

*Scoreboard Charities Introduces*



## *Sponsorship Invitation*



*Be there. Be giving.  
Be fabulous!*

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The goal of Scoreboard Charities—a 501c3 charitable foundation—is to win the game against cancer. Please join us to raise funds for cancer research and help kids and families fighting the disease. Scoreboard Charities' first fundraising event is Wine Women & Shoes on Friday, September 22, 2017. As a wine and shoe pairings charity fundraiser, Wine Women & Shoes events have helped nonprofit organizations across the country raise over \$44 million.

*Join us!*

Friday, September 22, 2017

6:00 p.m. at The Drake Oak Brook

2301 York Road, Oak Brook, Illinois 60523

*Tickets*

General Admission \$100 • VIP Admission \$150 • VIP Prime (10 VIP tickets included) \$1,500

*In Support of...*

Robert H. Lurie Comprehensive Cancer Center of Northwestern University

-and-

Children's Oncology Services One Step Camp for kids with cancer





*Help us win the game against cancer.*

All proceeds will benefit the Robert H. Lurie Comprehensive Cancer Center of Northwestern University and Children's Oncology Services One Step Camp for kids with cancer.



Committed to the battle to overcome cancer, Chicago's Lurie Cancer Center is dedicated to scientific discovery, advancing medical knowledge, providing compassionate, state-of-the-art cancer care, and training the next generation of clinicians and scientists.

Your generosity can help fund a cure the following ways:

- \$50,000 – Funds a doctor for a full year to work on a specific disease or project
- \$25,000 – Buys a piece of laboratory equipment to support cancer research
- \$10,000 – Funds a cancer patient on a clinical trial
- \$5,000 – Pays for a cancer researcher to present their findings at an international conference
- \$500 – Pays for a medical education and training course or one hour of life saving research
- \$250 – Pays for fees during the course of chemotherapy or a half hour of life saving research

Children's Oncology Services, Inc. empowers, supports, and provides fun experiences for children (ages 5-19) who have been diagnosed with cancer. Your support and partnership will provide children who are in different stages of treatment the opportunity to attend a One Step Program—attended by 680 campers in 2016 alone. Team One Step only ask families to pay a small suggested fee to attend a program (most are \$100 or less) which is waived for anyone who needs assistance. Last year, this fee was waived for more than 80% of campers.



The average cost to sponsor a child to attend a week of camp at a One Step Program is approximately \$1,000. Therefore, a gift of \$5,000 would help send 5 children to camp and \$10,000 would help send 10 children to camp and so on. For these children, Camp One Step is an unforgettable, life-changing experience.



# Be there. Be giving. Be fabulous!

Wine Women & Shoes • The Drake Oak Brook • 9-22-17

- Sip-sational wines
- Fabulous shopping
- Savory food
- Glamorous fashion show
- Incredible auction lots
- Win your dream closet
- Charming “Shoe Guys” and more!

## Partner with us for a worthy cause.

Scoreboard Charities wants to see a cure for cancer in this lifetime. On Friday, September 22, 2017, approximately 350 local residents will come together to attend the Chicago Western Suburbs’ first Wine, Women, & Shoes event. Please consider being a part of this wonderful evening by one (or more) of the following ways:

- Become a Sponsor
- Underwrite a portion of the event
- Donate auction items

The following pages outline The Marketing Package, inclusive of different sponsorship levels and underwriting opportunities offered. Each package not only shows benefits for your business, but also how your company will be directly helping children & families impacted by cancer.

### Wine Women & Shoes Audience

- 80% are women ages 30 to 55
- Professional women in leadership
- Key influencers, tastemakers, connectors
- Charity supporters, socially conscious & community minded
- Concerned about the health and wellbeing of others
- Represent the typical luxury brand consumer
- On average, donate/spend \$200-\$600 per event

