



wine women & shoes®

Benefiting MAKE-A-WISH.®

Central California

Sponsorship Opportunities



A unique opportunity to target affluent, well educated, charity minded women.
Stay cool this year with plenty of shade and ultra fine misters!



WHEN & WHERE

Sunday, September 18, 2016

1pm – 5pm

Engelmann Cellars
3275 North Rolinda
Fresno, CA 93723

TABLE & TICKET PRICES

Champagne VIP Table for 10
\$1,750

*includes premier table placement,
two champagne bottles,
hors d'oeuvres platter,
VIP gift and shoe guy service

Reserved Table for 10
\$1,250

*includes preferred table placement,
guaranteed seating with your group
&
company name on reserved sign

General Admission
\$100

Expected Attendance: 400



Make-A-Wish Central California is pleased to again bring back Wine Women & Shoes to the Central Valley, all to benefit the great cause of granting wishes to local children with life-threatening illnesses.

Make-A-Wish grants the wishes of children between the ages of 2½ and 18 who currently have a life-threatening medical condition, which is defined as a progressive, degenerative or malignant medical condition that has placed the child's life in jeopardy. A majority of our courageous wish children live long and fulfilled lives.

Be there. Be giving. Be fabulous!

winewomenandshoes.com/fresno



About WWS

Be there. Be giving. Be fabulous!



About Wine Women & Shoes

Created by women for women, all who enjoy fine wine, great style, female camaraderie and supporting a noble cause, Wine Women & Shoes is one of the fastest growing luxury event series in the country.

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

This event is a feast for the senses, incorporating a walk-around wine and food tasting, designer marketplace and live auction that all come together for a few fabulous hours of fundraising, socializing and shopping. While attendees are sampling wine, grazing on gourmet food and trying on shoes, fashions and accessories, we can showcase your business in a number of ways to the demographic: affluent, savvy women.

Attendee 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

Wine Women. Shoes. Just three words that elicit another three words: “Count me in!”

This nationally recognized brand generates excitement everywhere it goes, and Make-A-Wish Central California anticipates our event will sell out well in advance.




wine
women&shoes®

About



In 1980, seven year-old Chris Greicius was being treated for leukemia. Chris dreamed of being a police officer, and a group of caring volunteers came together to make that dream become a reality. A police helicopter flew him to headquarters for a tour where he took a ride in a patrol car and became the first-ever honorary Arizona state patrolman. They also presented him with a custom tailored uniform, motorcycle helmet, campaign hat and the motorcycle wings he earned by completing an obstacle course on his own battery-powered bike. Many of those responsible for fulfilling Chris' wish wanted to do the same for other children with life-threatening medical conditions and founded Make-A-Wish.

Make-A-Wish Central California:

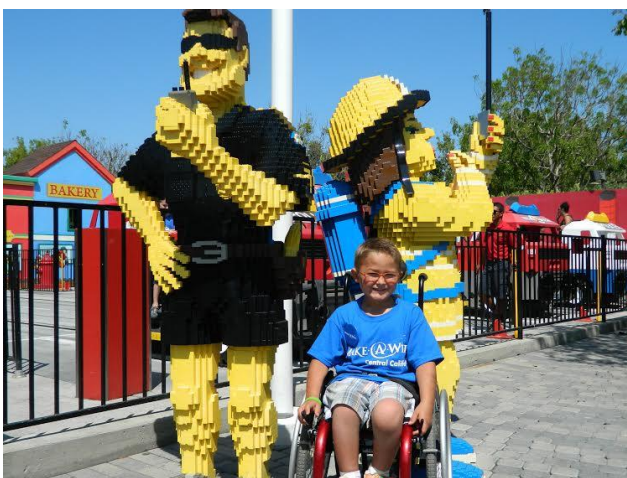
Our chapter has granted almost 2,000 wishes throughout the eight counties of Central California since its inception in 1986 and our goal is to grant 140 wishes in FY 2016. There are more than 150 children currently waiting for their wish to come true. Each wish we grant is as special as the child who makes it, limited only by their imagination. The most popular wishes are to visit a theme park, travel, go on a shopping spree, and meet a celebrity.

