

7TH ANNUAL

wine women & shoes[®]

O R L A N D O

Benefiting Second Harvest Food Bank of Central Florida



MARKETING PARTNERSHIP OPPORTUNITIES

SATURDAY, APRIL 22, 2017

2-6 PM • THE RITZ-CARLTON

Grande Lakes – Tuscany Ballroom

WWW.WINEWOMENANDSHOES.COM/ORLANDO

GET PUMPED!

Second Harvest Food Bank of Central Florida's 7th Annual Wine Women & Shoes Orlando event is coming soon!

Wine Women & Shoes is the brainchild of Napa Valley vintner, Elaine Honig. While chatting with a girlfriend about the growing popularity of wine and food pairing events, they jokingly said, "wine and shoe pairings would be a lot more fun!" And they were right. WW&S events are now in 60 cities across the country, and they have raised more than \$37,000,000 for women and children's causes.

Join Us!

SATURDAY, APRIL 22, 2017

2-6 PM | THE RITZ-CARLTON ORLANDO

Grande Lakes – Tuscany Ballroom

4012 Central Florida Pkwy, Orlando, FL 32837

Ticket Price

General Admission \$125 • VIP Admission \$185

WW&S AUDIENCE

- 80% women ages 30 to 55
- Professional women in leadership
- Key influencers, tastemakers, connectors
- Charity supporters, socially conscious and community minded
- Concerned about the health and well being of themselves and others
- Pay attention to fashion and attend fashion events
- Enjoy wine and attend wine events
- Represent the typical luxury brand consumer
- On average, donate/spend \$200-\$600 per event
- Expected attendance 400

SECOND HARVEST FOOD BANK

1 in 6 Central Floridians Struggle with Hunger

Second Harvest Food Bank of Central Florida is a member of Feeding America – the largest charitable domestic hunger-relief organization in the United States. Second Harvest secures and distributes food and grocery products to approximately **550 local nonprofit feeding programs** throughout Central Florida. Last year, with the help of numerous donors, volunteers and a caring, committed community, the food bank distributed more than **50 million meals** to partner programs such as food pantries, soup kitchens, women's shelters, senior centers, day care centers and Kids Cafes. On average, more than **72,000 people per week** are assisted with food collected by Second Harvest Food Bank of Central Florida.

Why get involved?

- Second Harvest is working hard to fill the gap in our community. We are working hard to **distribute more food, create new and innovative programs to help with self-sustainment**, and be **thoughtful stewards of donor resources**.
- Second Harvest Food Bank has the highest ranking on Charity Navigator, **four stars**.
- **With a 97% efficiency ratio, the Food Bank is able to turn \$1 into \$9 worth of groceries.**
- When you invest in Second Harvest Food Bank through a marketing partnership for Wine Women & Shoes, you are **not just throwing a great party, but you will be changing lives**. You will also provide a way for guests to be inspired enough to want to become engaged with our mission.

Be there. Be giving. Be fabulous!





Premiere Pump—PRESENTING PARTNER \$25,000 SOLD

Presenting Partner benefits include:

- A \$25,000 investment in a premiere organization
- Category Exclusivity
- Partner logo and link placed on Wine Women and Shoes Orlando website
- Partner logo on “Step & Repeat” banner at entrance of event
- Primary placement in all public relations and advertising initiatives
- Partner logo prominently displayed on electronic invitation
- Sixteen (16) VIP tickets
- Sixteen (16) signature event swag bags
- Sixteen (16) Key to the Closet keys
- Opportunity to welcome guests at the event
- Partner mention from stage during event program
- Guaranteed inclusion in signature event swag bag
- Acknowledgement and prominent signage at Wine Women & Shoes event
- Opportunity to provide one or more items for the signature Key to the Closet drawing
- Partner logo and link on WW&S web page, E-blasts & social networking campaigns
- Partner name and/or logo included in all media advertisements
- Opportunity to provide Sole Men from your organization
- Partner recognition at event





Sky High Stiletto – TITLE PARTNER \$12,500

There are two Title Partnerships available and benefits include:

- A \$12,500 investment in a premiere organization
- Partner logo and link on Wine Women and Shoes Orlando Website
- Partner logo on electronic invitation
- Placement in all public relations and advertising initiatives
- Partner name and/or logo included in media advertisements
- Partner logo displayed at the event
- Twelve (12) VIP tickets
- Twelve (12) signature event swag bags
- Twelve (12) Key to the Closet keys
- Opportunity to provide one or more items for the signature Key to the Closet drawing
- Guaranteed inclusion in signature event swag bag
- Partner logo and link on E-blasts & Social networking campaigns
- Opportunity to provide a Sole Man from your organization
- Partner recognition at event.