# Sponsorship Opportunities



## **Diamond Pump – EXCLUSIVE PRESENTING PARTNER \$20,000**

*Purchases a piece of laboratory equipment to support cancer research*

- Ten (10) VIP tickets to *Wine Women & Shoes* and ten (10) swag bags
- Company name associated with everything involving *Wine Women & Shoes* benefiting Scoreboard Charities Presented by “Partner Name / Logo here”
- Opportunity to promote business and welcome guests at *Wine Women & Shoes*
- On-stage verbal recognition at the fashion show and prominent signage at the event
- Top promotional exposure on all marketing materials including “Save the Date,” “Invitation,” and company logo on “Step & Repeat” banner, used as backdrop for photographs at *Wine Women & Shoes*
- Logo placement in ALL *Wine Women & Shoes* public relations and advertising initiatives, press releases, and event collateral including programs and signage
- Opportunity to promote business with product placement, booth, and customer liaison at *Wine Women & Shoes*
- Opportunity to place a premiere item in signature event swag bag
- Opportunity to provide one or more items for the signature “Key to the Closet” drawing
- Prominent recognition and/or logo on *Wine Women & Shoes* webpage, Scoreboard Charities webpage, e-blasts, and social networking campaigns with direct link to sponsor webpage or PDF
- Advertisement in the *Wine Women & Shoes* 2017 program book: full page & back cover
- 10 Facebook posts and inclusion of approved #hashtag of your choice



## **Platinum Pump – TITLE PARTNER \$15,000**

*Funds a cancer patient on a clinical trial and two children to attend One Step Camp*

- Eight (8) VIP tickets to *Wine Women & Shoes* and eight (8) swag bags
- On-stage verbal recognition at the fashion show and prominent signage at the event
- Promotional exposure on all marketing materials including “Save the Date,” “Invitation,” and company logo on “Step & Repeat” banner, used as backdrop for photographs at *Wine Women & Shoes*
- Logo placement in ALL *Wine Women & Shoes* public relations and advertising initiatives, press releases, and event collateral including programs and signage
- Opportunity to promote business with product placement, booth, and customer liaison at *Wine Women & Shoes*
- Opportunity to place a premiere item in signature event swag bag
- Opportunity to provide one or more items for the signature “Key to the Closet” drawing
- Logo on *Wine Women & Shoes* webpage, Scoreboard Charities webpage, e-blasts, and social networking campaigns with direct link to sponsor webpage or PDF
- Advertisement in the *Wine Women & Shoes* 2017 program book: full page
- 6 Facebook posts and inclusion of approved #hashtag of your choice



### **Gold Pump – SUPPORTING PARTNER \$10,000**

*Funds a cancer patient on a clinical trial or ten children to attend One Step Camp*

- Six (6) VIP tickets to *Wine Women & Shoes* and six (6) swag bags
- Exposure on all marketing materials including “Save the Date,” “Invitation,” and company logo on “Step & Repeat” banner, used as backdrop for photographs at event
- Logo placement in ALL *Wine Women & Shoes* public relations and advertising initiatives, press releases, and event collateral including programs and signage
- Inclusion in signature event swag bag
- Logo on *Wine Women & Shoes* webpage, Scoreboard Charities webpage, e-blasts, and social networking campaigns with direct link to sponsor webpage or PDF
- Advertisement in the *Wine Women & Shoes* 2017 program book: full page
- 4 Facebook posts



### **Silver Pump – SUPPORTING PARTNER \$7,500**

*Pays for a cancer researcher to present at an international conference and three hours of life-saving research*

- Four (4) VIP tickets to *Wine Women & Shoes* and four (4) swag bags
- Exposure on all marketing materials including “Save the Date,” “Invitation,” and company logo on “Step & Repeat” banner, used as backdrop for photographs at event
- Logo placement in ALL *Wine Women & Shoes* public relations and advertising initiatives, press releases, and event collateral including programs and signage
- Inclusion in signature event swag bag
- Logo on *Wine Women & Shoes* webpage, Scoreboard Charities webpage, e-blasts, and social networking campaigns with direct link to sponsor webpage or PDF
- Advertisement in the *Wine Women & Shoes* 2017 program book: half page
- 3 Facebook posts



### **Bronze Pump – SUPPORTING PARTNER \$5,000**

*Pays for ten hours of life-saving research or five children to attend One Step Camp*

