



wine women & shoes®

Benefiting Second Harvest Food Bank of Metrolina

Sponsorship Opportunities



Together We CAN End Hunger

September 28, 2018 | The Westin Charlotte

**SECOND
HARVEST
FOOD BANK
OF METROLINA**

Together We CAN End Hunger



SecondHarvestMetrolina.org | | #SecondHarvestMetrolina

Be a part of Wine Women and Shoes 2018
and help us continue feeding those in need...

**SECOND
HARVEST
FOOD BANK
OF METROLINA**

Together We CAN End Hunger

Second Harvest Food Bank of Metrolina (SHFBM) strives through education, advocacy, and partnerships to eliminate hunger by the solicitation and distribution of food. SHFBM has been in existence since 1981.

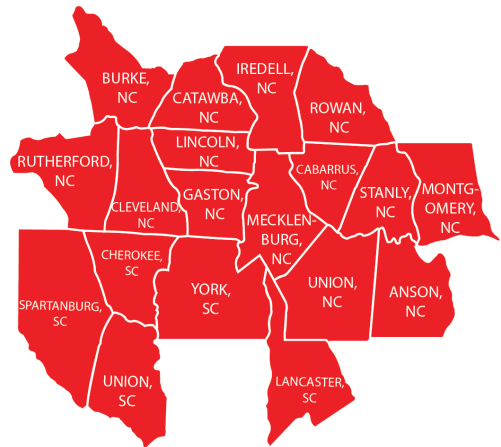
This is accomplished through food distribution, programs, education, and advocacy. We provide a regional distribution warehouse and branches that supply food and grocery items to charitable agencies that assist people in need. We provide training, technical assistance, and hunger education to our partner agencies.

Over 700

Partner agencies distribute food to people at risk of hunger. Partner agencies include soup kitchens, emergency pantries, homeless shelters, senior programs, low-income daycares and animal welfare organizations.

**Over 54
Million Pounds**
of food and other household items were distributed in 2016-2017.

Almost 18 million pounds of our annual distribution is fresh produce, meat and dairy. SHFBM not only provides emergency support, but also works to address the systemic issues that cause food insecurity and poverty.



SHFBM provides food and services to more than 700 partner agencies in 14 counties in NC and 5 counties in SC.



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Benefiting Second Harvest Food Bank of Metrolina

Please Join Us!

When & Where

September 28, 2018
6:30 PM to 9:30 PM

The Westin Charlotte
601 S. College Street
Charlotte, NC 28202

ABOUT WINE WOMEN & SHOES

Created for women who enjoy fine wine, great style and a noble cause, Wine Women & Shoes is one of the fastest-growing charity event series in the country. Over 400 Wine Women & Shoes fashion events are held across the country, and they have raised more than \$60 million for women's and children's causes. The signature event features wine tastings, a fashion show, a walk-around boutique marketplace and charming shoe guys at your beck and call.

WINE WOMEN & SHOES ATTENDEES

Wine Women & Shoes is a highly successful national fundraising event platform that offers sponsors a unique opportunity to place businesses in front of an ideal, but hard to reach demographic - affluent, savvy women. Ranging from CEOs to moms to 30-something young professionals, women who will be attending the event:

- Are key influencers, tastemakers and connectors in their community.
- Are educated, socially conscious, charitable and community-minded.
- Pay attention to fashion and attend fashion events.
- Enjoy and consume luxury wine and fine food.

Contact Wendy Nyberg, Special Events Manager, at 704-805-1755
or wnyberg@secondharvest.org





\$15,000 - DIAMOND STILETTOS SPONSOR - SOLD

- 15 WW&S event tickets
- 15 VIP Fashion Show seats
- 15 Signature Swag Bags

Branding and Marketing Opportunities

- A \$15,000 investment in Second Harvest Food Bank of Metrolina
- A booth at the event
- Logo on “Step & Repeat” photo backdrop
- Prominent recognition on event website, e-blasts, and social networking campaigns
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs and signage, invitations and Save the Dates
- Corporate logo and link on WW&S website
- Full page ad and logo in event program
- Verbal recognition during the event
- Inclusion of promotional item in Swag Bag



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\$10,000 - PLATINUM PUMP SPONSORS - SOLD

- 10 WW&S event tickets
- 10 VIP Fashion Show seats
- 10 Signature Swag Bags

Branding & Marketing Opportunities

- A \$10,000 investment in Second Harvest Food Bank of Metrolina
- A booth at the event
- Prominent recognition on event website, e-blasts, and social networking campaigns
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs and signage, invitations and Save the Dates
- Full page ad and logo in event program
- Corporate logo and link on WW&S website
- Verbal recognition during the event
- Inclusion of promotional item in Swag Bag
- Opportunity for on-site presence with 2 dealer selected automobiles
- Hang tag with logo placed on rearview mirror when car is valet parked
- Ability to provide a branded parting gift to be placed in each valet serviced car



