

Helping women help themselves

Saturday, September 15, 2018 | Phoenix, AZ









We are honored to host Fresh Start Women's Foundation's second annual signature luncheon. Last year we reached over 500 well-heeled women and a power-house collection of leading men in our community. Through the fun and glamorous Wine Women & Shoes Phoenix luncheon, we always keep our goal in sight, raising funds and awareness to help thousands of Phoenix-area women in need.

There are a variety of marketing opportunities to engage our target audience, and we welcome creative and new ways to benefit your brand.

Join us on September 15, 2018 for the ultimate ladies luncheon with vintners, retailers, and our dedicated "Shoe Guys." With your generous support, we can create a memorable experience that will transform the lives of women and strengthen our community.

Kendra Miller & Lorena Van Assche Wine Women & Shoes Co-Chairs

TICKET PRICE: \$150.00

GUEST PROFILE & ONLINE REACH

- 80% are women ages 30-65
- Spend an average of \$380 and pay \$150-750 per ticket to attend
- Key influencers, tastemakers, and connectors in their communities
- Wine and luxury brand aficionados
- 2017 event sold out 10 days in advance
- 2017 Wine Women & Shoes Phoenix website had more than 4000 views

LOCATION: Chateau Luxe - Phoenix, AZ

EVENT CO-CHAIRS

Kendra Miller Bryan Cave LLP

Lorena Van Assche Ryley Carlock & Applewhite

EVENT COMMITTEE

Deborah Barrett Farmers Insurance

Courtney Beller

Fennemore Craig

Katherine Cerrito

Lavidge

Rebecca Cohen **OUTFRONT Media**

Courtney Crowder AZ Home Loans

Allison Davis

Snell & Wilmer

Lindsey DellaDonna Sunstate Equipment Co.

Casey Dubinski

Merrill Lynch

Marisa Flores Advisor Group

Kim Fowee-Perera

Finnegan, Henderson, Farabow, Garrett & Dunner, LLP

Jessica Gale

Spencer Fane LLP

Megan Greenwood Solon Corporation

Kendra Haar Perkins Coie, LLP

Damaris Jensen Cloudera Consulting

Kirstin Jones

LaneTerralever

Rayna Jones Ogletree, Deakins,

Nash, Smoak & Stewart, P.C. Accenture Consulting

Angie Kory Vestar

Alex Lucas Rush Auto Recyclers

Carina Lukas Cole Capital

Karen Merkle

Signature Audio, LLC

Kelly O'Connor

MBA Student at Thunderbird School of Global Management

Amy Povinelli

Ryley Carlock & Applewhite

Aparajitha Reger-Flores

Maggie Siple JP Morgan Chase

Marlene Srdic Glitz & Grammar

Amy Videan Amy Videan



Fresh Start Women's Foundation is a 501(c)(3) nonprofit organization that provides education, resources and support for women to positively transform their lives and strengthen our community.

THE NEED

- More than 400,000 Arizona women are in poverty.⁽¹⁾
- Women are more likely to be unemployed or underemployed.
 59% of all individuals not in the workforce are women.⁽²⁾
- Only 1 in 5 of the most common occupations for Arizona's women provide economic self-sufficiency.⁽³⁾
- **79**% of single-parent families with incomes below the poverty level are headed by women.⁽⁴⁾
- 1 in 3 women in Arizona report they have been raped, physically abused or stalked by an intimate partner.⁽¹⁾

(1) Source: The Status of Women in Arizona, Arizona Foundation for Women. (2) Source: U.S. Census Bureau, 2012 American Community Survey, Table B17005. (3) Source: U.S. Census Bureau, 2012 American Community Survey, Table B24012. (4) Source: U.S. Census Bureau, 2012 American Community Survey, Table C17017

OUR OUTCOMES

(July 1, 2015 – June 30, 2016)

More than **21,000** visits



Awarded nearly \$406,000 in educational scholarships



503 support groups offered



150 job placements each month

3,092 social work client sessions



1,265 family law support sessions



Provided career services for more than 200,000 visitors in 13 years



Provided mentoring to nearly **800** women in 17 years







SPONSORSHIP OPPORTUNITIES

PLATINUM PUMP PRESENTING - \$20,000 SOLD! • Logo & company name

- Logo & company name included on ALL event collateral, signage, and red carpet photo opportunity.
- Prominent recognition on event website, e-blasts, and social networking campaigns, with link to your company website
- Sponsor recognition, plus a full page ad in event program
- Verbal/special recognition during the luncheon
- Swag bag insert
- Opportunity to promote business with product placement and customer liaison at event
- Two tables for ten
- \$18,350 Tax-deductible