- Three (3) tickets to *Wine Women & Shoes* and three (3) swag bags
- Logo placement in ALL *Wine Women & Shoes* public relations and advertising initiatives, press releases, and event collateral including programs and signage
- Inclusion in signature event swag bag
- Logo on *Wine Women & Shoes* webpage, Scoreboard Charities webpage, e-blasts, and social networking campaigns with direct link to sponsor webpage or PDF
- Advertisement in the *Wine Women & Shoes* 2017 program book: half page
- 2 Facebook posts

# Underwriting Opportunities



## **GET PUMPED PARTNERSHIPS \$5,000**

*Pays for ten hours of life-saving research or five children to attend One Step Camp*



## **Wine Glass Sponsor**

*Grab attention of each attendee and remain top-of-mind with each sip taken from every wine glass. Wine glass acts as a business card advertisement paced in the hand of every guest.*

- Three (3) tickets to *Wine Women & Shoes* and three (3) swag bags
- Logo and brand exposure on wine glasses
- Logo placement in ALL *Wine Women & Shoes* public relations and advertising initiatives, press releases, and event collateral including programs and signage
- Inclusion in signature event swag bag
- Logo on *Wine Women & Shoes* webpage, Scoreboard Charities webpage, e-blasts, and social networking campaigns with direct link to sponsor webpage or PDF
- Advertisement in the *Wine Women & Shoes* 2017 program book: half page
- 2 Facebook posts



## **Shoe Guys Sponsor**

*Sponsor 20-30 charming “Shoe Guys” working the event and engaging guests*

- Three (3) tickets to *Wine Women & Shoes* and three (3) swag bags
- Logo and brand exposure on the “Shoe Guys” t-shirts
- Partner highlighted on the voting section for the “King of Sole”
- Logo placement in ALL *Wine Women & Shoes* public relations and advertising initiatives, press releases, and event collateral including programs and signage
- Inclusion in signature event swag bag
- Logo on *Wine Women & Shoes* webpage, Scoreboard Charities webpage, e-blasts, and social networking campaigns with direct link to sponsor webpage or PDF
- Advertisement in the *Wine Women & Shoes* 2017 program book: half page
- 2 Facebook posts



## **Flip Flop Sponsor**

*Partner logo printed on flip flops taken home by every guest*

- Three (3) tickets to *Wine Women & Shoes* and three (3) swag bags
- Logo placement in ALL *Wine Women & Shoes* public relations and advertising initiatives, press releases, and event collateral including programs and signage
- Logo on *Wine Women & Shoes* webpage, Scoreboard Charities webpage, e-blasts, and social networking campaigns with direct link to sponsor webpage or PDF
- Advertisement in the *Wine Women & Shoes* 2017 program book: half page
- 2 Facebook posts





## **GOODY TWO-SHOES PARTNERSHIPS \$2,500**

*Pays for patients' fees incurred during the course of chemotherapy*

Sponsor benefits include:

- Two (2) tickets to *Wine Women & Shoes* and two (2) swag bags
- Logo placement in ALL *Wine Women & Shoes* public relations and advertising initiatives, press releases, and event collateral including programs and signage
- Inclusion in signature event swag bag
- Logo on *Wine Women & Shoes* webpage, Scoreboard Charities webpage, e-blasts, and social networking campaigns with direct link to sponsor webpage or PDF
- Advertisement in the *Wine Women & Shoes* 2017 program book: quarter page
- 1 Facebook post
- Opportunities associated with each individual sponsorship listed below



### **Swag Bag Sponsor**

*Sponsor logo will appear on the coveted swag bag gifted to all attendees. Everyone loves a swag bag and soon your branded tote will be paraded all over town.*

- All "Goody Two-Shoes Partnership" benefits listed in bullets above



### **Champagne Sponsor**

*Included in toast as your company satisfies the guests' taste for a bubbly beverage*

- Verbal mention during the "Toast" given within the Fashion Show Program
- All "Goody Two-Shoes Partnership" benefits listed in bullets above



### **Wall of Wine Sponsor**

*Sponsor logo printed on every wine bag at one of the most popular stations where everyone is a winner*

- Logo prominently featured on the Wall of Wine signage and display including language "Wall of Wine presented by XYZ Company"
- All "Goody Two-Shoes Partnership" benefits listed in bullets above



