

The 3rd Annual



wine women & shoes[®]

Benefiting the Iowa Coalition
Against Domestic Violence

Stand up for Change

SATURDAY, OCTOBER 21, 2017

WILLIS LEXUS, Clive

6:00 P.M. to 9:30 P.M.

Sip fine wines • Savor delicious bites • Shop the latest designer styles
Mingle with charming Shoe Guys • Bid on incredible silent & live auction items
Enjoy a glamorous fashion show, Best in shoe contests and more!



Brave is Beautiful

The Iowa Coalition Against Domestic Violence's (ICADV) 3rd annual Wine, Women and Shoes is coming to Des Moines this fall! 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 \$44 million dollars for their local charity partners.

Join us!

Saturday, October 21, 2017
6 to 9:30 PM at Willis Lexus
2021 NW 100th Street, Clive, IA 50325

WW&S AUDIENCE

- ✧ 80% women ages 30 to 55
- ✧ CEOs, moms, community enthusiasts, young professionals
- ✧ Key influencers, tastemakers, connectors
- ✧ Charity supporters, socially conscious and community-minded individuals
- ✧ Concerned about the health and well being of themselves and others

Our Charge:

To foster a society free from intimate partner violence

The Iowa Coalition Against Domestic Violence (ICADV) is a social justice organization responding to the needs of battered women, men and children across the state of Iowa. ICADV provides training, counseling, legal services, community outreach, state level advocacy, program management and technical support to 26 victim service agencies across the state who provide direct service to victims, survivors and communities impacted by intimate partner violence. The Coalition and its member programs serve approximately 24,000 individuals per year.



STAND UP FOR CHANGE

At the Iowa Coalition Against Domestic Violence (ICADV), we are driven by our mission to foster a society that is free from intimate partner violence. In the United States 1 in 3 women and 1 in 7 men will be affected by domestic violence in their lifetime, and 15 million children live in a home impacted by violence. It can happen to anyone, at anytime regardless of race, gender, age or social status. We need to come together and stand up for our friends, family members, children and neighbors who are or have been impacted by intimate partner violence in order to prevent it from touching one more person.



We want to share one story with you, to illustrate why we work tirelessly to end this epidemic.

There is nothing worse than getting a call at 4 a.m. saying a body has been found in your daughter's home. But that was the call that sent Theresa* racing to the home of her daughter, Paige*.

"My daughter was murdered at the hands of someone who supposedly loved her." She, and her friend, Heather*, were shot by Paige's fiance. "I lost my only daughter," stated Theresa.

Just one year prior, the man that killed Paige and her friend had plead guilty to domestic abuse assault with a weapon on another victim. Unless domestic abuse is taken seriously, victims will continue to be injured and killed. Because he threatened someone he was involved with, charges were reduced and he only received probation. If he had threatened another man on the street with a dangerous weapon, that wouldn't have happened: he would have served jail time. Now his destructive acts have devastated three families, ours, Heather's and his own.

Paige was an outgoing 19-year-old attending Des Moines Area Community College for a degree in nursing. Her future was bright. She was happy and well-liked, with her whole life ahead of her. Paige's story is horrific, her death a void in her family's life that will never be filled.

You know and love someone that reminds you of Paige. Her story is the story of too many victims. With your help, we can stop it.

**Names have been changed to protect the victims and families privacy.*

For more information, please contact Valerie Harryman at valerieh@icadv.org or 515.421.4659.



PLATINUM PUMP EXCLUSIVE SPONSOR



\$10,000 Exclusive Sponsor

\$10,000 provides one year of financial literacy empowerment services and safe housing to survivors of intimate partner violence.

This sponsorship includes your name/logo incorporated into the official event logo as well as all collateral, event signage and decor. Your company name will be associated with everything involving Wine Women & Shoes (i.e. Wine Women & Shoes benefiting the Iowa Coalition Against Domestic Violence Presented by "Your Company Name/Logo here").

