



# Sponsorship Opportunities



## CHANGE YOUR SHOES, CHANGE A LIFE.

A Safe Place's first ever Wine Women, and Shoes Event is happening in 2017! 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 60 cities across the country, and they have raised more than \$40,000.

Join us!

**Saturday, May 6<sup>th</sup> 2017**

**5:30 to 9:30 PM at Ravinia Festival**

**200 Ravinia Park Road, Highland Park, IL 60035**

### WW&S AUDIENCE

- ✧ 80% women ages 30 to 55
- ✧ CEO moms, 30-something young professionals
- ✧ Key influencers, tastemakers, connectors
- ✧ Charity supporters, socially conscious and community minded
- ✧ Concerned about the health and well being of themselves and others
- ✧ Represent the typical luxury brand consumer
- ✧ On average, donate/spend \$200-\$600 per event

### A SAFE PLACE

*Committed to transforming lives after domestic violence*

A Safe Place provides emergency shelter, affordable transitional and permanent housing, a 24-hour help line, court and non-legal advocacy; individual, group, and children's counseling; family visitation services; batterer intervention services; and community outreach, prevention education, and professional training. Clients come to us from across the state, region, and country. A Safe Place serves more than 16,000 individuals a year with its range of services for victims and their children.





## BRAVE IS BEAUTIFUL

At A Safe Place, we are dedicated to transforming lives after domestic violence. In the United States, 1 in 3 women and 1 in 7 men will be affected by domestic violence in their lifetime. An estimated **65,000 children in Lake County** will witness or experience domestic violence, powerless to stop it. Intervening and helping children overcome this trauma is critical to ending the cycle of domestic violence.

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**We want to share one story with you, to show you why we work so hard to end this epidemic.**

"Growing up, violence was normal in our household. You could tell when dad walked through the door that it was going to be a bad night. I'd sleep in bed with my little brother when you could hear it through the walls, him yelling and furniture bumping. You could hear mom scream and we knew he hit her. My brother was scared. So was I but I had to be brave for him.

But he was still our dad. We just thought that's how families are, they fight. We begged mom to leave after a really bad night where he pushed her down the stairs and we slept in the car in the middle of winter. She said she didn't know where we would go. We couldn't sleep in the car forever to escape him. We stayed a few days, sleeping in the car, until he found us, apologizing like crazy to my mom and me.

He wasn't sorry for very long though, and the abuse eventually turned to me when I would try to stop him from hitting mom. This continued for about 2 years. I started faking sick so I could be home with mom. I was so scared of what he would do to her if I wasn't there. But then my teacher started getting worried because I was missing so much school and when I was in school, I was either totally uninterested or really angry.

I was in the nurse's office with another stomachache when she talked to me about A Safe Place. As soon as I got home, I told mom we had a place we could go. We stayed in the emergency shelter and got an order of protection to keep him away from us. A weight was lifted. One that I didn't even know I was carrying. The first night, I met other kids who had experienced similar things and realized I wasn't alone. I started to feel like a normal kid again. I was able to stop lashing out at friends who asked me if I was okay, I started enjoying school again (instead of worrying about having to go home).

In May I ran a 5k for A Safe Place. No one knew that they had helped us, but I wanted to run for all the kids like me who don't know what to do in these situations. My mom, my brother, and I are so thankful for everything they've done. I know now that it's not normal, and I know that I will never make my child feel the way I did."

-Josh\* 12

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*\*Names have been changed for privacy and security*

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## PLATINUM PUMP EXCLUSIVE SPONSOR

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### \$20,000 Exclusive Sponsor

\$20,000 would cover all costs of running the emergency shelter for 2 weeks.



*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 A Safe Place Presented by "Your Company Name/Logo here").*

*Presenting Sponsorship benefits include:*

- ✦ A \$20,000 tax deductible investment in A Safe Place
- ✦ 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 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 A Safe Place'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 A Safe Place)
- ✦ Link to your company website from A Safe Place 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

*For more information, contact Carmen Patlan at [CPatlan@asafeplaceforhelp.org](mailto:CPatlan@asafeplaceforhelp.org)*



## DIAMOND STILETTO EXCLUSIVE SPONSOR

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### \$10,000 Sponsor

\$10,000 would house a family of 4 for 1 year



*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 \$10,000 tax deductible investment in A Safe Place
- ✦ Prominent logo placement on signage at the entrance of the event
- ✦ Recognition on the swag bag all attendees 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 A Safe Place'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 A Safe Place 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

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## MERCEDES BENZ LUXURY SPONSOR

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### \$10,000 Sponsor

\$10,000 would provide 1 year  
of counseling/therapy for a  
mother and child



*Park two luxury cars at event  
site for photo shoot at event.  
Capture e-mails of all attendees  
to send photos and share on  
social media.*

#### *Sponsorship benefits include:*

- ✎ A \$10,000 tax deductible investment in A Safe Place
- ✎ Prominent logo placement on signage at the entrance of the event
- ✎ Recognition on the swag bag all attendees 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 A Safe Place'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 A Safe Place 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

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## SILVER STILETTO SPONSORSHIPS

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### \$5,000 Branding Sponsorship

\$5,000 will staff our 24 hour emergency crisis line for 2 weeks  
*(This crisis line is often the first step a victim takes in reaching out for help)*

#### **Sole Guys Sponsor**

*Sponsor 40 charming "Sole Guys" working the room and engaging more than 350 women. It's a great opportunity to showcase your brand with your logo and branding exposure on the "Sole Guys" t-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 A Safe Place logos).*

#### **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.*

#### **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".*

*Sponsorship benefits include:*

- ✎ A \$5,000 tax deductible investment in A Safe Place
- ✎ 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

