Helping women help themselves

Saturday, September 15, 2018 | Phoenix, AZ
We are honored to host Fresh Start Women’s Foundation’s second annual signature luncheon. Last year we reached over 500 well-heeled women and a power-house collection of leading men in our community. Through the fun and glamorous Wine Women & Shoes Phoenix luncheon, we always keep our goal in sight, raising funds and awareness to help thousands of Phoenix-area women in need.

There are a variety of marketing opportunities to engage our target audience, and we welcome creative and new ways to benefit your brand.

Join us on September 15, 2018 for the ultimate ladies luncheon with vintners, retailers, and our dedicated “Shoe Guys.” With your generous support, we can create a memorable experience that will transform the lives of women and strengthen our community.

Kendra Miller & Lorena Van Assche
Wine Women & Shoes Co-Chairs

**TICKET PRICE:** $150.00

**GUEST PROFILE & ONLINE REACH**
- 80% are women ages 30-65
- Spend an average of $380 and pay $150-750 per ticket to attend
- Key influencers, tastemakers, and connectors in their communities
- Wine and luxury brand aficionados
- 2017 event sold out 10 days in advance
- 2017 Wine Women & Shoes Phoenix website had more than 4000 views

**LOCATION:** Chateau Luxe - Phoenix, AZ

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**EVENT CO-CHAIRS**

**Kendra Miller**
Bryan Cave LLP

**Lorena Van Assche**
Ryley Carlock & Applewhite

**EVENT COMMITTEE**

**Deborah Barrett**
Farmers Insurance

**Courtney Beller**
Fennemore Craig

**Katherine Cerrito**
Lavidge

**Rebecca Cohen**
OUTFRONT Media

**Courtney Crowder**
AZ Home Loans

**Allison Davis**
Snell & Wilmer

**Lindsey DellaDonna**
Sunstate Equipment Co.

**Casey Dubinski**
Merrill Lynch

**Marisa Flores**
Advisor Group

**Kim Foweet-Perera**
Finnegan, Henderson, Farabow, Garrett & Dunner, LLP

**Jessica Gale**
Spencer Fane LLP

**Kendra Haar**
Perkins Coie, LLP

**Damaris Jensen**
Cloudera Consulting

**Kirstin Jones**
LaneTerralever

**Rayna Jones**
Ogletree, Deakins, Nash, Smoak & Stewart, P.C.

**Angie Kory**
Vestar

**Alex Lucas**
Rush Auto Recyclers

**Carina Lukas**
Cole Capital

**Karen Merkle**
Signature Audio, LLC

**Kelly O’Connor**
MBA Student at Thunderbird School of Global Management

**Amy Pavinelli**
Ryley Carlock & Applewhite

**Aparajitha Reger-Flores**
Accenture Consulting

**Maggie Siple**
JP Morgan Chase

**Marlene Srdic**
Glitz & Grammar

**Amy Videan**
Amy Videan
Fresh Start Women’s Foundation is a 501(c)(3) nonprofit organization that provides education, resources and support for women to positively transform their lives and strengthen our community.

**THE NEED**

- More than 400,000 Arizona women are in poverty.(1)
- Women are more likely to be unemployed or underemployed. 59% of all individuals not in the workforce are women.(2)
- Only 1 in 5 of the most common occupations for Arizona’s women provide economic self-sufficiency.(3)
- 79% of single-parent families with incomes below the poverty level are headed by women.(4)
- 1 in 3 women in Arizona report they have been raped, physically abused or stalked by an intimate partner.(1)

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(1) Source: The Status of Women in Arizona, Arizona Foundation for Women. (2) Source: U.S. Census Bureau, 2012 American Community Survey, Table B17005. (3) Source: U.S. Census Bureau, 2012 American Community Survey, Table B24012. (4) Source: U.S. Census Bureau, 2012 American Community Survey, Table C17017

**OUR OUTCOMES**

*(July 1, 2015 – June 30, 2016)*

- More than 21,000 visits
- Awarded nearly $406,000 in educational scholarships
- 503 support groups offered
- 150 job placements each month
- 3,092 social work client sessions
- 1,265 family law support sessions
- Provided career services for more than 200,000 visitors in 13 years
- Provided mentoring to nearly 800 women in 17 years
SPONSORSHIP OPPORTUNITIES

PLATINUM PUMP PRESENTING - $20,000 **SOLD!**
- Logo & company name included on ALL event collateral, signage, and red carpet photo opportunity.
- Prominent recognition on event website, e-blasts, and social networking campaigns, with link to your company website
- Sponsor recognition, plus a full page ad in event program
- Verbal/special recognition during the luncheon
- Swag bag insert
- Opportunity to promote business with product placement and customer liaison at event
- Two tables for ten
- $18,350 Tax-deductible

