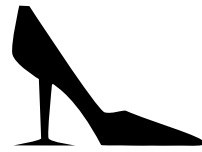


The 4<sup>th</sup> Annual



# wine women & shoes<sup>®</sup>

Benefiting the Iowa Coalition  
Against Domestic Violence

*Stand up for Change*

**SATURDAY, OCTOBER 27, 2018**  
**STATE HISTORICAL MUSEUM OF IOWA, Des Moines**  
**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) 4th 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 27, 2018**

**6-9:30 p.m. at the State Historical Museum of Iowa  
600 East Locust, Des Moines, IA 50319**

## 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 21 victim service agencies across the state who provide direct service to victims, survivors and communities impacted by intimate partner violence. Last year, the Coalition's network of service providers member served more than 35,000 individuals.



## STAND UP FOR CHANGE

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In the United States, **1 in 3** women and **1 in 4** men will experience 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.

But it doesn't have to be this way ... with your support!

Being apart of the **4th Annual Wine, Women and Shoes** is the perfect opportuntiy to help us provide life-changing services and programs to battered women, men, children and communities across the state.



Because of the generous support from our friends, allies, corporate and community partners:

- **35,000** survivors received services through our network of statewide member programs in 2017
- **350** advocates are available to assist survivors 24 hours a day, 7 days a week in all 99 Iowa counties
- **292** survivors have found higher education and job training assistance through the Alice Barton Scholarship program
- **220** survivors have been able to participate in Seeking Safety courses
- **408** survivors have found economic empowerment through financial literacy courses
- **150** survivors have received legal council to protect and provide for themselves and their families

Being apart of the 4th Annual Wine, Women and Shoes is the perfect opportuntiy to help us serve more survivors . We hope you will join us to **Stand Up for Change** because together, we will prevent this epidemic from impacting one more Iowan.



## PLATINUM PUMP EXCLUSIVE SPONSOR

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### **\$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 10, champagne service throughout the program, designated Shoe Guy for your seating area, one VIP exclusive Key to the Closet raffle ticket, and VIP swag

*For more information, please contact Valerie Harryman at [valerieh@icadv.org](mailto:valerieh@icadv.org) or 515.421.4659.*





## DIAMOND SOLE PROPRIETOR VIP SPONSOR

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*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!*

### **\$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.*

*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 for 6, champagne service throughout the program, designated Shoe Guy for your seating area, one VIP exclusive 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 charm and every WWS event! As the event, T-shirts and be seen through



er platters, Shoe Guys are a highlight of brand and logo will go on Shoe Guy

#### Paparazzi Sponsor

As lovely ladies and gentlemen arrive, step and repeat banner splash and, as the exclusive papara. addresses as they arrive.



nt, they will be photographed in front of a '! Your logo will be on a vibrant banner, choose to ask guests for their e-mail

#### Fashion Show Sponsor

Spotlight your brand during the finale and highlight of any Wine, Women and Shoes event, the Fashion Show! Your logo will be present onstage throughout the entire runway show.

#### Wine Pull Sponsor

For this WINE focused event, your surrounding the Wall of Wine.



minently featured on signage

#### *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](mailto:valerieh@icadv.org) or 515.421.4659.*





## SILVER STILETTO SPONSORSHIPS CONTINUED

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### **\$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.*



### **Luxury Valet and Red Carpet Sponsor**

Treat guests to the "movie star" experience as our exclusive Luxury Valet and Red Carpet Sponsor. Your logo and brand will be the first thing guests see as it is displayed at the Valet booth and along the red carpet. You also have the opportunity to leave a message or branded item in each valet parked car! Drive guests wild by promoting one or two of your luxury vehicles at the front entrance of this year's event! Your vehicle(s) and brand will grab guests' attention the second they step on to the red carpet and make a lasting impression long after the event is over.

### **Savory Bites Sponsor**

Put your organization in one night's hottest locations ... the Savory Bites station! Your name will be on display as guests treat themselves to mouth-watering flavors that will tickle their taste buds and have them coming throughout 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](mailto: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 up opportunity for your company to leave a this magical night when they take this glas



hout the night. This is the perfect as guests sip away and re-live memories from m.

## Swag Bag Sponsor

As a Swag Bag Sponsor, you will have the on one side. These bags provide long as the exclusive partner of this market. the bag that will encourage attendees to



ute 300 custom bags with your logo imprinted ties long after the event is over. In addition, urage you to place a dynamic item or offer in you!

## Key to the Closet Sponsor

Exclusive keys are included with this year's WWS VIP ticket and only ONE will hold the winning number! Your logo will be present on VIP tickets and signage surrounding the event. Plus, a representative of your organization will have the privilege of announcing this year's winner of the Key To The Closet!

## Show Stopper Sponsor

Light up this year's WWS and keep guests entertained all night long as our official Show Stopper Sponsor! Your logo will be the focal point of the AV and DJ booth the night of the event.

### *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 One
- ✦ 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

Leave a lasting impression of your business as the first AND last thing guests will see. Your brand will be splashed on signage, registration table, and also on the take-home bag!



As a sponsor, you can provide for maximum exposure of your business.