We are proud that:

- Make-A-Wish is the nation's largest wish-granting organization and grants more wishes impacting more children than any other wish granting organization in the world. One wish is granted every 38 minutes every day of the year.
- Make-A-Wish holds the Better Business Bureau's Wise Giving Alliance Seal, becoming one of the first charities to earn the designation.
- Make-A-Wish Central California has a four star rating on Charity Navigator. We are proud that 81% of every dollar grants the heartfelt wishes of children with life threatening illnesses.

The Impact of a wish:

The wish experience ignites a spirit within the child and family and becomes a beacon of hope for all.



“Logan is only 5 years old. My heart breaks for our little monkey as he ages and realizes his limitations and is now just plain scared when he goes to the hospital. When we were visited by our wish granters, we asked for a wish Logan would remember and enjoy. He was always asking to go to the beach...Make-A-Wish made that happen! We were able to watch him play in the sand, splash in the ocean and just be a kid with no worries. We, as a family, are forever grateful for what Make-A-Wish has given us! Thank you from the bottom of our hearts!” –*Lisa, Wish Mom*

\$15,000 | Platinum Pump Presenting Sponsor

The exclusive sponsor will receive the highest level of recognition and brand exposure to our guests.



Platinum Pump Sponsor is the Exclusive Wine Glass Sponsor

Each attendee receives a wine glass with an etched logo upon arrival for tasting throughout the day. It's the perfect opportunity for you to leave a fabulous impression as guests sip away, and as they relive memories from this magical day when they take this glass home with them.



\$15,000

This Fabulous Sponsorship Package Includes:

- ✎ A tax deductible investment in Make-A-Wish Central California
- ✎ Exclusive title recognition as presenting sponsor
- ✎ Company's logo on the wine tag placed on every glass
- ✎ Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs
- ✎ Prominent recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook)
- ✎ Prominent signage at the event and on stage verbal recognition
- ✎ Opportunity to promote business with product placement at event
- ✎ Opportunity to promote business with booth at event (booth/contents to be approved by Make-A-Wish)
- ✎ Link to your company website from the Make-A-Wish Central California website and WW&S website
- ✎ Logo inclusion in the event program and invitations
- ✎ Opportunity to provide 2 "Shoe Guys" from your company for the event
- ✎ One reserved Champagne VIP table for ten
- ✎ Opportunity to place a premier item in swag bag (event appropriate items only)
- ✎ Ten swag bags
- ✎ Right of first refusal for the next year



Logo placement on Step and Repeat *(photo backdrop)*

As lovely ladies and their "solemates" arrive they are photographed in front of a step and repeat banner. The moment lives on in social media shares. **Only two underwriter partner logos** will be splashed onto a vibrant banner backdrop *(along with the WWS and Make-A-Wish Central California logos)*. Don't miss this multi-exposure visual branding opportunity providing both on-site brand impressions and post-event impressions!

\$12,500 | Gold Stiletto Sponsor



The Gold Stiletto Sponsor is the Exclusive Swag Bag Sponsor

Hundreds of local tastemakers will soon be parading your branded tote all over town! As well as brand exposure to our guests and through pre- and post-event media campaigns. 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 at the event. Every woman loves presents – especially those that are vibrantly presented and filled with goodies.

As Swag Bag Sponsor, you have the opportunity to distribute 400 custom bags with your logo imprinted on one side. These bags provide long term impression opportunities long after the event is over. In addition to the logo impression on the bag, 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!



\$12,500

This Fabulous Sponsorship Package Includes:

- ✎ A tax deductible investment in Make-A-Wish Central California
- ✎ Company's logo on the reusable swag bags
- ✎ Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs
- ✎ Prominent recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook)
- ✎ Prominent signage at the event and on stage verbal recognition
- ✎ Opportunity to promote business with product placement at event
- ✎ Opportunity to promote business with booth at event (booth/contents to be approved by Make-A-Wish)
- ✎ Link to your company website from the Make-A-Wish Central California website and WW&S website
- ✎ Opportunity to place a premier item in swag bag (event appropriate items only)
- ✎ Logo inclusion in the event program and invitations
- ✎ Opportunity to provide 2 "Shoe Guys" from your company for the event
- ✎ One reserved Champagne VIP table for ten
- ✎ Ten swag bags
- ✎ Right of first refusal for the next year

Logo placement on Step and Repeat *(photo backdrop)*

As lovely ladies and their "solemates" arrive they are photographed in front of a step and repeat banner. The moment lives on in social media shares. **Only two underwriter partner logos** will be splashed onto a vibrant banner backdrop *(along with the WWS and Make-A-Wish Central California logos)*. Don't miss this multi-exposure visual branding opportunity providing both on-site brand impressions and post-event impressions!