GOLD STILETTO TABLE - $7,500
- Logo & company name included on ALL event collateral and event signage
- Prominent recognition on event website, e-blasts, and social networking campaigns, with link to your company website
- Sponsor recognition plus full page ad in event program
- Verbal/special recognition during the luncheon
- Swag bag insert
- One table for ten
- $6,675 Tax-deductible (FMV) donation

SILVER STUDDED SANDAL TABLE - $5,000
- Prominent recognition on event website, e-blasts, and social networking campaigns, with link to your company website
- Sponsor recognition plus half page ad in event program
- Verbal/special recognition during the luncheon
- Swag bag insert
- One table for ten
- $4,175 Tax-deductible

BRONZE BOOT TABLE - $3,000
- Prominent recognition on event website, e-blasts, and social networking campaigns, with link to your company website
- Sponsor recognition plus quarter page ad in event program
- Verbal/special recognition during the luncheon
- Swag bag insert
- One table for ten
- $2,175 Tax-deductible
GEMSTONE PLATFORM SPONSORS - $2,500

**Key-to-the-Closet** - Limited number of keys for sale, and only one will hold the winning match to a collective bounty of donated treasures. Your brand will be featured as the Key to the Closet sponsor.

**Shoe Guys** - Sponsor 25+ charming “Shoe Guys” who work the room and engage more than 400 women. It’s a great opportunity to showcase your brand.

**Red Carpet Photo Backdrop** - Unleash the power of the red carpet moment as guests enter and flash their best smiles in front of a backdrop splashed with your logo.

**Valet** - A parting gift from your company that features a branded message will be placed each car valet parked.

**Swag Bag** - Logo on 550 swag bags. Materials placed in the bag are at the full discretion of Fresh Start.

**Fashion Runway** - Logo recognition prominently displayed in the ballroom at the start of the show.

**Photo Booth** - Logo on all images printed and shared on social media. Photography and backdrop expense paid by Fresh Start.

Gemstone Platform Benefits Include: Logo recognition • Sponsor recognition in event program • Quarter page ad in event program • Four seats • $2,170 Tax-deductible

FABULOUS FLAT SPONSORS - $1,500

**Food and Beverage Opportunities** - Support the cause by sponsoring one of the following: water bottles, napkins, wine glasses, wine glass charms, dessert, etc.

**Silent Auction** - Prominent logo recognition in silent auction area.

**Best in Shoe** - Opportunity to co-present “Best in Shoe” winners with emcee.

**Wall of Wine** - Your logo will be prominently featured on the Wall of Wine signage and display.

Fabulous Flat Benefits Include: Logo recognition • Sponsor recognition in event program • 2 seats • $1,335 Tax-deductible

PROGRAM ADVERTISING - $500 ~ Full Page Ad

FIND THE PERFECT FIT!

We encourage you to suggest ideas for crafting the perfect sponsorship for your objectives which will enhance the overall guest experience. Everything is customizable to meet your needs and interests. Please contact Susan Brow at 602.261.7140 or sbrow@fswf.org.

The tax deductibility will be determined after the sponsorship is finalized.
WINE WOMEN & SHOES COMMITMENT FORM

Company Name: _____________________________________________________________
Contact Person: ____________________________________________________________
Address: __________________________________________________________________
City, State, Zip: __________________________________________________________________
Phone Number: __________________________________________________________________
Email: _______________________________________________________________________
Preferred Listing for Recognition: _____________________________________________

SPONSORSHIP OPPORTUNITIES

☐ Platinum: $20,000  ☐ Gold: $7,500  ☐ Silver: $5,000  ☐ Bronze: $3,000

☐ Gemstone: $2,500 (choose one)
☐ Key-to-the-Closet  ☐ Shoe Guys
☐ Fashion Runway  ☐ Entertainment
☐ Red Carpet  ☐ Photo Booth
☐ Valet  ☐ Other

☐ Fabulous: $1,500 (choose one)
☐ Food & Beverage: _____________  ☐ Silent Auction
☐ Silent Auction  ☐ Best in Shoe
☐ Food & Beverage: _____________  ☐ Wall of Wine
☐ Silent Auction  ☐ Best in Shoe

☐ Purchase a Ticket for $150 - $67.50 Tax Deductible

☐ I am unable to participate, but please accept my 100% tax-deductible donation of:
☐ $100  ☐ $200  ☐ $500  ☐ OTHER $ ____________________________

☐ Enclosed is my check in the amount of $ _____________ (payable to Fresh Start Women's Foundation)

Please charge my:  ☐ Visa  ☐ MasterCard  ☐ American Express

Account Number: ________________________________ Expiration Date: _______ CCV: _______
Name as it appears on card: ________________________________
Signature: ____________________________________________

Thank you for your sponsorship commitment. Please return your commitment form to:
Wine Women & Shoes | Fresh Start Women's Foundation | 1130 E. McDowell Road, Phoenix, AZ 85006
For more information contact Susan Brow | 602.261.7140 | sbrow@fswf.org | Fax: 602.257.9692
freshstartwomen.org