

Child Advocates of Silicon Valley



Sponsorship opportunities

# GET PUMPED! CHILD ADVOCATES' 2ND ANNUAL WINE WOMEN & SHOES EVENT IS COMING SOON!

There are few combinations that evoke glamour and fun as much as the perfect fit of Wine Women & Shoes. Silicon Valley's wine-savvy, shoe loving women will kick up their heels and sip fine wines from participating wineries, enjoy savory bites, and shop the latest shoes and accessories from fabulous fashion vendors all while supporting Child Advocates of Silicon Valley. Last year, our inaugural event raised more than \$160,000 and provided a showcase for our sponsors and partners products and services. Most importantly, proceeds from the event helped change the lives of hundreds of children in foster care.

# Join usl

September 30, 2018 Villa Montalvo, Saratoga, CA 2:00-6:00 p.m.

# **WW&S AUDIENCE**

- ♦ 80% women ages 30 to 55
- ◆ CEO moms and young professionals
- ♦ Key influencers, 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

# **SOARING TO NEW 'SHOE' HEIGHTS**

Child Advocates of Silicon Valley serves children in the Santa Clara County foster care system who have experienced abuse and neglect by providing a trained, dedicated volunteer to advocate for the child's best interests in dependency court hearings. These Court Appointed Special Advocates (CASA) volunteer spends time with the child and becomes a trusted friend, mentor and constant adult presence. Child Advocates is part of member of the National CASA organization, a network of nearly 1,000 local community programs supporting children in the foster care system.

# CREATING A WIN WIN!

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.

# Change Your Shoes. Change A Child's Life!

# "Pair" With Us!

## "PAIR" WITH US TO IMPROVE THE LIVES OF FOSTER CHILDREN

Since 1986, Child Advocates of Silicon Valley has served more than 16,000 foster youth in Santa Clara County with a trained Court Appointed Special Advocate (CASA). The American Medical Association states that foster children are among the most vulnerable members of our community. Faced with 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 a caring adult they can trust – a powerful voice to guide them and advocate for them.

# "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.

### **OUR "SOLE" GOAL IS TO SERVE MORE CHILDREN**

When you "pair" with us in 2018, you will help us raise crucial funds toward our strategic plan to provide a CASA for every child in the Santa Clara County foster care system – that's approximately 1,200 children by 2021. In fiscal year 2018, we will serve approximately 900 foster children, an 11% over fiscal year 2017.



# MARKETING STRATEGY

### Save-the-Date

A e-blast formally announcing the event date and theme, as well as appropriate sponsors, will be distributed to targeted lists of donors, members, and previous WWS supporters and guests through electronic mail.

Expected audience: 5,000+

# 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.

# Expected audience: 3.000+

### Newsletters

Newsletters will be sent to the entire network (5,000+) of Child Advocates' Network members, donors, volunteers, and friends with the latest news on event updates, activities, promotions, and more.





# + MUCH MORE!

# **Program**

Distributed to all guests at the event. This book includes event details, sponsor recognition, Child Advocates' program information, and live and silent auction item descriptions.

Expected audience: 300+

# 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 the Child Advocates of Silicon Valley's webpage and online registration.

### Social Media

With an audience of over 2,000 spread across social media outlets, the Child Advocates' Network will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.



# \$10,000 PLATINUM PUMP SPONSOR

- Name or company logo listed on invitation (if committed by June 1, 2018)
- Name or company logo listed in program
- Name or company logo listed on event web pages
- Name or company logo featured on all electronic media and communications
- Listed as Platinum Stilettos Sponsor on printed program
- 20 reserved sponsor seats for the event

# \$5,000 GOLD STILETTO SPONSOR

- Name or company logo listed on invitation (if committed by June 1, 2018)
- Name or company logo listed on event web pages
- Listed as Gold Heels Sponsor on printed program
- 10 reserved sponsor seats for the event

# \$2,500 SILVER SLIPPERS PACKAGE

Supports four laptop computers for four college bound high school

- Name or company logo listed on invitation (if committed by June 1, 2018)
- Name or company logo listed on event web pages
- Listed as Silver Slippers Sponsor on printed program
- 5 reserved sponsor seats for the event



# DON'T SEE WHAT YOUR LOOKING FOR?

To request additional details regarding your uniquely crafted sponsorship investment,

Please Contact Marilyn Rogers

Marilyn@cadvocates.org | 408.573.5663

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



# ADDITIONAL SASSY SLING OPPORTUNITIES

[ ] **Key-to-the-Closet - \$1,500** (*1 available*) One hundred keys for sale, and only 1 will win a collective bounty of donated items. What's in the closet? Fashion? Gift certificates? All will be revealed the day of the event. Your brand will be featured as the Key-to-the-Closet sponsor. **Benefits Included:** Logo on all raffle materials + 2 individual tickets.

[ ] Swag Bag - \$1,500 (1 available) All 300+ attendees receive reusable tote bags to take home which means they will be carrying your brand with them as they are out around town. **Benefits Include:** Your logo on one side of a high-quality tote bag + 2 individual tickets.

[ ] Wine Glass Tag - \$1,500 (1 available) Be the logo prominently featured on all wine glasses for the event.

*Benefits Include:* Logo recognition + 2 individual tickets.

[ ] Cocktail Napkin - \$1,500 (1 available) Be the logo prominently featured on all cocktail napkins for the event.

Benefits Include: Logo recognition + 2 individual tickets.

[ ] Non-Alcoholic Beverage - \$1,500 (1 available) Help our fabulous attendees hydrate at the water station. Elegant signage and your logo on bottle water.

*Benefits Include:* Logo recognition + 2 individual tickets.

[ ] Mirror Mirror - \$1,000 (1 available) "Who's the fairest of them all?" Underwrite the marketplace vendor mirrors and your logo will be placed throughout.

*Benefits Include:* Logo recognition + 1 individual ticket.

[ ] Honorary Committee - \$500 (40 available) Make a difference without the work.

**Benefits Include:** Name recognition in program when secured 30 days prior to the event + 2 reserved seats.



□ \$10,000 Platinum Pump Exclusive			□ \$1,500 Sassy Sling		
			☐ Swag Ba	· ·	
□ \$5,000 Gold Stiletto Ex		☐ Key-to-the-Closet			
□ \$2,500 Silver Slipper			☐ Cocktail Napkin☐ Wine Glass Tag		
Custom: Amo		mount \$	•	☐ Hydration Station☐ Mirror, Mirror	
Name:			<u> </u>		
As you would like it to appear	for recognition pu	urposes			
☐ Please send invoice to	<b>)</b> :				
Name	Address				
☐ Check enclosed for \$_ Mail to: 509 Valley Way, E		- 1	vocates of Silicon Vall	ey	
☐ Charge my Credit Car	rd for \$				
Return form via MAIL to: 5	509 Valley Way, I	Bldg. 2, Milpitas, CA 950	35		
For Credit Card	Only: Name as	it appears on the ca	rd:		
Please Circle:	Visa	MasterCard	Amex	Discover	
CC#:		Exp. Date:	C	CVN:	
Signature:					
☐ I cannot attend. Pleas	se accept my do	onation of \$			
Company/Address:					
Phone:		Email:			
Signatura					

**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.