

Sponsorship Opportunities

MARCH 12, 2017 at MERION CRICKET CLUB
HAVERFORD, PA • 2:00 - 6:00 PM



wine women & shoes®

Benefiting The Alzheimer's Association Delaware Valley Chapter

A perfect fit!

MERION CRICKET CLUB
HAVERFORD, PA

MARCH 12, 2017
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The Alzheimer's Association Delaware Valley Chapter will bring this exclusive nationwide fundraiser to the historic Merion Cricket Club located in Haverford on March 12, 2017!

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. Wine Women & Shoes events are now in over 65 cities across the country and have raised more than \$30,000,000 for many worthy charities.

This is an unique opportunity for sponsors to place their business in front of luxury brand consumers who are key influencers, tastemakers and connectors in their communities. The guest profile of 30 to 55 year-olds, not only support the Alzheimer's Association but are inclined to give preference in their buying decisions to businesses they believe join them in supporting the cause.

Be there. Be fabulous!



Presenting Sponsor

\$20,000 sponsorship

Exclusive Presenting Sponsor receives the highest level of recognition and brand exposure to our guests on-site, as well as through pre-event and post-event media campaigns.

- Category Exclusivity
- Logo placement on ALL marketing & media materials
- Prominent recognition on event website, e-blasts, and social networking campaigns
- Link to your company website from the Wine Women & Shoes website
- Logo placement in event program (when secured by 1/15/17)
- Recognition on all reusable swag bags and shopping bags (all attendees will receive)
- Opportunity to place a premier event appropriate item in all swag bags
- Prominent signage at the event and verbal recognition during the fashion show
- Opportunity to showcase your business
- Opportunity to provide two models for the fashion show
- Opportunity to provide five Shoe Guys
- 20 VIP tickets





Elite Sponsors

\$10,000 sponsorships

These two Elite Sponsors will receive strong recognition and brand exposure to our guests on-site, as well as through pre-event and post-event media campaigns, including e-blasts and social networks.

CAR COUTURE ELITE SPONSOR

- Category Exclusivity - *Your dealership will be positioned as the official dealership or brand of Wine Women & Shoes in the Philadelphia territory*
- Link to your company website from the Wine Women & Shoes website
- Logo placement in event program (when secured by 1/15/17)
- Opportunity for an on-site presence with 1-2 dealer selected automobiles.
- On-site banner with your logo
- Opportunity to place a premier event appropriate item in all swag bags
- Opportunity to provide one model for the fashion show
- Opportunity to provide four Shoe Guys
- 10 VIP tickets

FASHION SHOW ELITE SPONSOR

- Category Exclusivity - *Your business will be strategically promoted as the sponsor of the fashion show*
- Link to your company website from the Wine Women & Shoes website
- Logo placement in event program (when secured by 1/15/17)
- Logo placement on the video screens during the fashion show
- Opportunity to place a premier event appropriate item in all swag bags
- Opportunity to provide one model for the fashion show
- Opportunity to provide four Shoe Guys
- 10 VIP tickets



Golden Sponsors

\$5,000 sponsorships

Golden Sponsors will receive recognition and brand exposure to our guests on-site as described below in their individual sponsorships.

Benefits also include logo placement in event program (secured by 1/15/17,) e-blasts, and link to your company website from the Wine Women & Shoes website.

MARKETPLACE SPONSOR

- Logo placement on marketplace signage and shopping bags given to each guest when entering the marketplace
- Opportunity to place a premier event appropriate item in all swag bags
- Opportunity to provide two Shoe Guy
- 4 VIP tickets

SHOE GUY SPONSOR

- Logo placement on Shoe Guy Shirts
- Opportunity to place a premier event appropriate item in all swag bags
- Opportunity to provide ten Shoe Guys
- 4 VIP tickets

STEP & REPEAT SPONSOR

- Logo placement at the “Step & Repeat” - *Photographer’s backdrop, where all guests are invited to have their pictures taken upon arrival*
- Opportunity to place a premier event appropriate item in all swag bags
- Opportunity to provide two Shoe Guys
- 4 VIP tickets

LIVE AUCTION SPONSOR

- Logo placement at the Live Auction display during the marketplace portion of the event
- Logo placement on Live Auction bid “paddle”
- Opportunity to place a premier event appropriate item in all swag bags
- Opportunity to provide two Shoe Guys
- 4 VIP tickets

WINE GLASS SPONSOR

- Logo placement on all wine glasses - *which guests use for tastings throughout the event and can take home*
- Opportunity to place a premier event appropriate additional item in all swag bags
- Opportunity to provide two Shoe Guys
- 4 VIP tickets



Silver Sponsors

\$3,000 sponsorships

Silver Sponsors will receive recognition and brand exposure to our guests on-site as described below in their individual sponsorships.

Benefits also include logo placement in event program (secured by 1/15/17,) e-blasts, and link to your company website from the Wine Women & Shoes website.