\$7,500 | Exclusive Car Sponsor



Exclusive Car Sponsorship

Prominent vehicle placement (3 vehicles) with company provided signage at valet parking entrance.

As attendees conclude the day having eaten fine foods, sipped wonderful wines, and shopped with exclusive retailers, you will have the opportunity to send our guests home with one last message about your company and our charity's mission, printed on a tag that hangs from the review mirror of valeted cars. The custom tag includes your logo plus a phrase like, "X is happy to help Make-A-Wish Central California achieve their mission, how can we help you?"

**Display your cars at the
valet entrance while
working the crowd at this
Signature Event.
Photo opportunities
abound!**

\$7,500

This Fabulous Sponsorship Package Includes:

- ✎ Opportunity to promote business with vehicle placement at event
- ✎ Right of first refusal for the next year
- ✎ A tax deductible investment in Make-A-Wish Central California
- ✎ Recognition Logo placement in ALL event public relations and advertising initiatives, including but not limited to: TV, print, and radio media, programs, and signage
- ✎ Prominent recognition on event website, e-blasts, and social networking campaigns
- ✎ Prominent signage at the event and on stage verbal recognition
- ✎ Link to your website from the Make-A-Wish Central California website and WW&S website
- ✎ Opportunity to place a premier item in swag bag (event appropriate items only)
- ✎ Logo inclusion in the event program and invitations
- ✎ Opportunity to provide 2 "Shoe Guys" for the event
- ✎ One reserved table for ten
- ✎ 10 swag bags
- ✎ Right of first refusal for the next year



Print Sponsor



This Fabulous Sponsorship Package Includes:

- ✦ A tax deductible investment in Make-A-Wish Central California
- ✦ Recognition Logo placement in ALL event public relations and advertising initiatives, including but not limited to: TV, print, and radio media, programs, and signage
- ✦ Prominent recognition on event website, e-blasts, and social networking campaigns
- ✦ Link to your website on the Make-A-Wish Central California website and WWX's website
- ✦ Opportunity to place a premier item in swag bag (event appropriate items only)
- ✦ Logo placement in the event program and invitations
- ✦ One reserved champagne VIP table (or ten VIP event tickets)
- ✦ 10 swag bags

SOLD
CVLUX



\$7,500 | Shoe Guys Sponsor

Tempting guests with their charm, good looks and silver platters holding the season's must-have shoes, the Shoe Guys are a highlight of every Wine Women & Shoes event. What is every woman in the room looking at, besides the shoes? The Shoe Guys! They are there to help generate sales and excitement, they'll happily explain why a strappy silver sandal goes well with a Sauvignon Blanc, or how a Cabernet Sauvignon pairs with a black stiletto pump.



What better way to deliver an impression of your business brand to beautiful, decision-making women than on the shirt of a handsome and charming Shoe Guy?

Sponsor twenty-plus charming "Shoe Guys" working the room and engaging more than 400 women. It's a great opportunity to showcase your brand. These men are a targeted group of brand ambassadors who will be the hit of the event.



\$7,500

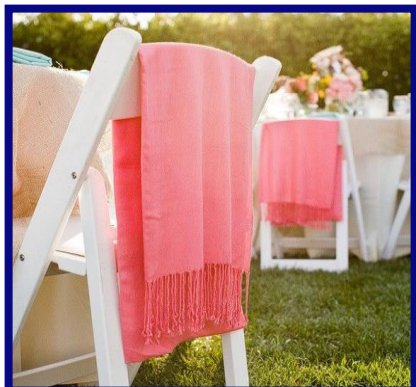
This Fabulous Sponsorship Package Includes:

- ✦ A tax deductible investment in Make-A-Wish Central California
- ✦ Your company logo on the Shoe Guys' shirts
- ✦ Prominent signage at the event and on stage verbal recognition
- ✦ Recognition on event website, e-blasts, and social networking campaigns
- ✦ Link to your website from the Make-A-Wish Central California website and WW&S website
- ✦ Opportunity to place a premier item in swag bag (event appropriate items only)
- ✦ Logo inclusion in the event program and on the invitations when secured 30 days prior to event
- ✦ Opportunity to provide 2 "Shoe Guys" from your company for the event
- ✦ One reserved table for ten
- ✦ Ten swag bags
- ✦ Right of first refusal for the next year



Exclusive “One-of-a-Kind” Sponsor

Each One-of-a-Kind Sponsorship Package includes 2 Event Tickets & 2 swag bags, recognition via social media and event program



Pashmina VIP Chair Decor - \$3,500

Last impressions are the ones that linger. VIP Tables will be adorned with luxurious pashminas tagged with your company name. A great reminder of your business associated with an amazing event.

Power Station - \$3,500

Have your logo wrapped around a charging station that will create lasting connections between your brand and our guests.



Volunteer Shirts - \$2,500

Promote your brand by having your logo on the back of 25 plus volunteers in bright pink shirts. Our amazing volunteers will be roaming the event the entire day.

SOLD
Premier Valley Bank

Wine Glass Holder Plates - \$2,500

Attendees are issued a wine glass holder plate at registration, which is carried throughout the event. Not only are the plates helpful, they are viewed time and again as women sip their way through the afternoon. Your logo placed prominently on the plate ensures multiple impressions with every attendee and every bite.

SOLD
Wells Fargo



Key to the Closet - \$2,500

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 - fashion, furniture, closet systems, and gift certificates for services like massage and facials. Your brand will be featured as the Key to the Closet sponsor. *Benefits Include:* Logo on Key to the Closet signage and all raffle materials.

SOLD
Craig Vitale, CPA - Partner
Dristas Groom McCormick LLP



Bag Check - \$2,500

Stay on their minds by watching their bags, wine, and retail purchases! Your logo will be printed on bag check tags, signage and in the program.

SOLD
Tom Chandler & Todd Pilosi
LPL Financial

MARKETING TIP: A clever offering by a CPA firm or bank to use the tag line, “You can trust us with your bags, you can trust us with your money.”

Participate in the Key to the Closet Item Donation Opportunity:

Feature your service or items at this unique display that all attendees will see throughout the day. Check the box on the last page if you would like to donate and display an item or service from your business.

Exclusive “One-of-a-Kind” Sponsor continued

Each One-of-a-Kind Sponsorship Package includes 2 Event Tickets & 2 swag bags, recognition via social media and event program



Wall of Wine - \$2,500

Everyone's a winner! As the exclusive sponsor, everyone who participates in this wine pull will go home with a bottle of wine. There will also be a chance for participants to win an additional item in a raffle to take place on stage during the show portion of the day. Your logo will be featured on Wall of Wine signage, language on signs says, "Wall of Wine presented by XYZ Company"

MARKETING TIP: Double your impact by recruiting volunteers from your business to help sell Wall of Wine tickets. It's a great opportunity to meet guests and introduce them to your company and since everyone wins at the Wall of Wine, you will make everyone happy.



Live Auction Paddles - \$2,500

Your business logo will be the star of the show, featured on every bidder paddle. All participants will receive an auction paddle to use throughout the event, featuring a three digit number along with the sponsor's logo.



Cocktail Napkins - \$1,500

All day long our guests will taste some of the finest wines & cuisine. Place your company logo on the napkin they receive when visiting with each of our wine and food vendors.

King of Sole - \$1,500

One outstanding Shoe Guy will be crowned "King of Sole". Display your business name on the trophy given for this award.



Champagne Station - \$1,500

When the attendees enter via the "pink" carpet they are greeted by friendly Shoe Guy and a glass of bubbly. Your logo will be printed on poster size signage at the champagne station and in the program.

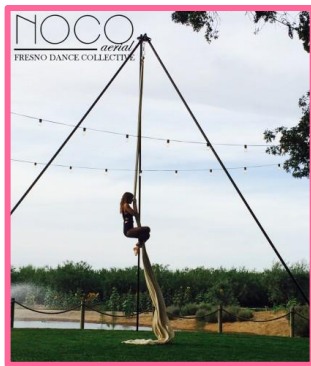
Exclusive “One-of-a-Kind” Sponsor continued

Each One-of-a-Kind Sponsorship Package includes 2 Event Tickets & 2 swag bags, recognition via social media and event program



Paper Wine Tags - \$1,500

Your logo will appear on every wine glass with a custom plantable wine tag. The ladies love this! The tags are printed on seed paper that create beautiful wild flowers.



