

Mercy Service League Introduces



wine
women & shoes®

BENEFITING MERCY MEDICAL CENTER
WOMEN'S CANCER SERVICES

Take the Opportunity to be Fabulous!



WINE WOMEN & SHOES 2018

CO-CHAIRS:

Erin Shea
Audra Milbrandt

CHAIRWOMAN FOR THE CAUSE:

Dr. Dina Rooney

COMMITTEE MEMBERS:

Lisa Arnold
Karen Bostrom
Elaine Campbell
Catherine Catlett
Kimberly Cecconi
Jessica Celesnik
Cindy D'Egidio
Barb Frustaci
Tonya Fusko
Linda Ganser
Julie Gill
Jan Greenfelder
Mary Griveas
Jean Harmon
Ann Heusser
Cindy Hickey
Sally Hoce
Patti Joliat
Sophia Kazes
Wendy Lichtenwalter
Tina Linz
Joni Locke
Brenda Lydick
Anna Mavrakis
Julie Miller
Gail Moore
Robyn Musgrove
Tonya Myers
Jillian Olihan
Christine Ridgway
Dina Rooney
Janet Rowland
Aimee Schlernitzauer
Beth Schuring
Donna Shadle
Sarah Sonogo
Daphne Thomson
Lee Ann Thorn
Annette Wagner
Lisa Werstler



Our Vision

Your sponsorship of Wine Women & Shoes will benefit Mercy Medical Center's cancer services for women. Our vision is for all women in our community to have access to comprehensive, quality, and compassionate care when faced with a cancer diagnosis. Too many times, women are overwhelmed with life-altering issues that compound the complexities of their cancer treatment.

Challenges associated with cancer cross all racial and socioeconomic boundaries and can influence one's ability to actively fight cancer and ultimately impact one's chances for long-term survival. The challenges are endless, including access to early cancer screenings, physician and hospital costs, transportation issues, availability of educational and supportive resources, and affordability of wigs, dressings, prostheses, garments and other supplies. These barriers can add enormous stress at a time that arguably is one of the most difficult times in a woman's' life. Women are nurturers and often place the needs of their family before their own. We will go without if it means our family will experience less anxiety and greater well-being. But a cancer diagnosis demands an active and aggressive response which causes seemingly insurmountable odds for many women. We want to make sure that no woman has to sacrifice her health due to competing burdens of everyday life...and this can be achieved!

With your help, women facing cancer and their families will have the resources they need to get through a cancer diagnosis and will have the best possible chance for survival. Your partnership with Mercy Service League will enhance Mercy Cancer Center's efforts to assist all women throughout their cancer journey. There is nothing stronger than the collective power of women helping women!

About Mercy Service League

"The mission of Mercy Service League is to support the ideals and philosophies of Mercy Medical Center and the ministry of the Sisters of Charity of St. Augustine through service, outreach and education within the Medical Center and the Community."

Please join us!

WHEN & WHERE

May 19, 2018

11:00 a.m.-2:30 p.m.

Alex Krassas Event Center

251 25th St. NW

Canton, Ohio 44709

TICKET PRICE

\$100 - Individual

\$2,500 - VIP host/hostess

table of 8

Limited Tickets Available

100% of the proceeds directly supports Mercy Medical Center Women's Cancer Services



Event Details

WELCOME!

Upon arrival (valet parking, of course!), guests are warmly welcomed by our gracious hosts, The Sole Men. From hair to shoes, you look fabulous so let the FUN begin!

11:00 a.m. - 1:00 p.m.

Marketplace • Wine Tasting • Silent Auction

Shop for local fashion and national designers selling the latest styles while sipping on wine from wineries around the country. Silent auction, "Wall of Wine", "Key to the Closet", music, and the FUN continues. FOOT ALERT: no seating during this time.

1:00 - 2:30 p.m.

Fashion Show • Live Auction • Announcing the Winners

Guests watch a high energy fashion show, bid on trips, experiences, cash call, and other high ticket items, "Best in Shoe", "Best Dressed" and "King of Sole" Awards, and "Key to the Closet" winners announced.