Way Hot Wedge – SUPPORTING PARTNER \$7,500

Supporting Partner benefits include:

- A \$7,500 investment in a premiere organization
- Partner logo and link on the Wine Women and Shoes Orlando website
- Partner logo on electronic invitation
- Placement in public relations and advertising initiatives
- Partner logo displayed at the event
- Eight (8) VIP tickets
- Eight (8) signature event swag bags
- Partner logo and link on E-blasts & social networking campaigns
- Guaranteed inclusion in signature event swag bag
- Opportunity to provide a Sole Man from your organization
- Opportunity to provide one or more items for the signature Key to the Closet drawing
- Partner recognition at event



ADDITIONAL MARKETING PARTNERSHIP OPPORTUNITIES

\$5,000 – Flip Flop Partner

- Partner logo printed on flip flops every guest takes home
- Partner logo on the Wine Women and Shoes Orlando website
- Partner Logo displayed at the event
- Four (4) VIP tickets
- Four (4) signature event swag bags
- Partner Recognition at Event
- Opportunity to provide one or more items for the signature Key to the Closet drawing

\$5,000 – Strappy Sandals – *Supporting Partner*

- A \$5,000 investment in a premiere organization
- Partner logo and link on the Wine Women and Shoes Orlando website
- Partner logo on electronic invitation
- Placement in public relations and advertising initiatives
- Partner logo displayed at the event
- Four (4) VIP tickets
- Four (4) signature event swag bags
- Guaranteed inclusion in signature event swag bag
- Partner recognition at event
- Opportunity to provide one or more items for the signature Key to the Closet drawing

~~\$5,000 – Picture Perfect Partner~~ SOLD

- Partner logo will be printed on each photo booth picture every guest takes
- Partner logo and link on the Wine Women and Shoes Orlando website
- Partner logo on electronic invitation
- Partner logo displayed at the event
- Four (4) VIP tickets
- Four (4) VIP swag bags
- Partner recognition at event
- Opportunity to provide one or more items for the signature Key to the Closet drawing

\$5,000 – VIP Valet Partner

- An opportunity to leave a lasting impression to each VIP guest as they get in their car at the conclusion of WWS
- Partner logo and link on the Wine Women and Shoes Orlando website
- Four (4) VIP tickets
- Four (4) VIP swag bags
- Partner Recognition at Event
- Opportunity to provide one or more items for the signature Key to the Closet drawing

ADDITIONAL MARKETING PARTNERSHIP OPPORTUNITIES

\$3,500 – Mirror Partner

- An opportunity to leave a lasting impression to each guest as they take a photo in “selfie mirrors” with your Partner logo printed on them
- Partner logo and link on the Wine Women and Shoes Orlando website
- Two (2) VIP tickets
- Two (2) signature event swag bags
- Partner Recognition at Event
- Opportunity to provide one or more items for the signature Key to the Closet drawing

~~\$2,500 – King of Sole Partner – Two Available~~ SOLD

- Partner logo displayed on King of Sole website
- Partner logo on electronic invitation
- Placement in public relations and advertising initiatives
- Partner logo displayed at the event
- Two (2) VIP tickets
- Two (2) signature event swag bags
- Partner recognition at event
- Opportunity to provide one or more items for the signature Key to the Closet drawing

\$2,000 – Entertainment Partner

- Partner logo and link on the Wine Women and Shoes Orlando website
- Two (2) VIP tickets
- Two (2) signature event swag bags
- Partner recognition at event
- Opportunity to provide one or more items for the signature Key to the Closet drawing

\$2,000 – Qtego Auction Technology Partner

- Partner logo on Qtego Auction Technology Site
- Two (2) VIP Tickets
- Two (2) VIP swag bags
- Partner recognition at event
- Opportunity to provide one or more items for the signature Key to the Closet drawing

\$1,000 – Fun & Flirty Flats

- A \$1,000 investment in a premiere organization
- Two (2) VIP Tickets
- Two (2) VIP swag bags
- Partner recognition at event
- Opportunity to provide one or more items for the signature Key to the Closet drawing

One-of-a-Kind Partner

- If you don't see the perfect opportunity on the Partner list, make us an offer we can't refuse!



Partner Registration

YES! I would like to participate in Wine Women & Shoes, April 22, 2017, as:

☒ ~~\$25,000~~ – Premiere Pump – Presenting Partner **SOLD** ☐ \$5,000 – VIP Valet Partner

☐ \$12,500 – Sky High Stiletto – Title Partner

☐ \$3,500 – Mirror Partner

☐ \$7,500 – Way Hot Wedge – Supporting Partner

☒ ~~\$2,500~~ – King of Sole Partner **SOLD**

☐ \$5,000 – Flip Flop Partner

☐ \$2,000 – Entertainment Partner

☐ \$5,000 – Strappy Sandals – Supporting Partner

☐ \$2,000 – Qtego Auction Technology Partner

☒ ~~\$5,000~~ – Picture Perfect Partner **SOLD**

☐ \$1,000 – Fun & Flirty Flats

☐ One-of-a-Kind Partner _____

For every VIP ticket sold, 740 meals are provided. If you do not plan on using all of your tickets, would you like to donate them back to SHFB to sell and help more of our neighbors in need?

Keeping _____ tickets | Donating _____ tickets

Name (as you would like it to appear for recognition purposes) _____

Company Name _____ **Contact Name** _____

Address _____

E-mail _____ **Phone #** _____ **Fax** _____

☐ Please send invoice to the following name and address :

Name _____ **Address** _____

☐ Check enclosed for \$_____ payable to *Second Harvest Food Bank of Central Florida.*
Please mail to 411 Mercy Drive, Orlando, FL 32805

☐ Charge my Credit Card for \$_____ (Please fill out information below.)
Return form via MAIL 411 Mercy Drive, Orlando, FL 32805

For Credit Card Only:

Name as it appears on the card _____

Please Circle Visa MasterCard Amex Discover

CC# _____ **Exp.** _____

Signature _____

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To discuss your partnership and customization options, please contact:

Sasha Hausman at (407) 514-1016 | shausman@feedhopenow.org