Aerial Entertainment - \$1,500

One of the best parts of any event is the entertainment. Have your company name displayed on signage surrounding the aerial entertainment area for guests to see as they watch a breathtaking one-of-a-kind performance by NOCO, Fresno's leading aerial dance company.

Best In Shoe - \$500

Your logo on the Best in Shoe poster, photo block and verbal recognition when the Best In Shoe Winners are announced.



Non-Alcoholic Beverages - \$500

Help our fabulous attendees hydrate and place your company logo at the water/lemonade station. Elegant signage and dispensers will draw a thirsty crowd.



Powder Room - \$500

We love pampering our guest in every available way. Promote your brand on signage and feature your spa products in venue restrooms and/or provide an attendant to promote your lotions and potions.

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



YES! I would like to participate in Wine Women & Shoes. September 18, 2016 as:

- | | |
|---|--|
| <input type="checkbox"/> Platinum Pump Wine Glass (\$15,000) | <input type="checkbox"/> Wall of Wine (\$2,500) |
| <input type="checkbox"/> Gold Stiletto Swag Bag (\$12,500) | <input type="checkbox"/> Live Auction Paddles (\$2,500) SOLD |
| <input type="checkbox"/> Show Sponsor (\$10,000) SOLD | <input type="checkbox"/> Cocktail Napkins (\$1,500) SOLD |
| <input type="checkbox"/> Shoe Guys (\$7,500) | <input type="checkbox"/> King of Sole (\$1,500) SOLD |
| <input type="checkbox"/> Exclusive Car (\$7,500) SOLD | <input type="checkbox"/> Champagne Station (\$1,500) SOLD |
| <input type="checkbox"/> Pashmina VIP Chair Décor (\$3,500) | <input type="checkbox"/> Paper Wine Tags (\$1,500) SOLD |
| <input type="checkbox"/> Power Station (\$3,500) | <input type="checkbox"/> Aerial Entertainment (\$1,500) |
| <input type="checkbox"/> Volunteer Shirts (\$2,500) SOLD | <input type="checkbox"/> Best in Shoe (\$500) |
| <input type="checkbox"/> Wine Glass Holder Plates (\$2,500) SOLD | <input type="checkbox"/> Non-Alcoholic Beverages (\$500) SOLD |
| <input type="checkbox"/> Key to the Closet (\$2,500) SOLD | <input type="checkbox"/> Powder Room (\$500) SOLD |
| <input type="checkbox"/> Bag Check (\$2,500) SOLD | <input type="checkbox"/> Custom: _____ |

Name: As you would like it to appear for recognition purposes _____

[] I would like to purchase a table or tickets

Champagne VIP Table for 10 \$1,750# _____ Reserved Table for 10 \$1,250 # _____ General Admission \$100 # _____

[] Will not be able to attend, please accept my donation of \$ _____

[] I would like to donate an item or service to the live or silent auction or Key to the Closet

[] Please send invoice to the following name and address:

Name: _____

Address: _____

City: _____ STATE: _____ ZIP: _____

Phone: _____ EMAIL: _____

[] Check enclosed for \$ _____ payable to Make-A-Wish Central California.

Please mail to: 351 W. Cromwell Ave., Suite 112-A, Fresno, CA 93711

[] Charge my Credit Card for \$ _____ (Please fill out information below)

Return form via MAIL to: Make-A-Wish Central California

351 W. Cromwell Ave., Suite 112-A, Fresno, CA 93711

Fax to: 559.221.9472 or email cortney@centralca.wish.org

For Credit Card Only:

Name as it appears on the card _____

Please Circle:

Visa

MasterCard

Amex

Discover

CC#: _____ Exp. Date: _____ VIN# _____

Signature: _____

Please email your logo as a JPEG to cortney@centralca.wish.org

For more information call Cortney Snapp at 559.221.9474

To learn more about Make-A-Wish Central California, please visit www.centralca.wish.org