



# wine women & shoes<sup>®</sup>

— BENEFITING —  
**THE VICTIM CENTER**



*Sponsorship Opportunities*

- 2018 -



## **THE PERFECT PAIR...THE VICTIM CENTER AND WINE WOMEN & SHOES.**

Wine Women & Shoes has exploded across North America in the last decade, producing more than 300 fabulous fashion events that have helped net an impressive \$40 million for our nonprofit partners.

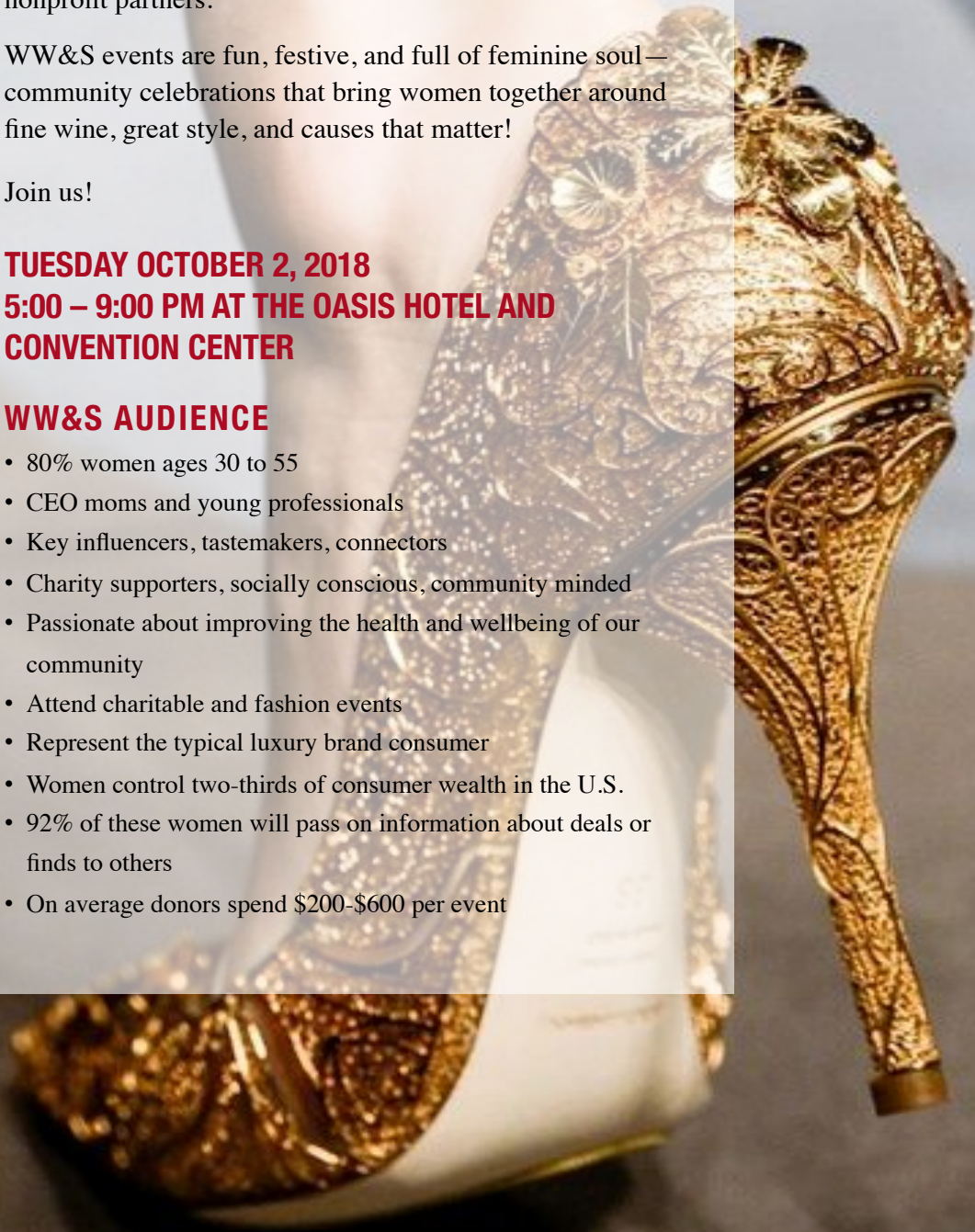
WW&S events are fun, festive, and full of feminine soul—community celebrations that bring women together around fine wine, great style, and causes that matter!

