

# wine women & shoes<sup>®</sup>

Benefiting Florida Cancer Specialists Foundation



## SPONSORSHIP OPPORTUNITIES

SATURDAY, NOVEMBER 4, 2017

5:30PM - 9:30 PM • WESTIN, LAKE MARY

### INCLUDED IN THIS PACKET

About Us | Sponsorship Amenities | Commitment Form

*Please  
join us!*

## WHEN & WHERE

November 4, 2017

5:30-9:30 PM

Westin Lake Mary

2974 International Pkwy,

Lake Mary, FL 32746

### Expected Attendance:

**250-300**

*100% of every ticket sale  
directly supports the  
non-medical needs of  
cancer patients in Florida.*

Wine Women & Shoes  
presents a unique opportunity  
to target affluent, well-  
educated, charity-minded  
women. Cash and In-kind  
sponsorships underwrite all  
event costs.



## About Florida Cancer Specialists Foundation

A cancer diagnosis changes everything. And for many, it can mean the added stress of financial hardship.

Florida Cancer Specialists Foundation believes no one should have to choose between paying rent or getting chemotherapy to fight cancer. Our Foundation was created help cancer patients and their families with essential living expenses (rent, mortgage, utilities, car payments, etc.) so they can focus on what really matters – getting well.

Join us at Wine Women & Shoes on November 4<sup>th</sup> and help us raise funds to pay the non-medical living expenses of adult patients undergoing cancer treatment in Florida.

**BE THERE. BE FABULOUS!**

# About WWS

Be there. Be giving. Be fabulous!



## About Wine Women & Shoes

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 over **65** cities across the country and have raised more than **\$37,000,000** for women and children’s causes.

Wine Women & Shoes fundraisers create an opportunity for partnerships between charities, wineries, shoe and accessory retailers, corporate sponsors and women in the community. In addition to raising money, these events raise awareness for charities, increase sales for wineries and retail partners, and provide community exposure for corporate sponsors.

## WW&S Guest Profile

- 80% women ages 30 to 65
- Ranging from CEO moms to 30-something young professionals
- Key influencers, tastemakers and connectors in their communities
- Over the next decade, women will control two-thirds of consumer wealth in the U.S.
- Women make 95% of the purchase decisions for their household
- Represents the typical luxury brand consumer
- 92% pass on information about deals or finds to others
- On average, attendees donate/spend \$200-\$600 at each event





## \$12,000 Platinum Fashion Show Sponsor

- Exclusive Fashion Show sponsor
- Prominent logo placement on stage
- On-stage verbal recognition at the fashion show and prominent signage at the event
- Opportunity to place a premier item in swag bag (event appropriate items only)
- A full page ad on the back cover of the program
- VIP seating for 10
- Opportunity to provide one or more “Key to the Closet” items (valued at over \$500)
- Opportunity to provide a “Sole Man” for the event

*All sponsorships include logo inclusion on the FCS Foundation's social media sites,  
Wine Women & Shoes website and event signage*

The Florida Cancer Specialists Foundation is a 501(c)3 nonprofit organization as designated by the IRS. **The Foundation's EIN number is 20-4616813.** The Foundation is also registered in the State of Florida, Registration No. CH24320. A copy of the official State registration and financial information may be obtained from the Division of Consumer Services by calling 800-435-7352 within the State of Florida. Registration does not imply endorsement, approval, or recommendation by the State.





