



Sole Mates

A SOUL-DEFINING MOMENT FOR YOUR ATTENDEES

Activity



This get-one-give-one sock event is a retail-style experience in which attendees choose a pair of socks for themselves, then another pair for someone in need.

Begin with these preplanning steps:

- Select a local charity of your choice and event theme.
- Contact charity to ensure they can accept a sock donation.
- Select a sock supplier, like sockclub.com, and allow 4 weeks for production. (Pricing may vary; however, the average price is about \$8-14 per pair.)
- Customize a sock wrapper with your event’s branding and leave space for a personalized note. (Note: The supplier, sockclub.com, can create and produce custom wrappers.)
- Create a retail-like sock display that makes shopping fun and easy.
- Display signage or provide handouts with examples of encouraging messages for personalized note writing.
- Work with hotel to cater snacks tied to your event theme.
- For orders and inquiries to sockclub.com, email hilton@sotmclub.com.

HANDY SUPPLIES:



Pens & tape



Branded sock wrappers or notecards

Create a stronger connection at your event with signage, handouts or a presentation about the charity. It helps to give your attendees a glimpse into the lives of those receiving the socks.



Your Hilton Events Manager can help you identify a local or national charity, such as veterans groups, women’s shelters and children’s charities.



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