



## 2017 Sponsorship Opportunities



## THE PERFECT PAIR...BAPTIST HEALTH FOUNDATION AND WINE WOMEN & SHOES.

**Baptist Health Foundation is kicking off our  
50<sup>th</sup> anniversary with a brand new event!**

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!

**THURSDAY, APRIL 13, 2017  
5:00 – 9:00 PM AT THE CLUB**

### 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







## Pair with us!

### **“PAIR” WITH US AND IMPROVE PATIENT ACCESS TO HEALTHCARE IN OUR COMMUNITY**

For 50 years, Baptist Health Foundation has provided charitable resources to improve healthcare, provide social assistance, and promote education and wellness in our community. Join us in 2017 as we celebrate our storied history and look ahead to the future of faith based philanthropy for healthcare in our communities. We are proud to introduce you to our newest fundraiser – Wine Women & Shoes.

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

As the charitable fundraising entity of Baptist Health System, Baptist Health Foundation exists to provide resources to patients in the communities served by Brookwood Baptist Health. We continue to be the recognized leader in health care philanthropy and a significant charitable partner in Birmingham.

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

When you “pair” with us in 2017, you will help us raise funds for our Patient Assistance Fund. This fund ensures that patients of Brookwood Baptist Health who cannot afford their medical care receive assistance after they leave our facilities in the form of take home medications, transportation, food supplements, etc. We care for those in our community who find themselves in the gap between what they need and what they can afford.

 **baptisthealth foundation**



# 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 Baptist Health Foundation 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 Baptist Health Foundation 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 Baptist Health Foundation webpage and online registration.

## PROGRAM

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

## SOCIAL MEDIA

With an audience of over 450 spread across social media outlets, the Baptist Health Foundation will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.



**+ MUCH MORE!**



## Platinum Pump Exclusive Sponsor

**\$20,000**

### **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 benefiting Baptist Health Foundation Presented by “Your Company Name/Logo Here”).

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

- A \$20,000 tax deductible investment in Baptist Health Foundation
- 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, & Instagram) reaching Baptist Health Foundation’s followers
- 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 Baptist Health Foundation)
- Link to your company website from the Baptist Health Foundation 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
- One reserved VIP table for ten guests
- VIP swag bags for ten guests







## *Diamond Stiletto Exclusive Sponsor*

**\$15,000**

### **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 \$15,000 tax deductible investment in Baptist Health Foundation
- 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, & Instagram) reaching Baptist Health Foundation'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 Baptist Health Foundation 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
- One reserved VIP table for ten guests
- VIP swag bags for ten guests





## Golden Anniversary Studded Sandal

**\$10,000**

### GO FOR GOLD!

Be in the forefront of this celebration bringing women together for an evening of fine wine, great style, and supporting the mission of the Baptist Health Foundation to improve patient access to the healthcare in our community

#### Sponsorship benefits include:

- A \$10,000 tax deductible investment in Baptist Health Foundation
- Recognition Logo placement in ALL event public relations and advertising initiatives, programs, and signage
- Prominent recognition on event website, e-blasts, and social networking campaigns
- Opportunity to promote business with product placement and customer liaison at event
- Link to your website from the Baptist Health Foundation and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name in the event program and on the invitations
- 10 event tickets at general admission
- 10 swag bags





## Silver Stiletto Sponsors

\$5,000

**IT'S ABOUT THE BLING!** Don't miss these fabulous exclusive branding opportunities:

**SHOE GUYS SPONSOR** - Sponsor 25 charming "Shoe Guys" working the room and engaging more than 250 women. It's a great opportunity to showcase your brand with your logo and branding exposure on the "Shoe Guys" shirts.

**PAPARAZZI PHOTO BACKDROP SPONSOR** - As lovely ladies arrive at the entrance of the event, they are escorted to a red-carpet platform where they are photographed in front of a Step and Repeat banner. **Your sponsor logo** will be splashed onto a vibrant banner backdrop (along with the WWS and Baptist Health Foundation logos).