Join us!

**TUESDAY OCTOBER 2, 2018  
5:00 – 9:00 PM AT THE OASIS HOTEL AND  
CONVENTION CENTER**

### **WW&S AUDIENCE**

- 80% women ages 30 to 55
- CEO moms and young professionals
- Key influencers, tastemakers, connectors
- Charity supporters, socially conscious, community minded
- Passionate about improving the health and wellbeing of our community
- Attend charitable and fashion events
- Represent the typical luxury brand consumer
- Women control two-thirds of consumer wealth in the U.S.
- 92% of these women will pass on information about deals or finds to others
- On average donors spend \$200-\$600 per event







## Change Your Shoes. Change A Life!

### **CREATING A WIN WIN!**

The Victim Center was founded in 1976 as the Rape Crisis Center, and at the time, it only provided crisis intervention services to adult victims of sexual assault.

For over 40 years The Victim Center has provided free-of-charge services to men, women, and child victims of violent and sexual crimes.

Join us in 2018 as we celebrate our success of providing hope and healing to tens of thousands of victims of crime.

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.

### **“MATCH” YOUR GOALS TO OUR MISSION**

Today The Victim Center serves almost 4,000 men, women, and children, who are victims of any violent or sexual crime. Services have also expanded over the last 40 years and include: 24-hour crisis intervention, personal and court support, individual and group counseling, prevention education, and information and referral.

### **THE “SOLE” PURPOSE OF WHAT WE WANT TO ACCOMPLISH**

When you “pair” with us in 2018, you will help us raise funds for free-of-charge counseling, court advocacy, and crisis intervention to all victims of violent and sexual crimes.





# Marketing Strategy



## SAVE-THE-DATE

A postcard formally announcing the event date and theme, as well as appropriate sponsors, will be distributed to targeted lists of donors, and attendees through print mail. An electronic version will be distributed broadly via e-mail to donors and friends of The Victim Center database.

**Expected audience: 2,000**

## INVITATION

The full-color event invitation will be mailed to current sponsors, guests, targeted donors and supporters approximately 7-8 weeks before the event. The invitation will include recognition for appropriate sponsors and event details. An electronic version will be distributed to The Victim Center donor base and the wider community.

**Expected audience: 1,250**

## WEBPAGE

The Wine Women & Shoes website will be updated with event and sponsor information and include links to appropriate sponsor webpages. It will also link back to The Victim Center webpage and online registration.

## PROGRAM

The program book is distributed to all guests at the event. This book includes event details, sponsor recognition, information, about The Victim Center paid advertisements, and live and silent auction item descriptions. **Expected audience: 250+**

## SOCIAL MEDIA

With an audience of over 2,500 spread across social media outlets, The Victim Center will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.

**+ MUCH MORE!**







## Platinum Pump Exclusive Sponsor

**\$15,000**

### **PUT YOUR BEST FOOT FORWARD! WE ARE OFFERING AN EXCLUSIVE SPONSORSHIP FOR THE PRESENTING RIGHTS TO WINE WOMEN & SHOES.**

This includes your name/logo incorporated into the official event logo as well as all collateral, event signage, and décor. Your company name will be associated with everything involving Wine Women & Shoes (i.e. Wine Women & Shoes The Victim Center Presented by “Your Company Name/Logo Here”).