## \$12,000 Platinum Car Sponsor

- Exclusive Car Dealership sponsor
- Prominent logo placement
- Opportunity to provide a car(s) on display at the event
- Opportunity to place a premier item in swag bag (event appropriate items only)
- A full page ad in the program
- VIP seating for 10
- Opportunity to provide one or more “Key to the Closet” items (valued at over \$500)
- Opportunity to provide a “Sole Man” for the event

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## \$10,000 Gold Paparazzi Sponsor 2 Available

- Logo included on the souvenir photos given to all guests
- ½ page ad in program
- Eight VIP tickets to the event
- Opportunity to provide one or more items for the Key to the Closet drawing

## \$10,000 Gold VIP Sponsor 2 Available

- Logo placement in the VIP Area
- ½ page ad in program
- Eight VIP tickets to the event
- Opportunity to provide one or more items for the Key to the Closet drawing

## \$10,000 Gold Marketplace Sponsor

- Logo featured in the Marketplace
- ½ page ad in program
- Eight VIP tickets to the event
- Opportunity to provide one or more items for the Key to the Closet drawing

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# Additional Sponsorship Opportunities

## **Silver Key to the Closet Sponsor – \$5,000**

*This signature Wine Women & Shoes Raffle is one of the highlights of the event. Only 100 chances are sold and one lucky winner walks away with the ultimate prize – gift cards, spa services, jewelry, purses and much, much more – totaling \$10K!*

- Logo featured as the Key to Closet sponsor
- ½ page ad in program
- Six VIP tickets
- Opportunity to provide one or more items for the Key to the Closet drawing

## **Silver Wall of Wine Sponsor – \$5,000**

- Sponsor logo on swag bags which will be presented to all guests
- ½ page ad in program
- Six VIP tickets
- Opportunity to provide one or more items for the Key to the Closet drawing

## **Silver Bag Check Sponsor – \$5,000**

*Stay on top of mind by watching their bags, wine and winnings!*

- Logo featured at Bag Check
- ½ page ad in program
- Six VIP tickets
- Opportunity to provide one or more items for the Key to the Closet drawing

## **Silver Sole Men Sponsor – \$5,000 **SOLD****

- Logo placement on the Sole Men t-shirt (worn by 30 Sole Men)
- ½ page ad in program
- Six VIP tickets
- Opportunity to provide one or more items for the Key to the Closet drawing

## **Silver Sip n Shop Sponsor – \$5,000**

- Logo placement on wine-holder plates given to all guests
- ½ page ad in program
- Six VIP tickets
- Opportunity to provide one or more items for the Key to the Closet drawing

## **Silver Auction Technology Sponsor – \$5,000**

- Logo on Qtego Auction site
- ½ page ad in program
- Six VIP tickets
- Opportunity to provide one or more items for the Key to the Closet drawing

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# Additional Sponsorship Opportunities

## **Bronze Valet Sponsor – \$2,500**

*Remind your guests of your brand as they arrive to the event and as they leave after an evening of fabulous fun!*

- Logo featured at valet station
- ¼ page ad in program
- Four VIP tickets
- Opportunity to provide one or more items for the Key to the Closet drawing

## **Bronze Swag Bag Sponsor – \$2,500 **SOLD****

- Sponsor logo on swag bags which will be presented to all guests
- ¼ page ad in program
- Four VIP tickets
- Opportunity to provide one or more items for the Key to the Closet drawing

## **Bronze Wine Tasting Sponsor – \$2,500**

- Logo featured on cocktail napkins
- ¼ page ad in program
- Four VIP tickets
- Opportunity to provide one or more items for the Key to the Closet drawing

## **“Best in Shoe” Awards Sponsor – \$2,500**

- Sponsor may provide a judge for the Best in Shoe Award
- ¼ page ad in program
- Four VIP tickets
- Opportunity to provide one or more items for the Key to the Closet drawing

## **King of Sole Sponsor – \$2,500 (2 Available)**

- Logo on King of Sole Website
- ¼ page ad in program
- Four VIP tickets
- Opportunity to provide one or more items for the Key to the Closet drawing

## **Entertainment Sponsor – \$2,500 (2 Available)**

- ¼ page ad in program
- Four VIP tickets
- Opportunity to provide one or more items for the Key to the Closet drawing

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Type of Product/Service: \_\_\_\_\_

Florida Cancer Specialists Foundation | 5204 Paylor Lane, Sarasota, FL 34240  
941.677.7192 | [Foundation.FLCancer.com](http://Foundation.FLCancer.com)