### Wine Tag Sponsor

Attendees are issued a wine glass at registration, which is carried throughout the event. Each glass is adorned with an identity tag. Not only are the wine tags helpful, they are viewed time and again as guests sip their way through the evening.

### 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.

### Vault Sponsor

Stay at the top of guests' minds by watching their progress. Your logo is printed on bag check tags as well as signage.



and winnings throughout the event!

### Pizza Party Send Off Sponsor

Leave a memorable mark on attendees at the end of the night as they enjoy delicious slices of pizza on their way home. This is a brand new sponsorship to WWS and your logo will be on signage and cutlery as guests wrap up an unforgettable night!

### Social Media Sponsor

Got Fans? We'll post a ticket give-away sponsored by your business. When they enter, they'll be sent to your web link with opportunity to cultivate new online inquiries and connections.



on our event Facebook page! As they enter, they'll be sent to your web link with opportunity to cultivate new online inquiries and connections. This is an excellent opportunity for your organization.

### *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, and event materials
- ✎ 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

*For more information, please contact Valerie Harryman at [valerieh@icadv.org](mailto:valerieh@icadv.org) or 515.421.4659.*



# 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.*



### Best in Shoe Contest Judge Sponsor

The Best in Shoe Contest judge will be the best pair of shoes. This is a networking connection with each attendee. They will announce the winners and give awards.



(3 positions available)

At the event evaluating and looking for the right sponsor – assuring one-on-one contact to address the entire audience and announce

### Best Dressed Contest Judge Sponsor

Sponsor judges from your company. We will highlight you during the announcement.



Win our Best Dressed Award, and we will be the winner!

### Silent Auction Sponsor

Place your organization in one of the most popular areas, the Silent Auction! Your logo will be weaved in and out of the program for! Place your business cards and additional exposure and be prepared for the business inquiries coming in after the event is over!



most popular areas, the Silent Auction! Your logo will be weaved in and out of the program for! Place your business cards and additional exposure and be prepared for the business inquiries coming in after the event is over!

### *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

*For more information, please contact Valerie Harryman at [valerieh@icadv.org](mailto:valerieh@icadv.org) or 515.421.4659.*





*Benefiting the Iowa Coalition Against Domestic Violence*

**YES! I would like to participate in Wine Women & Shoes on October 27, 2018 , as:**

- |  |  |
|--|--|
| <input type="checkbox"/> Platinum Pump Sponsor (\$10,000)            | <input type="checkbox"/> Show Stopper Sponsor (\$3,000)                      |
| <input type="checkbox"/> Diamond Stiletto Sponsor (\$7,500)          | <input type="checkbox"/> <del>Registration Sponsor (\$1,500)</del>           |
| <input type="checkbox"/> <del>Shoe Guys Sponsor (\$5,000)</del>      | <input type="checkbox"/> Wine Tag Sponsor (\$1,500)                          |
| <input type="checkbox"/> <del>Paparazzi Sponsor (\$5,000)</del>      | <input type="checkbox"/> Swag Bag Items Sponsor (\$1,500)                    |
| <input type="checkbox"/> Fashion Show Sponsor (\$5,000)              | <input type="checkbox"/> Cocktail Napkin Sponsor (\$1,500)                   |
| <input type="checkbox"/> <del>Wine Pull Show Sponsor (\$5,000)</del> | <input type="checkbox"/> <del>Vault Sponsor (\$1,500/mirror)</del>           |
| <input type="checkbox"/> VIP Cocktail Hour Sponsor (\$5,000)         | <input type="checkbox"/> Pizza Party Send Off Sponsor (\$1,500/mirror)       |
| <input type="checkbox"/> Exclusive Luxury Car Sponsor (\$5,000)      | <input type="checkbox"/> <del>Social Media Sponsor (\$1,500/mirror)</del>    |
| <input type="checkbox"/> Luxury Valet & Red Carpet Sponsor (\$5,000) | <input type="checkbox"/> Signed, Sealed, Delivered Sponsor (\$500)           |
| <input type="checkbox"/> Savory Bites Sponsor (\$5,000)              | <input type="checkbox"/> <del>Best in Shoe Judge Contest (\$500/judge)</del> |
| <input type="checkbox"/> <del>Wine Glass Sponsor (\$3,000)</del>     | <input type="checkbox"/> <del>Best Dressed Judge (\$500)</del>               |
| <input type="checkbox"/> Swag Bag Sponsor (\$3,000)                  | <input type="checkbox"/> <del>Silent Auction Sponsor (\$1,500/mirror)</del>  |
| <input type="checkbox"/> Key to the Closet Sponsor (\$3,000)         | <input type="checkbox"/> Custom: _____                                       |

**TICKET OPTIONS**

- ☐ VIP Platinum Seat Ticket (\$150)  
☐ General Admission Ticket (\$100)  
☐ Young Professional Ticket (\$75)  
☐ I cannot attend but would like to contribute  
\$ \_\_\_\_\_ to ICADV.

**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 for \$ \_\_\_\_\_ (*Please fill out information below.*)

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](mailto:valerieh@icadv.org). For more information, please call 515-421-4659 or visit [www.winewomenandshoes/desmoines](http://www.winewomenandshoes/desmoines).

To learn more about the Iowa Coalition Against Domestic Violence, please visit [www.icadv.org](http://www.icadv.org)