GOLD STILETTO TABLE - \$7,500

- Logo & company name included on ALL event collateral and event signage
- Prominent recognition on event website, e-blasts, and social networking campaigns, with link to your company website
- Sponsor recognition plus full page ad in event program
- Verbal/special recognition during the luncheon
- Swag bag insert
- · One table for ten
- \$6,675 Tax-deductible (FMV) donation

SILVER STUDDED SANDAL TABLE - \$5,000

- Prominent recognition on event website, e-blasts, and social networking campaigns, with link to your company website
- Sponsor recognition plus half page ad in event program
- Verbal/special recognition during the luncheon
- Swag bag insert
- One table for ten
- \$4,175 Tax-deductible

BRONZE BOOT TABLE - \$3,000

- Prominent recognition on event website, e-blasts, and social networking campaigns, with link to your company website
- Sponsor recognition plus quarter page ad in event program
- Verbal/special recognition during the luncheon
- Swag bag insert
- One table for ten
- \$2,175 Tax-deductible







GEMSTONE PLATFORM SPONSORS - \$2,500

- **SOLD! Key-to-the-Closet** Limited number of keys for sale, and only one will hold the winning match to a collective bounty of donated treasures. Your brand will be featured as the Key to the Closet sponsor.
- **SOLD! Shoe Guys** Sponsor 25+ charming "Shoe Guys" who work the room and engage more than 400 women. It's a great opportunity to showcase your brand.
- Red Carpet Photo Backdrop Unleash the power of the red carpet moment as guests enter and flash their best smiles in front of a backdrop splashed with your logo.
- **SOLD! Valet** A parting gift from your company that features a branded message will be placed each car valet parked.
- **SOLD! Swag Bag** Logo on 550 swag bags. Materials placed in the bag are at the full discretion of Fresh Start.

Fashion Runway - Logo recognition prominently displayed in the ballroom at the start of the show.

SOLD! Photo Booth - Logo on all images printed and shared on social media. Photography and backdrop expense paid by Fresh Start.

Gemstone Platform Benefits Include: Logo recognition • Sponsor recognition in event program • Quarter page ad in event program • Four seats • \$2,170 Tax-deductible

FABULOUS FLAT SPONSORS - \$1,500

Food and Beverage Opportunities - Support the cause by sponsoring one of the following: water bottles, napkins, wince glass charms, dessert, etc.

Silent Auction - Prominent logo recognition in silent auction area.

SOLD! Best in Shoe - Opportunity to co-present "Best in Shoe" winners with emcee.

SOLD! Wall of Wine - Your logo will be prominently featured on the Wall of Wine signage and display.

Fabulous Flat Benefits Include: Logo recognition • Sponsor recognition in event program • 2 seats • \$1,335 Tax-deductible

PROGRAM ADVERTISING - \$500 ~ Full Page Ad

FIND THE PERFECT FIT!

We encourage you to suggest ideas for crafting the perfect sponsorship for your objectives which will enhance the overall guest experience. Everything is customizable to meet your needs and interests. Please contact Susan Brow at 602.261.7140 or sbrow@fswf.org.



WINE WOMEN & SHOES COMMITMENT FORM

Company Name:
Contact Person:
Address:
City, State, Zip:
Phone Number:
Email:
Preferred Listing for Recognition:
SPONSORSHIP OPPORTUNITIES
SOLD! Platinum: \$20,000
Gemstone: \$2,500 (choose one) SOLD! Key-to-the-Closet SOLD! Shoe Guys SOLD! Red Carpet SOLD! Valet [] Other [] Fashion Runway [] Entertainment SOLD! Photo Booth SOLD! Swag Bag
Fabulous: \$1,500 (choose one) [] Food & Beverage: [] Silent Auction Shoe South Wall of Wine
☐ Purchase a Ticket for \$150 - \$67.50 Tax Deductible ☐ I am unable to participate, but please accept my 100% tax-deductible donation of:
\$100 \$200 \$500 OTHER \$
☐ Enclosed is my check in the amount of \$ (payable to Fresh Start Women's Foundation
Please charge my: \square Visa \square MasterCard \square American Express
Account Number: Expiration Date: CCV:
Name as it appears on card:
Signature: