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.