TICKET DETAILS:

Tickets - \$100.00 each & includes:

Admission, swag bag, unlimited wine tastings, fashion show, entertainment, access to vendors, heavy appetizers and dessert.

VIP Host/Hostess Table for 8 - \$2,500 per table & includes:

Admission for eight with premier seating, your name displayed on the table, VIP swag bag, unlimited wine tastings, fashion show, entertainment, access to vendors, heavy appetizers and VIP dessert.





About WW&S

Wine Women & Shoes (WWS) 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. WWS has put forth over **300** events and have raised more than **\$50,000,000** for women and children’s causes.

Wine Women & Shoes fundraisers create an opportunity for partnerships between charities, wineries, shoe and accessory retailers, corporate sponsors and women in the community. In addition to raising money, these events raise awareness for charities, increase sales for wineries and retail partners, and provide community exposure for corporate sponsors.

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
- 👤 Pay attention to fashion and attend fashion events
- 👤 Enjoy wine and attend wine events
- 👤 Represent the typical luxury brand consumer
- 👤 On average, donate/spend \$200-\$600 per event



\$25,000 - EXCLUSIVE PRESENTING SPONSOR

Thank you Signet Enterprises



The exclusive sponsor will receive the highest level of recognition and brand exposure to our guests through pre-event and post-event media campaigns.

Presenting Sponsor Will Receive:

- ✦ Investment in a premier non-profit organization
- ✦ Category exclusivity and opportunity to address the event guests
- ✦ Primary placement in all public relations and advertising initiatives
- ✦ Complimentary full page ad in event program
- ✦ Corporate logo/company name prominently displayed on printed and electronic invitations, e-blasts, social media networking, media advertisements and Step & Repeat photo backdrop
- ✦ Opportunity for product placement inside the Swag Bag (event appropriate items only please)
- ✦ Opportunity to provide one or more items for the signature Key to the Closet and Silent Auction (event appropriate items only please)
- ✦ Acknowledgement and prominent signage at WWS event
- ✦ Eight (8) VIP tickets
- ✦ Host for the WWS Kick-off event
- ✦ \$24,840 Tax Deductible





\$15,000 - PLATINUM PUMP SPONSOR

2 Available – Your choice: “Marketplace” or “Fashion Show” Sponsor

The Marketplace and the Fashion Show are two elements of the event which are both highly visible and energetic. Your brand recognition will be prevalent in each portion no matter which you choose.

Each Sponsor Will Receive:

- ✎ Investment in a premier non-profit organization
- ✎ Complimentary half page ad in event program
- ✎ Corporate logo/company name prominently displayed on Step & Repeat photo backdrop
- ✎ Opportunity for product placement inside the Swag Bag (event appropriate items only please)
- ✎ Opportunity to provide one or more items for the signature Key to the Closet and Silent Auction (event appropriate items only please)
- ✎ Four (4) VIP tickets for the event
- ✎ \$14,920 Tax Deductible

In Addition To The Above:

- ✎ **The Marketplace Sponsor** will receive prominent signage in the Marketplace.
- ✎ **The Fashion Show Sponsor** will receive verbal recognition prior to the fashion show and prominent signage at the Fashion Show event.



\$12,500 - DIAMOND STUD SANDAL SPONSOR

1 Available – “Key to the Closet” Sponsor

The Key to the Closet is what every women wants. The main raffle(s) of the event, contains thousands of dollars’ worth of items and only one winner per raffle.

This Exclusive Sponsor Will Receive:

- ✦ Investment in a premier non-profit organization
- ✦ Complimentary half page ad in event program
- ✦ Corporate logo/company name prominently displayed on Step & Repeat photo backdrop
- ✦ Opportunity for product placement inside the Swag Bag (event appropriate items only please)
- ✦ Opportunity to provide one or more items for the signature Key to the Closet and Silent Auction (event appropriate items only please)
- ✦ Prominent signage at the Key to the Closet display, your logo on the Keys to the Closet Raffle Tickets and the opportunity to announce the winner of the Key to the Closet Raffle
- ✦ Four (4) VIP tickets for the event
- ✦ \$12,420 Tax Deductible



\$10,000 - GLASS SLIPPERS SPONSOR

2 Available: Your choice of "Sole Men" or "Best In Shoe" Sponsor

It's crystal clear that both sponsors have high visibility! The Sole Men Sponsor takes the lead as the heart and sole of the event. Our charming Sole Men escort, serve and make sure every lovely guest is front and center. The Best in Shoe Sponsor will be measuring up to find the perfect fit for each of the three Best In Shoe Awards: "Sassy Stiletto", "Fabulous Flat", and "Wonderful Wedge".