Presenting Sponsorship benefits include:

- 👠 A \$10,000 tax deductible investment in the Iowa Coalition Against Domestic Violence (ICADV)
- 👠 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 swag bag all attendees receive
- 👠 Logo placement in ALL event public relations and advertising initiatives, press releases, and event materials, both print and online
- 👠 Prominent recognition and link to your company on Wine, Women and Shoes and ICADV websites, e-blasts and social media
- 👠 Onstage 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
- 👠 Opportunity to place a premier item in swag bag
- 👠 Name inclusion in the event program and on the invitations
- 👠 VIP Platinum seating for 6, champagne service throughout the program, designated Shoe Guy for your seating area, one Key to the Closet raffle ticket, and VIP swag

For more information, please contact Valerie Harryman at valerieh@icadv.org or 515.421.4659.



DIAMOND SOLE PROPRIETOR VIP SPONSOR



\$7,500 Exclusive Sponsor

\$7,500 would put 75 certified victim service advocates into communities across the state to assist women, men and children impacted by domestic violence.

This exclusive sponsorship puts your name in front of all the guests at Wine, Women & Shoes. Your name/logo will be included on all collateral, event signage, decor and seating in the VIP seating section the night of the event.

*Showcase your organization as the exclusive **Diamond Sole Proprietor VIP Sponsor!** Your brand will be highlighted on all VIP seating as guests sip champagne and enjoy the exciting Shoe Guys, entertainment and a one-of-a-kind fashion show from the best seats in the house!*

Sponsorship benefits include:

- ✦ A \$7,500 tax deductible investment in the Iowa Coalition Against Domestic Violence (ICADV)
- ✦ Prominent logo placement on signage at the entrance of the event
- ✦ Logo placement on ALL event public relations and advertising initiatives, press releases, and event materials, both print and online
- ✦ Prominent recognition and link to your company on Wine, Women & Shoes and ICADV websites, e-blasts and social media
- ✦ Onstage verbal recognition at the fashion show and prominent signage at the event
- ✦ Opportunity to place premier item in swag bag
- ✦ Name inclusion in the event program and on the invitations
- ✦ VIP Platinum seating six guests, champagne service throughout the program, designated Shoe Guy for your seating area, one Key to the Closet raffle ticket, and VIP swag



SILVER STILETTO SPONSORSHIPS

\$5,000 Sponsorship

\$5,000 will provide legal representation to a victim of domestic violence to protect and provide stability and safety for themselves and their children.



Shoe Guys Sponsor

Tempting guests with their charm, good looks and silver platters, Shoe Guys are a highlight of every WWS event! As the exclusive sponsor, your brand and logo will go on the Shoe Guy T-shirts and be seen throughout the event.

Paparazzi Photo Backdrop Sponsor

As lovely ladies, gentlemen and +1s arrive at the event, they are escorted to a red carpet platform where they are photographed in front of a step and repeat banner. Your logo will be on the vibrant banner, and as a paparazzi sponsor, you can also choose to ask for their e-mail addresses as they enter.

Fashion Show Sponsor

Spotlight your brand during the Fashion Show! Your logo will be featured throughout the entire runway show.

Wall of Wine/Wine Pull Sponsor

For this WINE focused event, your logo will be prominently featured on signage surrounding one of the main focal points at the event.

Sponsorship benefits include:

- ✦ A \$5,000 tax deductible investment to the Iowa Coalition Against Domestic Violence
- ✦ Logo placement in ALL event public relations and advertising initiatives, press releases, and event materials, both print and online
- ✦ Recognition and link to your company on Wine, Women and Shoes and ICADV websites, e-blasts and social media
- ✦ Opportunity to place premier item in swag bag
- ✦ Name inclusion in the event program and on the invitations
- ✦ Reserved VIP Platinum seating for four guests, champagne service throughout the event, designated Shoe Guy for your seating area, and VIP swag

For more information, please contact Valerie Harryman at valerieh@icadv.org or 515.421.4659.



SOLE PROPRIETOR SPONSORSHIPS

\$3,000 Sponsor

\$3,000 will provide three survivors with academic scholarships to help increase their self-confidence, find better employment and achieve economic independence.