### **Key to the Closet Sponsor**

*Sponsor logo printed on every key/ticket sold & associated with a dream closet*

- Logo prominently featured on the Keys to the Closet signage and display including language "Keys to the Closet presented by XYZ Company"
- All "Goody Two-Shoes Partnership" benefits listed in bullets above







## **SOLE PROPRIETOR PARTNERSHIPS \$1,500**

*Pays for patients' fees incurred during the course of chemotherapy up to one child to attend Camp One Step*

Sponsor benefits include:

- One (1) ticket to *Wine Women & Shoes* and one (1) swag bag
- Inclusion in signature event swag bag
- Logo on *Wine Women & Shoes* webpage, Scoreboard Charities webpage, e-blasts, and social networking campaigns with direct link to sponsor webpage or PDF
- Advertisement in the *Wine Women & Shoes* 2017 program book: quarter page
- 1 Facebook post
- Opportunities associated with each individual sponsorship listed below



## **Cocktail Napkin Sponsor**

*Logo prominently featured on all cocktail napkins for the event and handed out with each drink*

- All "Sole Proprietor Partnership" benefits listed in bullets above



## **Best-Dressed Awards**

*Sponsor two (2) Best Dressed Awards—one Classic category and one Fashion Forward category*

- Partner highlighted in the announcement of the winners during the fashion show and provides the prizes
- All "Sole Proprietor Partnership" benefits listed in bullets above



## **Best-In-Shoe Awards**

*Celebrate guests' fabulous footwear by promoting your company and shoe award*

- Partner highlighted in the announcement of the winners during the fashion show and provides the prizes
- All "Sole Proprietor Partnership" benefits listed in bullets above



# Additional Opportunities



## **HELPFUL HEEL PARTNERSHIPS \$500 & UNDER**

*Assists funds towards fees during the course of chemotherapy*



### **Honorary Committee – \$500**

*Honorable recognition with the Planning Committee*

- One (1) ticket to *Wine Women & Shoes* and one (1) swag bag
- Name listed on the websites and in the printed program
- 1 Facebook post



### **Social Media Giveaway – \$350 per giveaway**

*Have Facebook fans? Sponsor a Wine Women & Shoes event ticket giveaway*

- One (1) *Wine Women & Shoes* General Admission ticket giveaway Facebook post sponsored by your business
- Participants that enter ticket giveaway will be sent to your company's website with opportunities for special offers
- Name listed on the websites and in the printed program
- 1 Facebook post



### **Program Advertisement – \$50 - \$200**

*Reach an engaging audience within the Chicago Western Suburbs including women within communities such as Hinsdale, Burr Ridge, Clarendon Hills, Oak Brook, Elmhurst, La Grange, Western Springs, Willowbrook, Oak Park, and Downers Grove*

- Full Page Advertisement : \$200
- Half Page Advertisement: \$100
- Quarter Page Advertisement: \$50



### **Program Dedication – \$25**

*Respectful Name Mention in the Wine Women & Shoes program to honor or memorialize someone who has battled cancer*





# Sponsorship Form

**YES! I would like to participate in Wine Women & Shoes, September 22, 2017**

**All Donations are Tax Deductible**

*Please write your company name exactly how you wish it to appear on website, signage, programs, etc.*