Each Sponsor Will Receive:

- ✎ Investment in a premier non-profit organization
- ✎ Complimentary half page ad in event program
- ✎ Corporate logo/company name prominently displayed on Step & Repeat photo backdrop
- ✎ Opportunity for product placement inside the Swag Bag (event appropriate items only please)
- ✎ Opportunity to provide one or more items for the signature Key to the Closet and Silent Auction (event appropriate items only please)
- ✎ Four (4) VIP tickets to the event
- ✎ \$9,920 Tax Deductible

In Addition To The Above:

- ✎ **The Sole Men Sponsor** will receive the opportunity to have a company representative come on stage and present and crown the King of Sole Award. You will also have the opportunity to have constant brand recognition with your logo on the shirt of 30 or more sole men.
- ✎ **The Best in Shoe Sponsor** will receive the opportunity to judge and present on stage the three Best In Shoe Awards.



\$7,500 - SILVER STILETTO SPONSOR

2 available – Your choice of “Best Dressed” or “Live Auction” Sponsor

The Best Dressed Sponsor reviews guests as fashionistas from head to toe and will decide on one guest to take this award. The Live Auction Sponsor will receive brand recognition on all materials concerning the Live Auction.

Each Sponsor Will Receive:

- ✦ Investment in a premier non-profit organization
- ✦ Complimentary half page ad in event program
- ✦ Corporate logo/company name prominently displayed on Step & Repeat photo backdrop
- ✦ Opportunity for product placement inside the Swag Bag (event appropriate items only please)
- ✦ Opportunity to provide one or more items for the signature Key to the Closet and Silent Auction (event appropriate items only please)
- ✦ Four (4) VIP tickets for the event
- ✦ \$7,420 Tax Deductible

In Addition To The Above:

- ✦ **The Best Dressed Sponsor** will have the opportunity to judge guests as fashionistas and have a company representative come on stage and present the Best Dressed Award.
- ✦ **The Live Auction Sponsor** will have their brand on all materials concerning the Live Auction as well as mention on stage prior to and at the end of the Live Auction.



\$5,000 - FANTASY HEELS

4 Available – Your Choice of “Paparazzi” (SOLD), “Photo Booth”,
“Red Carpet” or “Swag Bag” Sponsor

Each of these sponsors have great exposure and will promote your brand at this spectacular event!

Each sponsor will receive:

- ✎ Investment in a premier non-profit organization
- ✎ Complimentary half page ad in event program
- ✎ Opportunity for product placement inside the Swag Bag (event appropriate items only please)
- ✎ Opportunity to provide one or more items for the signature Key to the Closet and Silent Auction (event appropriate items only please)
- ✎ Four (4) VIP tickets for the event
- ✎ \$4,920 Tax Deductible

In addition to the above:

- ✎ **The Paparazzi Sponsor** will have their corporate logo/company name prominently displayed on Step & Repeat photo backdrop with other sponsors along with the WWS and Mercy Service League logos.
- ✎ **The Photo Booth Sponsor** will receive signage at the Photo Booth. This is a high traffic area as ladies stop in for photos.
- ✎ **The Red Carpet Sponsor** will receive signage along the red carpet where all of the lovely ladies are escorted into the Marketplace.
- ✎ **The Swag Bag Sponsor** will have the opportunity to provide a bag with your logo or to attach your logo to the swag bag with a personalized tag that you provide. These bags provide a lasting impression long after the event is over.

SOLD



\$5,000 - CHAIRWOMAN FOR THE CAUSE



Thank you Dr. Dina Rooney

The Chairwoman for the Cause will be the voice – the voice to champion this cause! She will have an opportunity to address the audience for a few inspiring moments reflecting on our commitment and vision - for all women in our community to have access to needed education, cancer screenings, quality cancer care, and supportive resources.

The Chairwoman for the Cause will receive:

- ✎ Investment in a premier non-profit organization
- ✎ Complimentary half page ad in event program
- ✎ Opportunity for product placement inside the Swag Bag (event appropriate items only)
- ✎ Opportunity to speak for a short time the day of the event
- ✎ Opportunity to provide one or more items for the signature Key to the Closet and Silent Auction (event appropriate items only please)
- ✎ Four (4) VIP tickets for the event
- ✎ \$4,920 Tax Deductible

Dr. Dina Rooney

CHAIRWOMAN FOR THE CAUSE

\$2,500 - ONE-OF-A-KIND SPONSORS *2 VIP Tickets Each* ((\$2,460 Tax Deductible))

VALET SPONSOR *(One sponsorship available)*

As the valet sponsor, you receive your company logo or name prominently displayed at the valet parking. This level of sponsorship includes the opportunity to place an item in each car (event appropriate items please) as a lasting impression; items such as bottled water, a small parting gift or a hang tag with your company logo or name. This sponsorship has an opportunity for product placement inside the Swag Bag (event appropriate items please) and ¼ page ad in the program.

WALL OF WINE SPONSOR *(One sponsorship available)*

As the Wall of Wine Sponsor, your company logo or name will be prominently featured on the Wall of Wine. Everyone's a winner! As the exclusive sponsor, your logo will be displayed on each bottle of wine at this station. You will have the opportunity to supply a wine bag imprinted with your company logo or name for the wine to be placed in, or to attach your company logo to the wine bottle with a personalized tag that you provide. This sponsorship has an opportunity for product placement inside the Swag Bag (event appropriate items please) and ¼ page ad in the program.

WINE TASTING SPONSOR *(One sponsorship available)*

As the Wine Tasting Sponsor, guests will see your company logo or name with each sip of wine as each wine glass will have your company name on a tag slipped around the bottom of guests' wine glasses. Or you can elect to supply wine glasses with your company logo or name etched on the glass. This sponsorship has an opportunity for product placement inside the Swag Bag (event appropriate items please) and ¼ page ad in the program.

OTHER GREAT SPONSORSHIP OPPORTUNITIES

(100% Tax Deductible)

COCKTAIL NAPKIN - \$1,500 *(One sponsorship available)*

Throughout the event, guests will taste some of the finest wines. Your company logo or name will be placed on each napkin they receive when visiting with each of our vintners. This sponsorship has an opportunity for product placement inside the Swag Bag (event appropriate items please) and name mentioned in the program.



HYDRATION STATION - \$1,500 *(One sponsorship available)*

Help our fabulous attendees hydrate at the water/lemonade station. Elegant signage and dispensers will draw a thirsty crowd. This sponsorship has an opportunity for product placement inside the Swag Bag (event appropriate items please) and name mentioned in the program.



OTHER GREAT SPONSORSHIP OPPORTUNITIES

(100% tax Deductible)

POWDER ROOM SPONSOR - \$1,500 (One sponsorship available)

Your company logo or name will be proudly displayed in and around the powder rooms. This sponsorship has an opportunity for product placement inside the Swag Bag (event appropriate items please) and name mentioned in the program.

MIRROR, MIRROR – \$1000/MIRROR (Eight-Ten 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! Write a lipstick message, produce a removable sticker, or develop your own unique way to personalize a mirror. This sponsorship has an opportunity for product placement inside the Swag Bag (event appropriate items please) and name mentioned in the program.

CHECK-IN/CHECK-OUT SPONSOR – \$500 (Unlimited sponsorships available)

As this sponsor, your company logo or name will be displayed as guests check-in and check-out of the glamorous event. As guests enter the event, your company logo or name will be one of the first things they see, and it will be one of the last impressions guests have as they exit! This sponsorship has an opportunity for product placement inside the Swag Bag (event appropriate items please) and name mentioned in the program.

