changemakers who aim to use their massive platforms to make a difference. Heart & Sole is also dedicated to honoring influencers and athletes alike who have bravely faced heart challenges, showcasing their resilience alongside their peers.

This is a celebration of unity, empowerment, and the power of community.



KORDELL BECKHAM
LOVE ISLAND S6



QUAVO



DEESTROYING



MYLES O'NEAL



DESS DIOR



BRONNY JAMES

PHILANTHROPIC PARTNERS

Heart & Sole is more than just a fashion show; it's a lifeline. We're proud to partner with leading organization the American Heart Association, channeling the energy of the runway directly into life-saving open-heart surgeries.

Throughout the night, hear the stories of those whose lives have been transformed by heart procedures, demonstrating the tangible impact of donor's generosity.

Every dollar raised goes directly to helping power organizations like the American Red Cross and the American Heart Association.

Fashion has the power to inspire, and at Heart & Sole, it also has the power to heal.



American
Heart
Association®

SPONSORSHIPS

TIER 01



HEART OF THE GAME
\$15,000

- **Category exclusivity**
- **Comprehensive media coverage and inclusion in press releases**
- **15 VIP invitations for company representatives to both events.**
- **Brand placement on Official Event Invitations & Marketing Graphics**
- **On-site presence and branding throughout Event Venues in relevant locations**
- **Event PR services & media coordination**
- **Onsite activation production**
- **Customized Content Creation & Influencer Partnerships with Dime Talent**
- **2x IG Feed Posts on Shareef O'Neal & Heart & Sole Instagram (Pre Post & Collab)**
- **1x IG Reel Post on Shareef O'Neal & Heart & Sole Instagram (Post Event Recap)**
- **3 IG Stories**
- **Customized Hospitality Experiences**
- **Special Recognition from Janerika Owens & Myles O'Neal throughout Fashion Show & Celebrity Basketball Game**
- **Special Recognition from Select Talent at Event in Recap Videos and Stories posted**
- **Option to host a private gifting suite for influencers, sponsors, VIPs, and celebrities**
- **Ability to include products in VIP gift bags distributed at the event**
- **Prominent and featured inclusion on Master Step & Repeat**

SPONSORSHIPS

TIER 02



HEART OF GOLD
\$10,000

- **Category exclusivity**
- **Comprehensive media coverage and inclusion in press releases**
- **10 VIP invitations for company representatives to all weekend events.**
- **Brand placement on Official Event Invitations & Marketing Graphics**
- **On-site presence and branding throughout Event Venues in relevant locations**
- **Event PR services & media coordination**
- **Onsite activation production**
- **Customized Content Creation & Influencer Partnerships with Dime Talent**
- **Customized Hospitality Experiences**
- **Special Recognition from Select Talent at Event in Recap Videos and Stories posted**
- **1x IG Feed Posts on Shareef O'Neal & Heart & Sole Instagram (Pre Post)**
- **1x IG Reel Post on Shareef O'Neal & Heart & Sole Instagram (Post Event Recap)**
- **3 IG Stories (1 Frame) throughout the event of select talent IG**
- **Option to host a private gifting suite for influencers, sponsors, VIPs, and celebrities**
- **Ability to include products in VIP gift bags distributed at the event**
- **Featured inclusion on Master Step & Repeat**

SPONSORSHIPS

TIER 03



PURE HEART
\$5000

- **Semi-exclusive rights within your product or service category (shared with up to 2 other sponsors).**
- **Comprehensive media coverage and inclusion in press releases**
- **5 VIP invitations for company representatives to both events.**
- **Brand placement on Official Event Invitations & Marketing Graphics**
- **On-site presence and branding throughout Event Venues in relevant locations**
- **Event PR services & media coordination**
- **Onsite activation production**
- **1x IG Feed Posts on Shareef O'Neal & Heart & Sole Instagram (Pre Post Event Flyer)**
- **1x IG Reel Post on Shareef O'Neal & Heart & Sole Instagram (Post Event Recap Video)**
- **Special Recognition from Select Talent at Event in Recap Videos and Stories posted**
- **Ability to include products in VIP gift bags distributed at the event**
- **Featured inclusion on Master Step & Repeat**

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