**Corporation Name** \_\_\_\_\_

**Contact Name & Title** \_\_\_\_\_

**Email** \_\_\_\_\_

**Street Address, Unit #** \_\_\_\_\_

**City, State, Zip Code** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Website** \_\_\_\_\_

## Sponsorship & Underwriting Levels

- |   |  |
|---|--|
| <input type="checkbox"/> \$20,000: Diamond Pump – <i>Presenting Partner</i>     | <input type="checkbox"/> \$2,500: Goody Two-Shoes – <i>Key to the Closet Sponsor</i>                             |
| <input type="checkbox"/> \$15,000: Platinum Pump – <i>Title Partner</i>         | <input type="checkbox"/> \$1,500: Sole Proprietor – <i>Cocktail Napkin Sponsor</i>                               |
| <input type="checkbox"/> \$10,000: Gold Pump – <i>Supporting Partner</i>        | <input type="checkbox"/> \$1,500: Sole Proprietor – <i>Best-Dressed Awards</i>                                   |
| <input type="checkbox"/> \$7,500: Silver Pump – <i>Supporting Partner</i>       | <input type="checkbox"/> \$1,500: Sole Proprietor – <i>Best-In-Shoe Awards</i>                                   |
| <input type="checkbox"/> \$5,000: Bronze Pump – <i>Supporting Partner</i>       | <input type="checkbox"/> \$500: Helping Heel – <i>Honorary Committee</i>   |
| <input type="checkbox"/> \$5,000: Get Pumped – <i>Wine Glass Sponsor</i>        | <input type="checkbox"/> \$350: Helping Heel – <i>Social Media Giveaway</i>                                      |
| <input type="checkbox"/> \$5,000: Get Pumped – <i>Shoe Guys Sponsor</i>         | Ticket Giveaway(s) x _____ Quantity = \$_____  |
| <input type="checkbox"/> \$5,000: Get Pumped – <i>Flip Flop Sponsor</i>         | <input type="checkbox"/> \$50 - \$200: Helping Heel – <i>Program Advertisement</i>                               |
| <input type="checkbox"/> \$2,500: Goody Two-Shoes – <i>Swag Bag Sponsor</i>     | <input type="checkbox"/> Full Pg: \$200 <input type="checkbox"/> ½ Pg: \$100 <input type="checkbox"/> ¼ Pg: \$50 |
| <input type="checkbox"/> \$2,500: Goody Two-Shoes – <i>Champagne Sponsor</i>    | <input type="checkbox"/> \$25: Helping Heel – <i>Program Dedication</i>  |
| <input type="checkbox"/> \$2,500: Goody Two-Shoes – <i>Wall of Wine Sponsor</i> | Name _____   |

## Payment Information

- ☐ Enclosed is my check # \_\_\_\_\_ payable to Scoreboard Charities for \$ \_\_\_\_\_  
*Mail to 200 W. Burlington Avenue, Clarendon Hills, IL 60514*

- ☐ Please charge credit card for \$ \_\_\_\_\_ \*5% convenience fee added to total

Circle One:    MasterCard                      AMEX                      Visa                      Discover

Credit Card Number \_\_\_\_\_

Exp. \_\_\_\_\_ / \_\_\_\_\_                      CV Code \_\_\_\_\_

Name on card (print) \_\_\_\_\_

Signature \_\_\_\_\_



Please visit [scoreboardcharities.ejoinme.org/WWS](http://scoreboardcharities.ejoinme.org/WWS) for more information  
Contact Sarah Glitto at [ScoreboardCharities@gmail.com](mailto:ScoreboardCharities@gmail.com) or 312-618-6833 with further questions



# Auction Donation Form

**YES! I would like to participate in Wine Women & Shoes, September 22, 2017**

**All Donations are Tax Deductible**

*Please write your company name exactly how you wish it to appear on website, signage, programs, etc.*

**Corporation Name** \_\_\_\_\_

**Contact Name & Title** \_\_\_\_\_

**Email** \_\_\_\_\_

**Street Address, Unit #** \_\_\_\_\_

**City, State, Zip Code** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Website** \_\_\_\_\_

## **Auction Donation**

**Item or Experience** \_\_\_\_\_

**Gift Value \$** \_\_\_\_\_

**Please provide a brief description of the donated auction item(s)/experience.**

*Please note that this description may be used on the Event Website and/or in the Program*

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**Please list any restrictions.**

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## **Donation Receivable**

**Please select one of the following:**

☐ **Mail Item**

*Include form and mail to:*

Scoreboard Charities  
c/o Kelly Lim  
200 W. Burlington Ave.  
Clarendon Hills, IL 60514

☐ **Arrange Pick-Up**

*Complete form and email  
Kelly Lim to coordinate  
address, pick-up location  
and time:*

scoreboardcharities@gmail.com

☐ **Commit by Letter**

*No physical item or  
voucher. Use form for  
redemption. Complete  
and email to:*



*Please visit [scoreboardcharities.ejoinme.org/WWS](http://scoreboardcharities.ejoinme.org/WWS) for more information  
Contact Kelly Lim at [ScoreboardCharities@gmail.com](mailto:ScoreboardCharities@gmail.com) or 480-326-1218 with further questions*