CUSTOMIZED SPONSOR – NAME THE AMOUNT (Unlimited sponsorships available)

Don't see what you are looking for? Let us create something for you within your budget. We can work with you to develop a creative, customized sponsorship package.

MEDIA SPONSOR - (Customized)

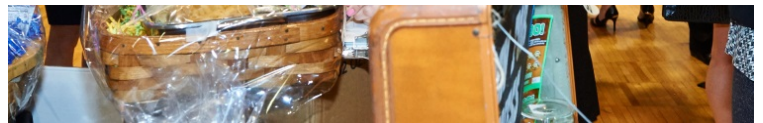



wine
women & shoes®
winewomenandshoes.com/canton





Thank you for your support!



Please mail all forms to: Elaine Campbell
Attn: Wine Women & Shoes, Mercy Service League
1320 Mercy Drive NW, Canton, OH 44708
MSL.WWS@cantonmercy.org

For more information contact:
Tina Linz (330) 495-2617, Audra Milbrandt (330) 639-7142 or Erin Shea (330) 704-0552



SPONSORSHIP AGREEMENT

Benefiting Mercy Medical Center Women's Cancer Services
Sponsorships kindly requested by March 1, 2018

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

- \$25,000 Presenting Sponsor **SOLD**
- \$15,000 Platinum Pump – Your Choice
 - Marketplace
 - Fashion Show
- \$12,500 Diamond Stud Sandal
- \$10,000 Glass Slippers – Your Choice
 - Sole Men
 - Best in Shoe
- \$ 7,500 Silver Stiletto – Your Choice
 - Best Dressed
 - Live Auction
- \$ 5,000 Chairwoman For the Cause **SOLD**
- Customized Sponsor (You Name the Amount)
Write in Your Donation _____
- \$5,000 Fantasy Heels – Your Choice
 - Paparazzi **SOLD**
 - Photo Booth
 - Red Carpet
 - Swag Bag
- \$2,500 One-of-a-Kind – Your Choice
 - Valet
 - Wall of Wine
 - Wine Tasting
- \$1,500 Additional Opportunities
 - Cocktail Napkin **SOLD**
 - Hydration Station **SOLD**
 - Powder Room
- \$1,000 Mirror, Mirror
- \$500 Check In/Check Out

NAME: *As you would like it to appear for recognition:* _____

Please send invoice to:

Name: _____ Address: _____

- Check enclosed for \$ _____ payable to Mercy Service League
- Charge my Credit Card for \$ _____ (Please fill out information below)

FOR CREDIT CARD ONLY:

Name as it appears on the card: _____

Please Circle Visa MasterCard Discover American Express

CC#: _____ Exp. Date: _____ Security Code: _____

Billing Address: _____

Signature: _____ Email: _____

Please mail all forms to: Elaine Campbell, Attn: Wine Women & Shoes, Mercy Service League,
1320 Mercy Drive NW, Canton, OH 44708

Please email your logo as a high resolution JPEG file to MSL.WWS@cantonmercy.org no later than 3/15/18
For more information contact: Tina Linz (330) 495-2617, Audra Milbrandt (330) 639-7142
or Erin Shea (330) 704-0552



AD SPONSORSHIP AGREEMENT

Benefiting Mercy Medical Center Women's Cancer Services

Ad Agreements kindly requested by March 1, 2018

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

- Full Page Ad Color or Black and White in inches 4.75x7.75 (\$500)
- Half Page Ad Color or Black and White in inches 4.75x3.75 (\$250)
- Quarter Page Ad Color or Black and White in inches 2.3x7.75 (\$125)

Contact Name: _____ Contact Phone: _____

Contact Email: _____

NAME: As you would like it to appear for recognition: _____

Please send invoice to:

Name: _____ Address: _____

Check enclosed for \$ _____ payable to Mercy Service League

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

FOR CREDIT CARD ONLY:

Name as it appears on the card: _____

Please Circle Visa MasterCard Discover American Express

CC#: _____ Exp. Date: _____ Security Code: _____

Billing Address: _____

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