



LOVE, KK 2026 SPONSORSHIP PROPOSAL

SUPPORT SMALL, GROW YOUR COMMUNITY

LOVE, KK'S IMPACT MADE POSSIBLE BY YOU

We're proud of how every donation is put to work. In just seven years, your support has helped the Love, KK Foundation accomplish these milestones:



HELPING FUTURE FOUNDERS + SMALL BUSINESSES THRIVE

- 3 internships at Cowbell Kitchen
- 13 scholarships for students at PFHS & GMU
- Weekly staffing support and enhanced visibility for the King Street Collective

SPREADING SEEDS OF KINDNESS

340 Acts of Kindness gifts delivered! We shop at local farms and small businesses to curate gifts for community members could use a little extra love and kindness in their lives. Each delivery brings joy to the recipient and supports our local economy. This is RAK!



FARM TO FOOD PANTRY

Donated over 7,000 loaves of bread and 38,000 pounds of produce to the Lucketts Community Food Pantry, with all food sourced from local farms and small businesses.



Love, KK relies on year-round sponsorships and donations to sustain our programs and expand our community impact. Sponsorships are available to businesses, families, and individuals, and every contribution makes a meaningful difference.

Please read below for details on each sponsorship level.

GOOD NEIGHBOR SPONSOR: \$250

- Listed on the Love, KK website
- 2 free 5KK tickets

SEED SPREADER SPONSOR: \$500

- Benefits from previous tier
- 4 free 5KK tickets
- Instagram Story Post

COMMUNITY BUILDER SPONSOR: \$1,000

- All other benefits from previous tiers
- listed in 5KK race packet
- Listed in the quarterly newsletter
- 6 free 5KK tickets

LOCAL HERO SPONSOR: \$1,500

- All other benefits from previous tiers
- Logo on 5KK banner
- Recognition at Cowbell Kitchen
- 10 free 5KK tickets

SUPPORT SMALL CHAMPION SPONSOR: 2,000 +

- All other benefits from previous tiers
- Ongoing collaboration with the Love, KK board to find meaningful ways for you or your business to be recognized and supported by our community (examples: additional instagram posts, event co hosting, specific program sponsor)

The 7th Annual 5KK Fundraising Run is June 6, 2026. Sponsors who join by April 15 receive 2026 race benefits; sponsors who join later receive benefits for the 2027 5KK.

To ensure accurate recognition, benefits apply only to named donations. Anonymous gifts are always appreciated but cannot be tied to sponsorship levels.

OTHER WAYS TO MAKE A DIFFERENCE TOGETHER

IN KIND SPONSORSHIP

If you would like to donate goods or services, we are happy to provide the sponsorship incentives above equal to the donation. Examples include 5KK event items like prizes for 5KK race winners, race packet goodies, and beer/wine/food donations.



EARN SPONSORSHIP THROUGH COMMUNITY GIVING

Funds raised through events you host and organize on behalf of Love, KK, such as benefit dinners, pop-ups, or donation drives can be included in your total giving for sponsorship level recognition. This is a wonderful way for businesses or families who may not be in a position to give a large donation to still earn sponsorship status and make a meaningful impact. Even small efforts like offering a "Round Up for Love, KK" option at checkout, can add up to big change in our community. Just let our team know in advance so we can support your event and track your contributions accurately.



OUR INSPIRATION



The Love, KK Foundation was established in 2018 to honor the beautiful life of Kaeley "KK" Brady. Our mission is inspired by KK's passion for entrepreneurs, farmers, and small businesses. KK's passion was ignited when she started working at Cowbell Kitchen—a local food truck and catering company in Leesburg, VA. She became passionate about selling her smoothie bowls and recipes through Cowbell Kitchen, eventually becoming a partial owner of the company. She learned to value other small businesses by working with farmers and companies through the local farmers' markets. KK realized how far local business support can

go and began encouraging everyone to shop locally. Her passion for using all-local ingredients in Cowbell recipes fueled her work drive and inspired all around her to appreciate local products. Her passion continues to inspire her friends and family to carry on her ideas through the Love, KK foundation.

Love, KK is a non-profit organization with a mission to empower local small businesses, farmers, and the people in the community with an entrepreneurial spirit by providing awareness, educational assistance, resources, and learning experiences.



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LEARN MORE ABOUT OUR PARTNERS & FUNDRAISERS!

COWBELL KITCHEN

KK's beloved Cafe, Cowbell Kitchen continues to thrive today, operated by KK's sister Bre Grant, and Cheryl Strasser. Cowbell leads our Farm to Food Pantry project by ordering all food directly from local farmers, and it remains a cornerstone of community—giving small businesses a safe place to start and grow through the King Street Collective, the neighboring business they helped create and still champion. Cowbell also supports Love, KK by hosting and participating in fundraisers throughout the year and by leading our internship program, helping young people gain hands-on experience in small business management and food production.

THE ANNUAL 5KK RUN

The Annual 5KK is our 5 kilometer (3.1 mile) running-or-walking fundraising race. The 5KK is for everyone: families, kids, competitive runners, non-competitive runners, and small business lovers! This year we are thrilled to return to Far Bungalow Farm for a riverside trail run and a post-race after party that will showcase awesome food and beverages from small, local businesses.

SAVE THE DATE: The 7th Annual 5KK is on June 6th 2026.





Scan the QR code to start the process of becoming a sponsor—we can't wait to connect with you!

Donations can be made via check, Zelle: contact@lovekk.org, or online through our general donation link at lovekk.org.



703-297-5527



@lovekk_foundation



Contact@lovekk.org



www.lovekk.org