\$5,000 - FASHION SHOW SPONSOR -SOLD

- 5 WW&S event tickets
- 5 VIP Fashion Show seats
- 5 Signature Swag Bags

Branding & Marketing Opportunities

- A \$5,000 investment in Second Harvest Food Bank of Metrolina
- Exclusive Fashion Show sponsor
- Prominent recognition on event website, e-blasts, and social networking campaigns
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs and signage, invitations and Save the Dates
- 1/4 page ad and logo in event program
- Corporate logo and link on WW&S website
- Verbal recognition during the event
- Inclusion of promotional item in Swag Bag

\$5,000 - SHOE GUY SPONSOR

- 5 WW&S event tickets
- 5 VIP Fashion Show seats
- 5 Signature Swag Bags

Branding & Marketing Opportunities

- A \$5,000 investment in Second Harvest Food Bank of Metrolina
- Exclusive Shoe Guy sponsor
- Logo on all Shoe Guys shirts
- Prominent recognition on event website, e-blasts, and social networking campaigns
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs and signage, invitations and Save the Dates
- 1/4 page ad and logo in event program
- Corporate logo and link on WW&S website
- Verbal recognition during the program
- Inclusion of promotional item in Swag Bag
- 20 Guys from your company can serve as Shoe Guys at the event



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\$3,500 GOLDEN WEDGE SPONSORS *(Choose from the following)*

All \$3,500 sponsorships Include:

A \$3,500 investment in Second Harvest Food Bank of Metrolina
4 WW&S event tickets and 4 Signature Swag Bags

Swag Bag Sponsor

Branding & Marketing Opportunities

- Corporate logo printed on bag given to every guest full of goodies
- Name on website, e-blasts and social networking campaigns

Wine Glass Sponsor

Branding & Marketing Opportunities

- Corporate logo printed on all wine glasses used by all guests throughout the evening
- Name on website, e-blasts and social networking campaigns



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at 704-805-1755 or wnyberg@secondharvest.org

\$2,500 SILVER SLINGBACK SPONSORS *(Choose from the following)*

All \$2,500 sponsorships Include:

A \$2,500 investment in Second Harvest Food Bank of Metrolina
3 WW&S event tickets and 3 Signature Swag Bags

Key-to-the-Closet Sponsor -SOLD

Branding & Marketing Opportunities

- Company will be mentioned as sponsor by D.J. during the marketplace and by the emcee during the program at the Fashion Show
- Name on website, e-blasts and social networking campaigns
- Logo on raffle tickets

Jewelry Sponsor -SOLD

Branding & Marketing Opportunities

- Jewelry worn on models during fashion show
- Retail vendor during marketplace
- Name on website, e-blasts and social networking campaigns

Volunteer Sponsor

Branding & Marketing Opportunities

- Corporate logo printed on volunteer shirts
- Name on website, e-blasts and social networking campaigns



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\$2,000 BRONZE PEEPTOE SPONSORS *(Choose from the following)*

All \$2,000 sponsorships Include:

A \$2,000 investment in Second Harvest Food Bank of Metrolina
2 WW&S event tickets and 2 Signature Swag Bags

Bottled Water Sponsor

Branding & Marketing Opportunities

- Corporate logo printed on bottled water placed in every guest's Swag Bag
- Name on website, e-blasts and social networking campaigns

Cocktail Napkin Sponsor

Branding & Marketing Opportunities

- Corporate logo printed on napkin guests receive from wineries and servers
- Name on website, e-blasts and social networking campaigns

Photo Booth Sponsor

Branding & Marketing Opportunities

- Corporate logo printed on all photos from photo booth
- Name on website, e-blasts and social networking campaigns

Best in Shoe Contest Sponsor

Branding & Marketing Opportunities

- Provide 3 judges for the contest
- Opportunity to present winner on stage
- Name on website, e-blasts and social networking campaigns

Shoe Guy Tray Sponsor

Branding & Marketing Opportunities

- Corporate logo printed on draped cloth on Shoe Guy platter
- Name on website, e-blasts and social networking campaigns

Mirror Sponsor

Branding & Marketing Opportunities

- Corporate logo printed on all mirrors provided for marketplace tables
- Name on website, e-blasts and social networking campaigns



\$1,000 COPPER MULE SPONSORS *(Choose from the following)*

All \$1,000 sponsorships Include:

A \$1,000 investment in Second Harvest Food Bank of Metrolina
1 WW&S event tickets and 1 Signature Swag Bag

Ladies Lounge Sponsor -SOLD

Branding & Marketing Opportunities

- Feature your company logo on lotions and soaps in venue restrooms and/or provide an attendant to assist with hand towels with your company logo
- Name on website, e-blasts and social networking campaigns

Non-alcoholic Beverage Sponsor

Branding & Marketing Opportunities

- Opportunity to provide an assortment of non-alcoholic beverages at our refreshment station
- Name on website, e-blasts and social networking campaigns

Centerpiece Sponsor






















Branding & Marketing Opportunities

- Logo on all wine centerpieces in Marketplace
- Name on website, e-blasts and social networking campaigns



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wnyberg@secondharvest.org

Sponsorship Opportunities and Benefits

	Diamond Stiletto \$15,000	Platinum Pump \$10,000	Fashion Show \$5,000	Shoe Guy \$5,000	Swag Bag, Wine Glass \$3,500	Key-to-the-Closet, Jewelry, Volunteer \$2,500	Bottled Water, Cocktail Napkin, Photo Booth, Best in Shoe Contest, Mirror, Shoe Guy Tray \$2,000	Ladies Lounge, Non-alcoholic Beverage, Centerpieces \$1,000
Event tickets to Wine Women & Shoes	15 Tickets	10 Tickets	5 Tickets	5 Tickets	4 Tickets	3 Tickets	2 Tickets	1 Ticket
VIP fashion show seats	15 Tickets	10 Tickets	5 Tickets	5 Tickets				
Signature Swag Bags	15 Bags	10 Bags	5 Bags	5 Bags	4 Bags	3 Bags	2 Bags	1 Bag
Recognition on event e-blasts and social media platforms	Logo and Link	Logo and Link	Logo and Link	Logo and Link	Name	Name	Name	Name
Logo on "Step and Repeat"								
Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs and signage, invitations and save the dates								
Recognition on SHFBM and WWS websites	Logo and Link	Logo and Link	Logo and Link	Logo and Link	Name	Name	Name	
Inclusion of promotional material in Swag Bag								
Verbal recognition during the event								
Opportunity for a table at event								

To guarantee provision of all benefits, sponsorship must be secured by July 27, 2018

Contact Wendy Nyberg, Special Events Manager, at 704-805-1755 or wnyberg@secondharvest.org



Sponsorship Agreement

Yes! I would like to participate in Wine, Women & Shoes, September 28, 2018!

Sponsorship Levels

- | | |
|--|---|
| <input type="checkbox"/> Diamond Stilettos Presenting Sponsor (\$15,000) -SOLD | <input type="checkbox"/> Bottled Water Sponsor (\$2,000) |
| <input type="checkbox"/> Platinum Pump Sponsor (\$10,000) -SOLD | <input type="checkbox"/> Cocktail Napkin Sponsor (\$2,000) |
| <input type="checkbox"/> Fashion Show Sponsor (\$5,000) -SOLD | <input type="checkbox"/> Photo Booth Sponsor (\$2,000) |
| <input type="checkbox"/> Shoe Guy Sponsor (\$5,000) | <input type="checkbox"/> Best in Shoe Contest Sponsor (\$2,000) |
| <input type="checkbox"/> Swag Bag Sponsor (\$3,500) | <input type="checkbox"/> Shoe Guy Tray Sponsor (\$2,000) |
| <input type="checkbox"/> Wine Glass Sponsor (\$3,500) | <input type="checkbox"/> Mirror Sponsor (\$2,000) |
| <input type="checkbox"/> Key to the Closet (\$2,500) -SOLD | <input type="checkbox"/> Ladies Lounge Sponsor (\$1,000) -SOLD |
| <input type="checkbox"/> Jewelry Sponsor (\$2,500) -SOLD | <input type="checkbox"/> Non-alcoholic Beverage Sponsor (\$1,000) |
| <input type="checkbox"/> Volunteer Sponsor (\$2,500) | <input type="checkbox"/> Centerpiece Sponsor (\$1,000) |

Name as you would like it to appear for recognition purposes _____

Contact Name _____

Address/City/State/Zip _____

Phone _____ **Email** _____

Website _____ **Social Media Handles** _____

Signature _____ **Date** _____

Please complete and return this form and sponsorship payment by Friday, July 27, 2018 to:

Second Harvest Food Bank of Metrolina
Attn: Wendy Nyberg
500-B Spratt Street, Charlotte, NC 28206
704.805.1755
wnyberg@secondharvest.org

*Please make checks payable to "Second Harvest Food Bank of Metrolina"
and note "WWS Sponsorship" in Memo line.*

