



wine
women & shoes[®]

Benefiting the Iowa Coalition
Against Domestic Violence

*Brave is
Beautiful*

Friday, October 21, 2016
Embassy Suites, Downtown Des Moines
6:00 to 10:00 p.m.

winewomenandshoes.com/desmoines



ICADV IOWA COALITION AGAINST
DOMESTIC VIOLENCE

WHEN and WHERE

Friday, October 21, 2016

6-10 p.m.

Embassy Suites

101 E. Locust Street

Des Moines, IA

TICKET PRICE

General Admission: \$100

Stiletto Table for 4: \$500

Girlfriend Table for 8: \$1,000

VIP Runway seats for 8: \$1,200

Expected Attendance: 300

Sponsorship Opportunities

Include:

- Unique and Exclusive Partnerships
- Fashion Show
- Exclusive Shoe Guy
- Exclusive Swag/Gift Bag
- Vendor Partners

Please join us!



Brave is Beautiful

Did you know ...

- 1 in 4 women will experience domestic violence in her lifetime
- 1 in 7 men will experience domestic violence in his lifetime
- 15 million children live in a home affected by domestic violence
- 22,000 victims were served through an ICADV member program in FY2014

For 30 years, the Iowa Coalition Against Domestic Violence (ICADV) has been driven by our mission to engage all people in a movement to change the systems that perpetuate violence. We do this through education, advocacy and quality services.

But we can't do it alone. We need your help.

In recognition of our 30th anniversary, we are pleased to present Wine, Women & Shoes to Des Moines to support the vital work we do of responding to the needs of victims and survivors of domestic violence. This event is the perfect opportunity for friends, community leaders and organizations to come together and take a stand for victims and survivors of domestic violence.

Proceeds from the event will help expand ICADV's programs and reach in the communities we serve through trainings, counseling, community outreach, program management and technical support to our 26 member programs who directly serve victims and survivors of domestic violence.

Show your strength for someone in need.

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 has produced more than 175 events across the country and have raised more than \$20 million 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 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





\$10,000 Presenting Sponsor

Two presenting sponsors will receive the highest level of recognition and brand exposure to our guests through pre- and post-event media campaigns.

As a presenting sponsor, your business will be strategically promoted as “**XYZ Company Sponsors Iowa Coalition Against Domestic Violence’s Wine Women & Shoes 2016**”. Your logo will be included with the official Wine Women & Shoes (WWS) logo and the Iowa Coalition Against Domestic Violence logo on all print and electronic marketing and media materials, including but not limited to invitations, e-blasts, press releases, social media, etc. In addition, a link to your company website will be included on the Iowa Coalition Against Domestic Violence’s website.

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. Your logo will appear prominently at the entrance to the event and at the program podium. You will also have the opportunity to promote your business through a marketing booth or other mutually agreed upon display.

Exclusive Sponsor will also receive one VIP table for eight at the event.



\$3,000 Wine Glass Sponsor *Exclusive Sponsor*

Each guest gets a wine glass upon arrival for tasting throughout the night. The perfect opportunity for you to leave a fabulous impression as they sip away, and as they relive memories from this magical night when they take this glass home with them.

You will also receive a table for four to the event.

MARKETING TIP: Create a short, event specific tagline for the glass. Taglines are particularly effective to drive home your brand's message or market niche.



\$2,000 Swag Bag *Exclusive Sponsor*

Festooned Swag Bags are delivered by the Shoe Guys to all attendees at the end of the event. This is a high-energy, feel good moment. Guests love presents – especially those that are vibrantly presented and filled with goodies.

As a Swag Bag Sponsor, you will have the opportunity to distribute 300 custom bags with your logo imprinted on one side. These bags provide long term impression opportunities long after the event is over. In addition, as the exclusive partner of this marketing opportunity, we encourage you to place a dynamic item or offer in the bag that will encourage attendees to do business with you!

The more glorious the bag, the greater the impression you will make with this targeted audience.

You will also receive a table for four to the event.

MARKETING TIP: Increase the shelf life of the opportunity by attaching a logo imprinted luggage tag on the bags to be used on the guests' luggage bags.

Other Sponsorship Opportunities

Wine Glass Tags – \$1,500

Attendees are issued a wine glass at registration, which is carried throughout the event. Each glass is adorned with an identity tag. Not only are the wine tags helpful, they are viewed time and again as guests sip their way through the evening. Your logo placed prominently on each tag ensures multiple impressions with every attendee and every sip.

