



wine women & shoes[®]

benefiting FAMILY SCHOLAR HOUSE



OPPORTUNITIES



FAMILY SCHOLAR[™]
HOUSE

Please join us!

WHEN & WHERE

March 1, 2019

6:00 – 9:30 pm

The Henry Clay

TICKET PRICE

VIP Admission - \$250

VIP Table for 6 - \$1800

Attendance limited to 350

100% of ticket sales support

Family Scholar House

Wine Women & Shoes presents
a unique opportunity to target
affluent, well-educated,
charity-minded women.



FAMILY SCHOLAR
HOUSE



Family Scholar House

Changing lives, families & communities through education

Family Scholar House recognizes the challenges that single parents face in trying to provide housing, childcare, and basic necessities for their children without adequate income or the education necessary to obtain career-track employment.

Through a full continuum of services, Family Scholar House provides educational support and family services including: residential housing and rental assistance, financial assistance for childcare and transportation, academic advising and career support, food assistance through donations and referrals to other community resources.

100% of Family Scholar House participants have exited the program to stable housing. Realizing that all participants entered the program because they were homeless or had unstable housing adds to the impact of this outcome.

Family Scholar House offers the life-changing chance for families to break the cycle of poverty and create brighter futures for themselves and our community. We can work with you to develop a customized sponsorship package.

Thank you for your consideration.

Be there. Be giving. Be fabulous!

Our mission

To end the cycle of poverty and transform our community by empowering families and youth to succeed in education and achieve life-long self-sufficiency



About Family Scholar House

Last year through a full continuum of care, **Family Scholar House served 3,497**

Families with 4,718 children. There are 585 families who have lived in the Family Scholar House residential program. Currently, 279 families are in residence and 855 single parents are in our pre-residential program receiving services including academic advising, case management, peer support, and connection to other resources while waiting for housing to become available.

One of our biggest challenges is keeping our non-residential families hopeful as they work toward their educational goals and often face homelessness or displacement. Our programs and services continue to expand to address the barriers that disadvantaged families face in completing their education and breaking the cycle of poverty. Emphasis is placed not only on empowering adults but also on giving their children a good start on their educational journey.

Our Outcomes by the Numbers

Our outcomes continue to reflect the success of our programs and our participants.

To date our participants have earned **431** college degrees, and **81%** of the parents enrolled in our residential program have exited to stable employment. **92%** of all credit hours attempted by participants are satisfactorily completed. **65%** continue their education, most often in graduate studies. **100%** of families have exited to stable housing, allowing all of their children to have a place to call home. These successes are made possible by investments from our community supporters like you.





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 \$50,000,000 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 55
- Ranging from C-suite leaders to 30-something young professionals
- Key influencers, tastemakers and connectors in their communities
- Charity supporters, socially-conscious and community-minded women
- Fashion-forward business women and patrons of fashion events





Diamond-Studded Stiletto

SOLD - EXCLUSIVE TITLE SPONSOR

The exclusive title sponsor will receive the highest level of recognition and brand exposure to our guests and through pre-and post-event media campaigns. The benefits of this sponsorship include:

- Three front-row Priority VIP tables of six (18 of the best seats)
- Logo included on the event invitation to be hand-delivered to 250 community leaders
- Opportunity to choose up to four company leaders for the Honorary Committee to participate in pre-event networking with other leaders
- Prominent business recognition on 250-300 PSA spots with WLKY running from December 1, 2018 – March 1, 2019 event
- Logo placement in all PR and advertising initiatives including TV, print, e-blasts, website and social media as well as at the event on red carpet Step & Repeat and from the stage
- Opportunity to place premier item at the event and in the swag bags
- Full page ad in the event program





Paparazzi Peep Toe Platform

SOLD - EXCLUSIVE TELEVISION PARTNER

The benefits of this sponsorship include:

- Two Priority VIP tables at the event (12 seats)
- Logo included on the event invitation to be hand-delivered to 250 community leaders
- Opportunity to choose two company leaders for the honorary committee to participate in pre-event networking with other leaders
- Recognition in all 250-300 PSA spots with WLKY running from December 1, 2018 – March 1, 2019
- Full-page ad in event program and verbal recognition on stage at fashion show
- Logo placement in all event public relations and advertising initiatives including but not limited to TV, print, e-blasts, event website, e-blasts, and social media
- Opportunity to place premier item at the event and in the swag bags