Wine Glass Sponsor

Each guest will receive a wine glass upon arrival for tasting throughout the night. This is the perfect opportunity for your company to leave a fabulous impression as guests sip away and re-live memories from this magical night when they take this glass home with them.

Swag Bag Sponsor

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!







Key to the Closet Sponsor

A hundred keys for sale, and only ONE will hold the winning number! The closet contains everything a woman wants and your logo will be present on all tickets, signage surrounding the "closet" and throughout the event.

Marketplace Sponsor

As our guests shop the night away, this opportunity insures they know who you are in every possible way. As the Marketplace Sponsor, your signage will be placed throughout the venue and prominently featured on a stand beside each of our VIP Marketplace vendors.

Sponsorship benefits include:

-  A \$3,000 tax deductible investment in the Iowa Coalition Against Domestic Violence (ICADV)
-  Logo placement on ALL public relations and advertising initiatives, press releases, and event materials, both print and online
-  Recognition and link to your company on WWS and ICADV websites, e-blasts and social media
-  Opportunity to place premier item in swag bag
-  Name inclusion in the event program and on the invitations if reserved 90 days before the event
-  VIP Stiletto seating for two guests

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HEELING HELPER SPONSORSHIPS



\$1,500 Sponsor

\$1,500 will provide two months of stable housing for a family escaping violence.

Registration Sponsor

Highlight your organization at the first AND last stop of the event festivities. Signage with your brand will surround the registration desk where guests check in and check out at the end of the night. There is no way to miss you!

Wine Tag Sponsor

Attendees are issued a wine glass at registration, which is carried throughout the event, and each glass is adorned with an identity tag. Your logo placed prominently on each tag ensures multiple impressions with every attendee and every sip.

Swag Bag Items Sponsor

All guests receive a swag bag at the end of the event so why not extend your brand long after the night is over by filling the bags with items from your company.

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.

Coat and Bag Check Sponsor

Stay at the top of guests' minds by watching their coats, bags, wine and winnings throughout the event! Your logo is printed on bag check tags as well as signage at the event.

Cinderella Spa and Foot Massage Sponsor

Your company name will sound like sweet relief at the popular foot massage station. You have a captive audience as tired toes are pampered during and after a fabulous night.

Sponsorship benefits include:

- ✦ A \$1,500 tax deductible investment in the Iowa Coalition Against Domestic Violence (ICADV)
- ✦ Logo placement on ALL public relations and advertising initiatives, press releases, and event materials, both print and online
- ✦ Recognition and link to your company on WWS and ICADV websites, e-blasts and social media
- ✦ Name inclusion in the event program and on the invitations if reserved 90 days before the event
- ✦ Two general admission tickets to the event

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PERFECT PAIR SPONSORSHIPS



\$1,000 Sponsor

\$1,000 will provide 15 survivors the opportunity to complete the Seeking Safety trauma-informed curriculum from a certified advocate that is designed to educate and inform individuals who have experienced harm at the hands of an intimate partner, enabling them to hope and find a future free from violence.

Red Carpet Sponsor

Location! Location! Location! Spotlight your brand as the first thing guests see as they arrive at the event. Your logo will be splashed all over signage for guests to see as they make their way down the red carpet to the event.

Social Media Giveaway Sponsor

Got Fans? We'll post a ticket giveaway sponsored by your business on our event Facebook page, nonprofit Facebook page and Facebook advertisements prior to the event, and on signage that will be featured at WWS Des Moines.

Sign, Seal, Delivered Sponsor

Showcase your organization prior to the event. Your logo will be stamped on the envelopes that enclose the event tickets.



Sign, Seal, Delivered Sponsor! Your brand will be featured on the event signage!

Silver Tray Sponsor

Your branding will be elegantly served up on silver platters to guests by our famous Shoe Guys!

Sponsorship benefits include:

- 👠 A \$1,000 tax deductible investment in the Iowa Coalition Against Domestic Violence (ICADV)
- 👠 Logo placement on ALL public relations and advertising initiatives, press releases, and event materials, both print and online
- 👠 Recognition and link to your company on WWS and ICADV websites, e-blasts and social media
- 👠 Name inclusion in the event program and on the invitations if reserved 90 days before the event
- 👠 Two general admission tickets to the event

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GLASS SLIPPER SPONSORSHIPS

\$500 Sponsor

\$500 could provide a survivor with an expert witness. An expert witness can make the difference between a victim losing their children or his/her freedom.