Cocktail Napkin – \$1,500

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.

Best in Shoe Contest Judge – \$1,500 (*three positions available*)

The Best in Shoe Contest Judges roam around the event evaluating and looking for the best shoes in several categories. This is a *networking dream* for the right sponsor – assuring one-on-one connection with each attendee. They get to address the entire audience and announce the winners and give awards. Sponsor all three judges and secure a table for four to the event.

Bidder Paddle Sponsor -- \$1,000

Every guest receives a bidder paddle for the live auction portion of WW&S. Your logo placed prominently on each paddle ensures multiple impressions with every attendee.

Mirror, Mirror – \$500/mirror (*six to eight mirrors available*)

You can be the fairest of them all as you personalize one (or more) of the mirrors our guests will be using to check out how glamorous they look in amazing shoes, clothing and accessories from our line-up of boutiques! Write a lipstick message, produce a removable sticker or develop your own unique way to personalize a mirror.

Each sponsor receives two tickets to the event.

DON'T SEE WHAT YOU ARE LOOKING FOR? Wine Women & Shoes offers a great opportunity to reach an untapped, coveted demographic in your community. We can work with you and the Iowa Coalition Against Domestic Violence to develop a customized sponsorship package.

Thank you for your consideration. We look forward to working with you.





Benefiting the Iowa Coalition Against Domestic Violence

Sponsorship Opportunities and Benefits Overview

For more information please call Luke Lynch, Director of Development, at 515-421-4660 or luke@icadv.org.

To learn more about the event, visit www.winewomenandshoes/desmoines

To learn more about the Iowa Coalition Against Domestic Violence, please visit www.icadv.org

| | Presenting sponsor \$10,000 | Food and wine sponsor \$7,500 | Shoe Guys \$5,000 | Paparazzi Photo Backdrop \$4,000 | Swag Bag \$2,000 |
|--|---|---|--|---|---|
| Reservations to Wine Women & Shoes | 1 Table for 8 | 1 Table for 4 | 1 Table for 4 | 1 Table for 4 | 2 tickets |
| Recognition in program, invitation, E-Blasts, event signage and Facebook | Full Page Program Ad | ¼ Program Page Ad | Half Program Page Ad | Logo | Name |
| Recognition on ICADV & WW&S websites | Logo & Link | Logo & Link | Logo & Link | Logo & Link | Logo & Link |
| Inclusion of promotional material in SWAG Bag |  |  |  |  |  |
| Opportunity for a table at event |  |  | | | |
| Opportunity to Welcome Guests at Event |  | | | | |



Benefiting the Iowa Coalition Against Domestic Violence

YES! I would like to participate in Wine Women & Shoes on October 16, 2015, as:

- | | |
|---|--|
| <input type="checkbox"/> Presenting Sponsor (\$10,000) | <input type="checkbox"/> Mirror, Mirror (\$500/mirror) ____ # of mirrors |
| <input type="checkbox"/> Food and Wine (\$7,500) | <input type="checkbox"/> Cocktail Napkin (\$1,500) |
| <input type="checkbox"/> Shoe Guys (\$5,000) | <input type="checkbox"/> Wine Glass Tags (\$1,500) |
| <input type="checkbox"/> Paparazzi Backdrop (\$4,000) | <input type="checkbox"/> Custom: _____ |
| <input type="checkbox"/> Swag Bag (\$2,000) | |
| <input type="checkbox"/> Best is Shoe Contest Judge (\$500 – 3 positions) | |

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 *Iowa Coalition Against Domestic Violence*.

Please mail to: Iowa Coalition Against Domestic Violence, attn. WWS, 3030 Merle Hay Rd. Des Moines, IA 50310

Charge my Credit Card for \$_____ (*Please fill out information below.*) Return FORM via MAIL to:

Iowa Coalition Against Domestic Violence, attn. WWS, 3030 Merle Hay Rd. Des Moines, IA 50310 or fax 515-244-7417.

For Credit Card Only:

Name as it appears on the card: _____

Please Circle: Visa MasterCard Amex Discover

CC#: _____ Exp. Date _____

Three-Digit Security Code: _____

Signature: _____

Please e-mail your logo as an EPS file to Luke Lynch, Director of Development, at lukel@icadv.org.

For more information, please call 515-421-4660 or visit www.winewomenandshoes/desmoines.

To learn more about the Iowa Coalition Against Domestic Violence, please visit www.icadv.org