

——— BENEFITING ———— Child Advocates of Silicon Valley



Sponsorship Opportunities

THE PERFECT PAIR...CHILD ADVOCATES OF SILICON VALLEY AND WINE WOMEN & SHOES.

Child Advocates of Silicon Valley is kicking off our 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!

SUNDAY, OCTOBER 8, 2017 2:00 – 6:00 PM AT VILLA MONTALVO

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 THE LIVES OF FOSTER YOUTH

For 31 years, Child Advocates of Silicon Valley (CASA) has served foster youth in Santa Clara County. The American Medical Association states that foster children are among the most vulnerable members of our community. Faced with the uncertainty and disappointment that comes from being uprooted from home, school, family and friends, they become part of an overburdened dependency system and, too often, slip through the cracks. These children need an adult they can trust – a powerful voice to guide them and advocate for them. We are proud to introduce you to our newest fundraiser – Wine Women & Shoes.

"MATCH" YOUR GOALS TO OUR MISSION

Child advocates provides stability and hope to children who have experienced abuse and neglect by being a powerful voice in their lives. Our vision is that every child has a positive view of the future and the opportunity to become a productive, healthy adult.

THE "SOLE" PURPOSE OF WHAT WE WANT TO ACCOMPLISH

When you "pair" with us in 2017, you will help us raise funds toward our goal of providing a CASA for every child in foster care (approximately 1,200 children) in Santa Clara County. In fiscal year 2017, we served approximately 850 children, an 8.5% increase over FY16.



Marketing Strategy







+ MUCH MORE!

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 Child Advocates 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. A electronic version will be distributed to the Child Advocates 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 Child Advocates webpage and online registration.

PROGRAM

The program book is distributed to all guests at the event. This book includes event details, sponsor recognition, Child Advocates 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, Child Advocates will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.



Platinum Pump Exclusive Sponsor

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 Child Advocates of Silicon Valley by "Your Company Name/Logo Here").

Presenting Sponsorship benefits include:

- A \$15,000 tax deductible investment in Child Advocates of Silicon Valley
- 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 Child Advocates' followers
- On-stage verbal recognition during the program 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 Child Advocates)
- Link to your company website from the Child Advocates 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





Gold Stiletto Exclusive Sponsor \$10,000

GO FOR THE GOLD!

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.

- A \$10,000 tax deductible investment in Child Advocates
- 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 Child Advocates' followers
- On-stage verbal recognition during the program
- Opportunity to promote business with product placement and customer liaison at event
- Link to your company website from the Child Advocates 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





Silver Slipper

BE A SILVER LINING

Be in the forefront of this celebration bringing women together for an evening of fine wine, great style, and supporting the mission of the Child Advocates to provide stability and hope to children who have experienced abuse and neglect by being a powerful voice in their lives.

- A \$5,000 tax deductible investment in Child Advocates
- 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 Child Advocates 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



Sassy Sling Sponsors

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

SOLE MATES SPONSOR - Sponsor 25 charming "Sole Mates" 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 "Sole Mates" 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 Child Advocates 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

- A \$2.500 tax deductible investment in Child Advocates
- Choice of one of the following custom marketing opportunities:

 Sole Mates 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 Child Advocates 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



Blinging Boot Sponsorships \$1,500

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-T0-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.

- A \$1,500 tax deductible investment in Child Advocates
- Recognition on event website, e-blasts, and social networking campaigns
- Link to your website from the Child Advocates 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

\$1,000 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.

\$1,000 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

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:

Marilyn Rogers at: marilyn@cadvocates.org

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





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

□ \$15,000 Platinum Pump Exclusive	□ \$1,500 Blinging Boot
□ \$10,000 Gold Stiletto Exclusive	☐ Swag Bag ☐ Key-to-the-Closet
□ \$5,000 Silver Slipper	☐ Signature Mocktail☐ Wall of Wine
□ \$2,500 Sassy Sling □ Sole Gates □ Best in Shoe Awards □ Paparazzi Photo Backdrop	□ Cocktail Napkin □ Bag Check □ Tech/Charging station □ Wine Glass Tag
□ \$500 Honorary Committee	□ \$1,000 Additional Opportunities □ Hydration Station
☐ Custom:	☐ Mirror, Mirror
Name: As you would like it to appear for recognition purposes Please send invoice to:	
Name	Address
☐ Check enclosed for \$ payable to Child Advocates of Silicon Valley	
☐ 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 Child Advocates - 509 Valley Way Building 2, Milpitas, CA 95035

ARTWORK STATEMENT Send artwork to Mercedes@cadvocates.org in EPS format no later than 8/1/17.