#### **Presenting Sponsorship benefits include:**

- A \$15,000 tax deductible investment in The Victim Center
- Exclusive title recognition as presenting sponsor
- During the program portion of the event, you will be given the opportunity to welcome and thank the audience and mention your business as the premier sponsor
- Recognition on the swag bag (all attendees will receive)
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, and signage, invitations and save the dates
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook, & Twitter) reaching The Victim Center’s followers
- Logo on wine glasses (300+)
- On-stage verbal recognition at the fashion show and prominent signage at the event
- Opportunity to promote business with product placement, booth and customer liaison at event (booth/ contents to be approved by The Victim Center)
- Link to your company website from The Victim Center and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Dedicated model in fashion show
- Name inclusion in the event program and on the invitations
- One reserved VIP table for ten guests
- VIP swag bags for ten guests





## *Diamond Stiletto Exclusive Sponsor*

**\$10,000**

### **SHINE LIKE A DIAMOND AT WINE WOMEN & SHOES**

This exclusive sponsorship puts your name in front of all the guests of Wine Women & Shoes. Your name/logo will be included on all collateral, event signage, and décor.

#### **Sponsorship benefits include:**

- A \$10,000 tax deductible investment in The Victim Center
- Prominent logo placement on signage at the entrance of the event
- Recognition on the swag bag (all attendees will receive)
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, and signage, invitations and save the dates
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook & Twitter) reaching The Victim Center's followers
- On-stage verbal recognition at the fashion show and prominent signage at the event
- Opportunity to promote business with product placement and customer liaison at event
- Link to your company website from The Victim Center and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name inclusion in the event program and on the invitations
- Dedicated model for fashion show
- One reserved VIP table for ten guests
- VIP swag bags for ten guests







## *Luxury Automobile Sponsor*

**\$5,000**

Park your cars at the event and watch the guests line up for a luxurious photo opportunity!

**Sponsorship benefits include:**

- A \$5,000 tax deductible investment in The Victim Center
- Logo placement in ALL event public relations and advertising initiatives, programs, and signage
- Recognition on event website, e-blasts, and social networking campaigns
- Link to your website from The Victim Center website and WW&S website
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name in the event program and on the invitations
- Five VIP tickets





# One of a Kind Sponsorships

## \$2,500

**KEY-TO-THE-CLOSET SPONSOR** - A hundred keys for sale and only 1 will hold the winning match to a collective bounty of donated treasures. The closet contains everything a woman wants and your brand will be featured as the Key to the Closet sponsor.

**WALL OF WINE SPONSOR** - For this WINE focused event, your logo will be prominently featured on the Wall of Wine signage, and Wall of Wine display. Language on signs says, “Wall of Wine presented by XYZ Company”.

**COCKTAIL NAPKIN SPONSOR** - Be the logo prominently featured on all cocktail napkins for the event. Every best dressed lady needs somewhere to blot her lips.

**BAG CHECK SPONSOR** - Stay top of mind by watching their bags, wine, and winnings! Your logo is printed on bag check tags, as well as signage.

**SHOE GUYS** - 10+ “Shoe Guys” working the room and engaging more than 300 women. It’s a great opportunity to showcase your brand. These men are a targeted group of brand ambassadors who will be a hit of the event.

**PAINTER** - Ladies will receive a photograph taken in front of a vibrant banner backdrop with your logo (along with WWS & The Victim Center logos).

**BEST IN SHOE/BEST DRESSED** - We will celebrate our guests’ fabulous footwear and outfits by promoting a “Best in Shoe” & “Best Dressed” award. Judges have the opportunity to come on stage and announce the winners.

**VOLUNTEER** - Sponsor the “Green Room” with refreshments for Shoe Guys, models, vendors and volunteers.

### Sponsorship benefits include:

- A \$2500 tax deductible investment in The Victim Center
- Recognition on event website, e-blasts, and social networking campaigns
- Link to your website from The Victim Center and WW&S website
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name in the event program when secured 30 days prior to event
- Two VIP tickets



# Additional Opportunities

**\$1000 HYDRATION STATION SPONSOR** - Help our fabulous attendees hydrate at the infused water station. Elegant signage and dispensers will draw a thirsty crowd. **Benefits Include:** Logo Recognition + 1 VIP ticket to the event.