Walk the Walk Fashion Show

SOLD - EXCLUSIVE FASHION SHOW PARTNER

The benefits of this sponsorship include:

- One priority VIP table at the event (6 seats)
- Logo included on the event invitation to be hand-delivered to 250 community leader
- Prominent business recognition on 250-300 PSA spots with WLKY running from December 1, 2018 – March 1, 2019 event
- Full-page ad in event program and verbal recognition on stage at event
- Logo placement in all event public relations and advertising initiatives including but not limited to TV, print, e-blasts, event website, e-blasts, and social media campaigns
- Opportunity to place premier item at the event and in the swag bags





Key to the Closet Sponsor

SOLD - EXCLUSIVE RAFFLE DRAWING SPONSOR

The benefits of this sponsorship include:

- One front-row Priority VIP table of six (6 of the best seats)
- Logo included on the event invitation to be hand-delivered to 250 community leaders
- Opportunity to choose two company leaders for the Honorary Committee to participate in pre-event networking with other leaders
- Prominent business recognition on 250-300 PSA spots with WLKY running from December 1, 2018 – March 1, 2019 event
- Logo placement in all PR and advertising initiatives including TV, print, e-blasts, website and social media
- Opportunity to place premier item at the event and in the swag bags
- Full page ad in the event program





Legacy Lace Pump

\$15,000 SPONSORSHIP

The benefits of this sponsorship include:

- \$15,000 donation for educational programs at Family Scholar House
- One priority VIP table at the event plus 3 additional seats (9 seats total)
- Logo included on the event invitation to be hand-delivered to 250 community leaders
- Opportunity to name two company leaders to Honorary Committee to participate in pre-event networking with other leaders
- Business name recognition on 250-300 PSA spots with WLKY running from December 1, 2018 – March 1, 2019 event
- Logo placement in event public relations and print advertising initiatives including but not limited to print advertising, e-blasts, event website, and social media campaigns
- Full-page ad in event program and recognition at event
- Opportunity to place premier item in the swag bags





Mink-Trimmed Mary Jane

\$10,000 SPONSORSHIP

The benefits of this sponsorship include:

- \$10,000 donation for educational programs at Family Scholar House
- One VIP table at the event (6 seats)
- Listing on the event invitation to be hand-delivered to 250 community leaders
- Opportunity to name one company leader to Honorary Committee to participate in pre-event networking with other leaders
- Logo placement in event public relations and print advertising initiatives including but not limited to print advertising, e-blasts, event website, and social media campaigns
- Full-page ad in event program and recognition at event
- Opportunity to place premier item in the swag bags





14-Karat Kitten Heel

\$7,500 SPONSORSHIP


The benefits of this sponsorship include:

- \$7,500 donation for educational programs at Family Scholar House
- One VIP table at the event (6 seats)
- Listing on the event invitation to be hand-delivered to 250 community leaders
- Opportunity to name one company leader to Honorary Committee to participate in pre-event networking with other leaders
- Business recognition in print advertising, event website, and social media campaigns
- Half-page ad in event program
- Opportunity for product placement in the swag bags

Derby-Worthy D'Orsay

\$5,000 SPONSORSHIP

The benefits of this sponsorship include:

- \$5,000 donation for educational programs at Family Scholar House
 - One VIP table at the event (6 seats)
 - Listing on the event invitation to be hand-delivered to 250 community leaders
 - Opportunity to name one company leader to Honorary Committee to participate in pre-event networking with other leaders
 - Business recognition on event website, and social media campaigns
 - Half-page ad in event program
 - Opportunity for product placement in the swag bags
- 



Jetsetter Sling Back

\$2,500 SPONSORSHIP

The benefits of this sponsorship include:

- \$2,500 donation for educational programs at Family Scholar House
- One table at the event (6 seats)
- Business recognition on event website, e-blasts and social media campaigns
- Quarter-page ad in event program
- Opportunity to place marketing materials in the swag bags

Embellished Espadrille

\$1,500 SPONSORSHIP


The benefits of this sponsorship include:

- \$1,500 donation for educational programs at Family Scholar House
- ½ table at the event (3 seats)
- Business recognition on event website, e-blasts and social media campaigns
- Quarter-page ad in event program
- Opportunity to place marketing materials in the swag bags

Golden Gladiator Sandal

\$1000 SPONSORSHIP

The benefits of this sponsorship include:

- \$1,000 donation for educational programs at Family Scholar House
 - Business recognition on event website, e-blasts and social media campaigns
 - Quarter-page ad in event program
 - Opportunity to place marketing materials in the swag bags
- 

Signature

MARKETING & UNDERWRITING OPPORTUNITIES

Family Scholar House offers a great opportunity to reach an untapped, coveted demographic in our community. Highlight your business in a unique way while supporting the educational programs of Family Scholar House. Opportunities include:

KEY-TO-THE-CLOSET SPONSOR - SOLD

Who doesn't love a raffle drawing for a shopping spree? Company will have on-stage recognition at event, logo will be displayed on the website and all Key-To-The-Closet raffle publicity. Company name will be listed on the invitations and be promoted on PSA promotion on WLKY.

VALET SPONSOR - SOLD

Front-door valet service will be provided at the event provided courtesy of your company. Company logo will be displayed outside the entrance and you have the opportunity to place a small gift bag in each vehicle.

DESSERT SPONSOR

What better way to ensure they remember your company? Desserts will be provided on each table during the fashion show and program with your company logo on each table, with table signage *or* on the desserts!

SHOE GUY SPONSOR

Ah, the Shoe Guys! These gentlemen have the attention of all the ladies in the room, and your logo can be seen on each of their shirts throughout the evening.

KING OF SOLE SPONSOR

The Shoe Guy who raises the most money to support the educational programs of Family Scholar House will be recognized on stage at the event, and you can provide the King of Sole gift and present the award yourself.

COCKTAIL NAPKIN SPONSOR

All night long, our guests will taste some of the finest wines. Place your company logo on the napkin they receive when visiting with each of our vintners.

WALL OF BOURBON/WALL OF WINE SPONSORS

Have your company logo prominently displayed at the Wall of Bourbon or Wall of Wine and also have the opportunity to provide bags for the bottles that will go home with each person who purchases a bottle.

OTHER SPONSORSHIP OPPORTUNITIES:

- Best Dressed/Best in Shoe Sponsor – Present awards for Best Dressed or Best in Shoe
- Coat Check Sponsor – Company logo displayed prominently at the Coat Check area
- Restroom Sponsor – Provide “essentials” baskets in each restroom with logo displayed
- Cuisine Station Sponsor – Your company logo prominently displayed at one of the cuisine stations

Don't see what you are looking for? We can work with you to develop a customized sponsorship package!



Sponsor agreement

BENEFITING FAMILY SCHOLAR HOUSE

YES! I would like to participate in Wine Women & Shoes, Spring 2019 as:

- | | |
|--|--|
| <input type="checkbox"/> Diamond Studded Stiletto SOLD | <input type="checkbox"/> 14-Karat Kitten Heel (\$7,500) |
| <input type="checkbox"/> Paparazzi Peep Toe Platform SOLD | <input type="checkbox"/> Derby-Worthy D'Orsay (\$5,000) |
| <input type="checkbox"/> Walk the Walk Fashion Show SOLD | <input type="checkbox"/> Jetsetter Sling-Back (\$2,500) |
| <input type="checkbox"/> Key To The Closet Sponsor SOLD | <input type="checkbox"/> Embellished Espadrille (\$1,500) |
| <input type="checkbox"/> Legacy Lace Pump (\$15,000) | <input type="checkbox"/> Golden Gladiator Sandal (\$1,000) |
| <input type="checkbox"/> Mink-Trimmed Mary Jane (\$10,000) | |
| <input type="checkbox"/> Please contact me about the following one-of-a-kind sponsorship(s): | |

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 Family Scholar House)

☐ 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: _____ CID: _____

Signature: _____

Please mail all forms to: Kellie Johnston, Director of Mission Advancement

Family Scholar House, Inc. 403 Reg Smith Circle, Louisville, KY 40208

Please email your logo as a JPEG to kjohnston@familyscholarhouse.org

For more information, call 502-813-3077 or visit www.winewomenandshoes.com/louisville