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## SOLE PROPRIETOR SPONSORSHIPS

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### \$2,500 Sponsor

\$2,500 will provide 1 week of court advocate assistance with orders of protection in the courthouse OR 6 months of art therapy for a child who experienced domestic violence

#### **Cocktail Napkin Sponsor—\$2,500**

*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—\$2,500**

*Stay top of mind by watching their bags, wine, and winnings! Your logo is printed on bag check tags, as well as signage.*

#### **Wine Glass Tag Sponsor—\$2,500**

*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.*

#### **Best-Dressed Awards—\$2,500**

*Sponsor judges and prizes for our Best Dressed Awards and we will highlight you during the announcement of the winners.*

#### **Best In Shoe Awards—\$2,500**

*Celebrate a guests fabulous footwear by sponsoring this award! Sponsor judges and prizes for our Best Dressed Awards and we will highlight you during the announcement of the winners.*

*Sponsorship benefits include:*

- ✎ A \$2500 tax deductible investment in A Safe Place
- ✎ Recognition on event website, e-blasts, and social networking campaigns
- ✎ Link to your website from A Safe Place 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

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## HEELING HELPER SPONSORSHIPS

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### \$1,000 Sponsor

\$1,000 will staff our crisis line for 3 days OR provide orders of protection for 10 victims OR provide 6 months of family visitation services for 1 family.

#### **“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 “Brave is beautiful!”, which will be placed throughout venue.*

#### **Swag Bag Items**

*Fill our swag bags with items from your company for every single guest to go home with!*

#### **Cinderella Spa**

*Host an exclusive station at the event to treat guests to a foot massage, while promoting products and services from your business.*

*Sponsorship benefits include:*

- 👠 Logo Recognition
- 👠 1 ticket to the event.



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### Wine Women & Shoes benefiting A Safe Place

**YES! I would like to participate in Wine Women & Shoes, Saturday May 6, 2017 as:**

*Please write your company name exactly how you wish it to appear on website, signage, programs etc.\**

Corporation Name: \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact name and email: \_\_\_\_\_

Phone: \_\_\_\_\_ Website: \_\_\_\_\_

*\*Please email a 300 dpi (esp or jpg) black & white logo to [CPatlan@asafeplaceforhelp.org](mailto:CPatlan@asafeplaceforhelp.org) by April 14, 2017*

### Sponsorship Levels

☐ \$20,000: Platinum Pump Exclusive

☐ \$10,000: Diamond Stiletto Exclusive

☐ \$5,000: Silver Stiletto *(Choose one below)*

\_\_\_\_Sole Guys \_\_\_\_Paparazzi Photo Backdrop \_\_\_\_Swag Bags \_\_\_\_Wall of Wine

☐ \$2,500: Sole Proprietor Sponsor *(Choose one below)*

\_\_\_\_Cocktail Napkin \_\_\_\_Bag Check \_\_\_\_Wine Glass Tag \_\_\_\_Best Dressed \_\_\_\_Best in Shoe

☐ \$1,000: Heeling Helper *(Choose one below)*

\_\_\_\_Mirror Mirror \_\_\_\_Swag Bag Items \_\_\_\_Cinderella Spa

☐ \$100– Individual Ticket(s)

☐ \$150– VIP Ticket(s)

☐ I cannot attend but wish to contribute \$\_\_\_\_\_ to support A Safe Place.

### Payment Information

☐ Enclosed is my check #\_\_\_\_\_ payable to A Safe Place for \$ \_\_\_\_\_

☐ Please charge credit card for \$ \_\_\_\_\_

Credit card: number # \_\_\_\_\_

Exp. \_\_\_\_ / \_\_\_\_ CV Code: \_\_\_\_\_

Circle one:      MasterCard              AMEX              Visa              Discover

Name on card (print): \_\_\_\_\_

Signature: \_\_\_\_\_

**Thank you in advance for your consideration of an Event Sponsorship.**

Please complete this form and send payment to:

Pat Davenport | 2710 17th St., Suite 100 | Zion, IL 60099

847-731-7165 x105 | [PDavenport@asafeplaceforhelp.org](mailto:PDavenport@asafeplaceforhelp.org)

*All checks payable to A Safe Place*



## MEDIA INFORMATION

Wine Women & Shoes Benefiting A Safe Place

May 6, 2017

**Thank you for choosing to sponsor  
Wine Women & Shoes benefiting A Safe Place!  
At the following level of sponsorship you are entitled  
to an ad in our event program booklet.**

### **SPONSORS:**

- **Platinum:** Full-page black and white ad on outside back cover, inside back cover, or inside front cover.
- **Silver Stiletto:** ½ page black and white ad.
- **Sole Proprietor:** Business card-sized black and white ad.

### **Ad sizes:**

Full page: 5" (W) x 8" (H)

Half page: 5" (W) x 3.75" (H)

Business Card: 2" (W) x 3.5" (H)

### **Ad requirements:**

Ads should be submitted in grayscale at 100% size with a resolution of 300 dpi.

Any fonts need to be embedded or converted to outlines.



Please email electronic files to Carmen Patlan at [CPatlan@asafeplaceforhelp.org](mailto:CPatlan@asafeplaceforhelp.org)

Acceptable file formats: pdf, tif, eps, jpeg

Hard copy and electronic files are required for all submissions.

Artwork for the event program booklet must be received by **March 31, 2017**

Questions? Call Carmen Patlan at (847) - 731 - 7165 x109

Or e-mail Carmen at [CPatlan@asafeplaceforhelp.org](mailto:CPatlan@asafeplaceforhelp.org)