**\$1000 MIRROR SPONSOR** - “Who’s the fairest of them all?”, Sponsor may underwrite the marketplace mirrors with their logo, as well as, phrases like “You look mah-vellous!”, which will be displayed throughout venue. **Benefits Include:** Logo Recognition + 1 VIP ticket to the event.

**\$1000 VIP DESERT SPONSOR** - This sponsors logo will be in front of every VIP in the room when you sponsor the dessert. **Benefits Include:** Logo Recognition + 1 VIP ticket to the event.

**\$1000 FOOD STATIONS** - Fine wine is best enjoyed with gourmet food, so keep your company at the top of everyone’s mind and in their hands by providing tasty bites! **Benefits Include:** Logo Recognition + 1 VIP ticket to the event.

**\$1000 POWDER ROOM** - Pampering the attendees is a luxury well afforded with your name displayed on spa products. Feature your company logo on lotions and soaps in venue restrooms (lotions and soaps provided by sponsor). **Benefits Include:** Logo Recognition + 1 VIP ticket to the event.

**\$1000 MARKETPLACE** - As guests shop the evening away, this opportunity ensures they know who you are in every possible way. Your signage will be placed throughout the venue and prominently featured on a banner at the entrance of the designated marketplace area. **Benefits Include:** Logo Recognition + 1 VIP ticket to the event.

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## FIND THE PERFECT FIT

We encourage you to suggest ideas for crafting the perfect sponsorship for your objectives such as special events, exclusive perks for your customers, or something that enhances the guest experience overall. Everything is customizable to meet your needs and interests, please contact:

**Shelly Drymon – 417.863.7273 or [sdrymon@thevictimcenter.org](mailto:sdrymon@thevictimcenter.org)**

*\*the tax deductibility of donations will be determined after sponsorship is finalized.*





## Sponsorship Agreement

### YES! I WOULD LIKE TO PARTICIPATE WITH THE FOLLOWING...

☒ ~~\$15,000 Platinum Pump Exclusive~~

☐ \$10,000 Diamond Stiletto Exclusive

☐ \$5,000 Luxury Automobile

☐ \$500 Honorary Committee

☐ Custom: \_\_\_\_\_

☐ \$2,500 One-of-a-Kind

☐ Key-to-the-Closet

☐ Wall of Wine

☐ Cocktail Napkin

☐ Bag Check

☒ ~~Shoe Guy~~

☒ ~~Paparazzi~~

☐ Best in Shoe/Best Dressed

☐ Volunteer

☐ \$1,000 Additional Opportunities

☐ Hydration Station

☒ ~~Mirror, Mirror~~

☐ Powder Room

☐ \$1,000 Additional Opportunities

☐ Dessert Station

☐ Food Stations

☐ Marketplace

**Name:** *As you would like it to appear for recognition purposes* \_\_\_\_\_

☐ Please send invoice to:

Name \_\_\_\_\_ Address \_\_\_\_\_

☐ Check enclosed for \$ \_\_\_\_\_ payable to The Victim Center

☐ Charge my Credit Card for \$ \_\_\_\_\_

**For Credit Card Only:** Name as it appears on the card: \_\_\_\_\_

**Please Circle:**      Visa      MasterCard      Amex      Discover

CC#: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVN: \_\_\_\_\_

Signature: \_\_\_\_\_

### RETURN FORM VIA MAIL or EMAIL TO

The Victim Center, 819 N. Boonville Ave.

Springfield, MO 65802 or [sdrymon@thevictimcenter.org](mailto:sdrymon@thevictimcenter.org)

**ARTWORK STATEMENT** Send artwork to [sdrymon@thevictimcenter.org](mailto:sdrymon@thevictimcenter.org) EPS format no later than 8/1/2018