**BEST IN SHOE SPONSOR** - Celebrate our attendees' fabulous footwear by promoting a "Best in Shoe" award. Your judges work the room, choose the winners, and announce the winner as a part of the live program

### **Sponsorship benefits include:**

- A \$5,000 tax deductible investment in Baptist Health Foundation
- Choice of one of the following custom marketing opportunities:
  - Shoe Guys Sponsor • Best In Shoe Sponsor • Paparazzi Photo Backdrop Sponsor
- 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 Baptist Health Foundation 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 event tickets at general admission table
- Five swag bags





# One of a Kind Sponsorships

## \$2,500

**SWAG BAG SPONSOR** - Your logo will appear on the coveted swag bag gifted to all attendees. Soon your branded tote will be paraded all over town.

**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.

**SIGNATURE MOCKTAIL SPONSOR** - Have your name as the presenter of The Signature Mocktail, **exclusive to our event**. Guests will delight in this unique beverage creation and fun flavor combination. An elegant display with tasteful signage and dispensers will make sure to get everyone's attention.

**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.

**TECH/ CHARGING STATION** - All those selfies and quick snaps will wear down your phone. Be the sponsor of our tech/charging station where guests can "juice" up.

**WINE GLASS TAG SPONSOR** - Grab attention as the Wine Tag sponsor with a custom-designed tag slipped around the bottom of the wine glasses. Tags act as a business card advertisement placed in the hand of every attendee.

### Sponsorship benefits include:

- A \$2500 tax deductible investment in Baptist Health Foundation
- Recognition on event website, e-blasts, and social networking campaigns
- Link to your website from the Baptist Health Foundation 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 event tickets at general admission table
- Two swag bags

# Additional Opportunities

**\$1500 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 ticket to the event.

**\$1500 MIRROR, MIRROR SPONSOR** - “Who’s the fairest of them all?”, Sponsor may underwrite the marketplace vendor mirrors with their logo, as well as, phrases like “You look mah-vellous!”, which will be placed throughout venue. **Benefits Include:** Logo Recognition + 1 ticket to the event.

**\$500 HONORARY COMMITTEE** - Make a difference without the work. **Benefits Include:** Name recognition in program + 1 individual ticket

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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:

**Kate Gillespie at 205.715.5022 or [Kate.Gillespie@bhsala.com](mailto:Kate.Gillespie@bhsala.com)**

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





**baptisthealth foundation**

## Sponsorship Agreement

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

- |   |   |
|---|---|
| <input type="checkbox"/> \$20,000 Platinum Pump Exclusive           | <input type="checkbox"/> \$2,500 One-of-a-Kind            |
| <input type="checkbox"/> \$15,000 Diamond Stiletto Exclusive        | <input type="checkbox"/> Swag Bag                         |
| <input type="checkbox"/> \$10,000 Golden Anniversary StudDED Sandal | <input type="checkbox"/> Key-to-the-Closet                |
| <input type="checkbox"/> \$5,000 Silver Stiletto Sponsor            | <input type="checkbox"/> Signature Mocktail               |
| <input type="checkbox"/> Shoe Guys                                  | <input type="checkbox"/> Wall of Wine                     |
| <input type="checkbox"/> Best in Shoe Awards                        | <input type="checkbox"/> Cocktail Napkin                  |
| <input type="checkbox"/> Paparazzi Photo Backdrop                   | <input type="checkbox"/> Bag Check                        |
|   | <input type="checkbox"/> Tech/Charging station            |
|   | <input type="checkbox"/> Wine Glass Tag                   |
| <input type="checkbox"/> \$500 Honorary Committee                   | <input type="checkbox"/> \$1,500 Additional Opportunities |
|   | <input type="checkbox"/> Hydration Station                |
| <input type="checkbox"/> Custom: _____                              | <input type="checkbox"/> Mirror, Mirror                   |

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

☐ **Please send invoice to:**

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

☐ **Check enclosed for \$** \_\_\_\_\_ **payable to Baptist Health Foundation**

☐ **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** Baptist Health Foundation 1130 22nd St. South,  
Suite 1000, Birmingham, AL 35205 or [Kate.Gillespie@bhsala.com](mailto:Kate.Gillespie@bhsala.com)

**ARTWORK STATEMENT** Send artwork to [Amanda.Robinson@bhsala.com](mailto:Amanda.Robinson@bhsala.com) in EPS format no later than 3/1/17.