KEY TO THE CLOSET SPONSOR

- This raffle includes everything a women would want -
jewelry, fashions, accessories, services and products from each of our marketplace vendors
- Logo placement at the Key to the Closet display
- Opportunity to provide one Shoe Guy
- 2 VIP tickets

SWAG BAG

- Logo placement on all reusable swag bags going home with each guest
- Opportunity to provide one Shoe Guy
- 2 VIP tickets

BEST IN SHOE

- Logo placement at our “Style Station”
- Company provides a judge to stroll the marketplace greeting and judging our guests’ style
- Judge will come on stage during the fashion show and announce the “Best in Shoe” winner
- Opportunity to provide one Shoe Guy
- 2 VIP tickets

BEST DRESSED

- Logo placement at our “Style Station”
- Company provides a judge to stroll the marketplace greeting and judging our guests’ style
- Judge will come on stage during the fashion show and announce the “Best Dressed” winner
- Opportunity to provide one Shoe Guy
- 2 VIP tickets

FINAL ROSE

- Sponsor supplies roses to be given to each guest with a branded message from the sponsor at the end of the event
- Opportunity to provide two Shoe Guys to hand out the roses
- 2 VIP tickets



VALET SPONSOR

- Sponsor supplies a Chapter approved gift to place in each valet parked car with a branded message from the sponsor
- Opportunity to provide one Shoe Guy
- 2 VIP tickets

MIRROR MIRROR

- Logo placement on all marketplace vendor mirrors
- Opportunity to provide one Shoe Guy
- 2 VIP tickets

WELCOME SPONSOR

- Logo placement on our Welcome sign at the front door
- Opportunity to provide two Welcome Shoe Guys
- 2 VIP tickets

LADY'S CHAMBER

- Logo placement in the ladies bathroom and paper hand towels
- Opportunity to provide one Shoe Guy
- 2 VIP tickets

BAG & WRAP CHECK

- Logo placement at the check storage space for the guests' items
- Logo on luggage tag given to guests upon check-out
- Opportunity to provide one Shoe Guy
- 2 VIP tickets

BEVERAGE BAR

- Logo placement at the non-alcoholic Beverage Bar and beverage cups
- Opportunity to provide one Shoe Guy
- 2 VIP tickets

“SAVE YOUR SOLE” FLIP FLOPS

- Logo placement on sponsor supplied flip flops (Chapter approved) provided for our guests in the marketplace
- Opportunity to provide one Shoe Guy
- 2 VIP tickets



Sole Supporters

\$1,500 sponsorships

Sole Supporters will receive recognition and brand exposure to our guests on-site as described below in their individual sponsorships.

Benefits also include logo placement in event program (secured by 1/15/17.)

CHARGING STATION

- Logo placement at the phone Charging Station
- 1 VIP ticket

RELAXATION STATION

- Logo placement at the foot massage station
- 1 VIP ticket

NAPKIN SPONSOR

- Logo printed on cocktail napkins
- 1 VIP ticket

CENTER OF ATTENTION

- Logo printed on an item included in all swag bags – various items can be discussed
- 1 VIP ticket





Sponsor agreement

YES! I would like to participate in Wine Women & Shoes, March 12, 2017 as:

☐ **Presenting Sponsor - \$20,000**

☐ **Elite Sponsor - \$10,000**

☐ *Car Couture Elite Sponsor* ☐ *Fashion Show Elite Sponsor*

☐ **Golden Sponsor - \$5,000**

☐ *Marketplace Sponsor* ☐ *Shoe Guy Sponsor* ☐ *Step & Repeat Sponsor* ☐ *Live Auction Sponsor* ☐ *Wine Glass Sponsor*

☐ **Silver Sponsor - \$3,000**

☐ *Key-to-the-Closet* ☐ *Swag Bag* ☐ *Best in Shoe* ☐ *Best Dressed* ☐ *Final Rose* ☐ *Valet* ☐ *Mirror Mirror*
☐ *Welcome* ☐ *Lady's Chamber* ☐ *Bag & Wrap Check* ☐ *Beverage Bar* ☐ *"Save your Sole" Flip Flops*

☐ **Sole Supporters - \$1,500**

☐ *Charging Station* ☐ *Relaxation Station* ☐ *Napkin* ☐ *Center of Attention*

Name: _____

(As you would like it to appear for recognition purposes)

☐ Please send invoice to the following name and address:

Name: _____ Address: _____

☐ Check enclosed for \$ _____ payable to Alzheimer's Association Delaware Valley Chapter

☐ Charge my Credit Card for \$ _____ *(Please fill out information below)*

For Credit Card Only:

Name as it appears on the card: _____

Please Circle: Visa MasterCard Amex Discover

CC#: _____ Exp. Date: _____

Signature: _____

For more information, contact Nancy Venner at Nancy.Venner@alz.org | 800.272.3900 | 215.806.5931