

Change Your Shoes. Change a life.

BECOME A SPONSOR!





The goal of Scoreboard Charities—a 501c3 charitable foundation— is to win the game against cancer. Please join us to raise funds for cancer research and help kids and families fighting the disease. Scoreboard Charities' second annual Wine Women & Shoes is on Friday, September 28, 2018. As a wine and shoe pairings charity fundraiser, Wine Women & Shoes events have helped nonprofit organizations across the country raiser over \$60 million.

Join us!

FRIDAY, SEPTEMBER 28, 2018

6:00 p.m. at The Drake Oak Brook

2301 York Road, Oak Brook, Illinois 60523

Tickets

GENERAL ADMISSION \$125
VIP ADMISSION \$200

In Support of ...

Children's Oncology Services One Step Camp for kids with cancer

- and -

Robert H. Lurie Comprehensive Cancer Center of Northwestern University





Help us win the game against cancer.

All proceeds will benefit the University and Children's Oncology Services One Step Camp for kids with cancer.

And the Robert H. Lurie Comprehensive Cancer Center of Northwestern



Camp One Step by Children's Oncology Services believes that a cancer diagnosis should not prevent a child from experiencing the simple joys of childhood. We operate camp programs that give children who've been diagnosed with cancer a chance to meet and bond with other pediatric cancer patients and survivors in a non-hospital setting.

Through our programs, children and families find a community that offers each other support, hope, strength and understanding through shared experiences. We empower kids who have cancer, encouraging them to take on the world.

Camp One Step now offers 11 programs throughout the year, developed for both children (ages 5-19+), and a few specialty camps that serve their parents and siblings as well. Since 1978, almost 15,000 campers have attended our programs, making us a local leader in providing empowering, supportive and fun experiences for young people who have been diagnosed with cancer.



Committed to the battle to overcome cancer, Chicago's Lurie Cancer Center is dedicated to scientific discovery, advancing medical knowledge, providing compassionate, state-of-the-art cancer care, and training the next generation of clinicians and scientists. Your generosity can help fund a cure the following ways:

- \$50,000 Funds a doctor for a full year to work on a specific disease or project
- \$25,000 Buys a piece of laboratory equipment to support cancer research
- \$10,000 Funds a cancer patient on a clinical trial
- \$5,000 Pays for a cancer researcher to present their findings at an international conference
- \$500 Pays for a medical education and training course or one hour of life saving research
- \$250 Pays for fees during the course of chemotherapy or a half hour of life saving research

Be there. Be giving. Be fabulous!

FRIDAY, SEPTEMBER 28, 2018

6:00 p.m. at The Drake Oak Brook

2301 York Road, Oak Brook, Illinois 60523

- · Sip-sational wines
- · Fabulous shopping
- · Savory food
- · Glamourous fashion show
- · Incredible auction lots
- · Win your dream closet
- · Charming "Shoe Guys" and more!

Partner with us for a worthy cause.

Scoreboard Charities wants to see a cure for cancer in this lifetime. On Friday, September 28, 2018, approximately 350 local residents will come together to attend the Chicago Western Suburbs' Wine Women, & Shoes event. Please consider being a part of this wonderful evening by one (or more) of the following ways:

- · Become a Sponsor
- · Underwrite a portion of the event
- Donate auction items

The following pages outline The Marketing Package, inclusive of different sponsorship levels and underwriting opportunities offered. Each package not only shows benefits for your business, but also how your company will be directly helping children & families impacted by cancer.

Wine Women & Shoes Audience

- 80% are women ages 30 to 55
- · Professional women in leadership
- Key influencers, tastemakers, connectors
- · Charity supporters, socially conscious & community minded
- Concerned about the health and wellbeing of others
- Represent the typical luxury brand consumer
- On average, donate/spend \$200-\$600 per event

Sponsorship Opportunities



Diamond Pump - EXCLUSIVE PRESENTING PARTNER \$20,000

Purchases a piece of laboratory equipment to support cancer research

- Ten (10) VIP tickets to *Wine Women & Shoes* and ten (10) swag bags
- Company name associated with everything involving *Wine Women & Shoes* benefiting Scoreboard Charities Presented by "Partner Name / Logo here"
- Opportunity to promote business and welcome guests at *Wine Women & Shoes*
- On-stage verbal recognition at the fashion show and prominent signage at the event
- Top promotional exposure on all marketing materials including "Save the Date," "Invitation," and company logo on "Step & Repeat" banner, used as backdrop for photographs at *Wine Women & Shoes*
- Logo placement in ALL *Wine Women & Shoes* public relations and advertising initiatives, press releases, and event collateral including programs and signage
- Opportunity to promote business with product placement, booth, and customer liaison at *Wine Women & Shoes*
- Opportunity to place a premiere item in signature event swag bag
- Opportunity to provide one or more items for the signature "Key to the Closet" drawing
- Prominent recognition and/or logo on Wine Women & Shoes webpage, Scoreboard Charities webpage, e-blasts, and social networking campaigns with direct link to sponsor webpage or PDF
- Advertisement in the Wine Women & Shoes 2017 program book: full page & back cover
- 10 Facebook posts and inclusion of approved #hashtag of your choice



Platinum Pump - TITLE PARTNER \$15,000

Funds a cancer patient on a clinical trial and two children to attend One Step Camp