Mirror, Mirror Sponsor - \$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 marketplace line-up! Write a lipstick message, produce a removable sticker or develop your own unique way to personalize a mirror.






Best in Shoe Contest Judge Sponsor *(three positions available)*

The Best in Shoe Contest judge(s) roam around the event evaluating and looking for the best pair of shoes. 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.

Best Dressed Award

Sponsor judges from your company and prizes for our Best Dressed Award, and we will highlight you during the announcement of the winner!

Sponsorship benefits include:

-  A \$500 tax deductible investment in the Iowa Coalition Against Domestic Violence (ICADV)
-  Logo placement on event materials, both print and online
-  Recognition and link to your company on WWS and ICADV websites and social media
-  Name inclusion in the event program and on the invitations if reserved 90 days before the event
-  Two general admission tickets to the event

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Benefiting the Iowa Coalition Against Domestic Violence

YES! I would like to participate in Wine Women & Shoes on October 21, 2017, as:

- | | | |
|---|---|---|
| <input type="checkbox"/> Platinum Pump Sponsor (\$10,000) | <input type="checkbox"/> Registration (\$1,500) | <input type="checkbox"/> Mirror, Mirror Sponsor (\$500/mirror) |
| <input type="checkbox"/> Diamond Stiletto Sponsor (\$7,500) | <input type="checkbox"/> Cocktail Napkin Sponsor (\$1,500) | <input type="checkbox"/> Best in Show Judge Contest (\$500/judge) |
| <input type="checkbox"/> Shoe Guys (\$5,000) | <input type="checkbox"/> Coat/Bag Check Sponsor (\$1,500) | <input type="checkbox"/> Best Dressed Award (\$500) |
| <input type="checkbox"/> Wall of Wine/Wine Pull Sponsor (\$5,000) | <input type="checkbox"/> Cinderella Spa & Foot Massage Sponsor (\$1,500) | TICKET OPTIONS |
| <input type="checkbox"/> Marketplace Sponsor (\$3,000) | <input type="checkbox"/> Red Carpet Sponsor (\$1,000) | <input type="checkbox"/> VIP Platinum Seat Ticket (\$150) |
| <input type="checkbox"/> Wine Glass (\$3,000) | <input type="checkbox"/> Social Media Giveaway Sponsor (\$1,000) | <input type="checkbox"/> VIP Stiletto Seat Ticket (\$125) |
| <input type="checkbox"/> Swag Bag Sponsor (\$3,000) | <input type="checkbox"/> Sign, Seal, Delivered Sponsor (\$1,000) | <input type="checkbox"/> General Admission Ticket (\$100) |
| <input type="checkbox"/> Key to the Closet Sponsor (\$3,000) | <input type="checkbox"/> Silver Tray Sponsor (\$1,000) | <input type="checkbox"/> I cannot attend but would like to contribute |
| <input type="checkbox"/> Wine Tag Sponsor (\$1,500) | <input type="checkbox"/> Custom: _____ | \$ _____ to ICADV. |
| <input type="checkbox"/> Swag Bag Items Sponsor (\$1,500) | | |

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, 6200 Aurora Ave., STE 405E, Urbandale, IA 50310

☐ CHARGE MY CREDIT CARD \$ _____ *Please fill out information below and send to:*

Iowa Coalition Against Domestic Violence, attn. WWS, 6200 Aurora Ave., STE 405E, Urbandale, IA 50322 or fax 515-244-7417.

For Credit Card Only:

Name as it appears on the card: _____

Please Circle: Visa MasterCard Amex Discover

CC#: _____ CVV Code: _____

Exp. Date: _____

Signature: _____

Please e-mail your logo as an EPS file to Valerie Harryman, at valerieh@icadv.org. For more information, please call 515-421-4659 or visit www.winewomenandshoes/desmoines.

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