- Eight (8) VIP tickets to *Wine Women & Shoes* and eight (8) swag bags
- On-stage verbal recognition at the fashion show and prominent signage at the event
- Promotional exposure on all marketing materials including "Save the Date," "Invitation," and company logo on "Step & Repeat" banner, used as backdrop for photographs at Wine Women & Shoes
- Logo placement in ALL *Wine Women & Shoes* public relations and advertising initiatives, press releases, and event collateral including programs and signage
- Opportunity to promote business with product placement, booth, and customer liaison at *Wine Women & Shoes*
- Opportunity to place a premiere item in signature event swag bag
- Opportunity to provide one or more items for the signature "Key to the Closet" drawing
- Logo on *Wine Women & Shoes* webpage, Scoreboard Charities webpage, e-blasts, and social networking campaigns with direct link to sponsor webpage or PDF
- Advertisement in the Wine Women & Shoes 2017 program book: full page
- 6 Facebook posts and inclusion of approved #hashtag of your choice

Sponsorship Opportunities



Gold Pump - SUPPORTING PARTNER \$10,000

Funds a cancer patient on a clinical trial or ten children to attend One Step Camp

- Six (6) VIP tickets to Wine Women & Shoes and six (6) swag bags
- Exposure on all marketing materials including "Save the Date," "Invitation," and company logo on "Step & Repeat" banner, used as backdrop for photographs at event
- Logo placement in ALL *Wine Women & Shoes* public relations and advertising initiatives, press releases, and event collateral including programs and signage
- Inclusion in signature event swag bag
- Logo on *Wine Women & Shoes* webpage, Scoreboard Charities webpage, e-blasts, and social networking campaigns with direct link to sponsor webpage or PDF
- Advertisement in the Wine Women & Shoes 2017 program book: full page
- 4 Facebook posts



Silver Pump - SUPPORTING PARTNER \$7,500

Pays for a cancer researcher to present at an international conference and three hours of life-saving research

- Four (4) VIP tickets to Wine Women & Shoes and four (4) swag bags
- Exposure on all marketing materials including "Save the Date," "Invitation," and company logo on "Step & Repeat" banner, used as backdrop for photographs at event
- Logo placement in ALL *Wine Women & Shoes* public relations and advertising initiatives, press releases, and event collateral including programs and signage
- Inclusion in signature event swag bag
- Logo on *Wine Women & Shoes* webpage, Scoreboard Charities webpage, e-blasts, and social networking campaigns with direct link to sponsor webpage or PDF
- Advertisement in the Wine Women & Shoes 2017 program book: half page
- 3 Facebook posts



Bronze Pump - SUPPORTING PARTNER \$5,000

Pays for ten hours of life-saving research or five children to attend One Step Camp

- Three (3) tickets to Wine Women & Shoes and three (3) swag bags
- Logo placement in ALL *Wine Women & Shoes* public relations and advertising initiatives, press releases, and event collateral including programs and signage
- Inclusion in signature event swag bag
- Logo on *Wine Women & Shoes* webpage, Scoreboard Charities webpage, e-blasts, and social networking campaigns with direct link to sponsor webpage or PDF
- Advertisement in the Wine Women & Shoes 2017 program book: half page
- 2 Facebook posts

Underwriting Opportunities



GET PUMPED PARTNERSHIPS \$5,000

Pays for ten hours of life-saving research or five children to attend One Step Camp

Wine Glass Sponsor

Grab attention of each attendee and remain top-of-mind with each sip taken from every wine glass. Wine glass acts as a business card advertisement paced in the hand of every guest.

- Three (3) tickets to *Wine Women & Shoes* and three (3) swag bags
- Logo and brand exposure on wine glasses
- Logo placement in ALL *Wine Women & Shoes* public relations and advertising initiatives, press releases, and event collateral including programs and signage
- Inclusion in signature event swag bag
- Logo on *Wine Women & Shoes* webpage, Scoreboard Charities webpage, e-blasts, and social networking campaigns with direct link to sponsor webpage or PDF
- Advertisement in the Wine Women & Shoes 2017 program book: half page
- 2 Facebook posts

Shoe Guys Sponsor

Sponsor 20-30 charming "Shoe Guys" working the event and engaging guests

- Three (3) tickets to Wine Women & Shoes and three (3) swag bags
- Logo and brand exposure on the "Shoe Guys" t-shirts
- Partner highlighted on the voting section for the "King of Sole"
- Logo placement in ALL *Wine Women & Shoes* public relations and advertising initiatives, press releases, and event collateral including programs and signage
- Inclusion in signature event swag bag
- Logo on *Wine Women & Shoes* webpage, Scoreboard Charities webpage, e-blasts, and social networking campaigns with direct link to sponsor webpage or PDF
- Advertisement in the Wine Women & Shoes 2017 program book: half page
- 2 Facebook posts

Flip Flop Sponsor

Partner logo printed on flip flops taken home by every guest

- Three (3) tickets to Wine Women & Shoes and three (3) swag bags
- Logo placement in ALL *Wine Women & Shoes* public relations and advertising initiatives, press releases, and event collateral including programs and signage
- Logo on *Wine Women & Shoes* webpage, Scoreboard Charities webpage, e-blasts, and social networking campaigns with direct link to sponsor webpage or PDF
- Advertisement in the Wine Women & Shoes 2017 program book: half page
- 2 Facebook posts

Underwriting Opportunities



GOODY TWO-SHOES PARTNERSHIPS \$2,500

Pays for patients' fees incurred during the course of chemotherapy

Sponsor benefits include:

- Two (2) tickets to Wine Women & Shoes and two (2) swag bags
- Logo placement in ALL *Wine Women & Shoes* public relations and advertising initiatives, press releases, and event collateral including programs and signage
- Inclusion in signature event swag bag
- Logo on *Wine Women & Shoes* webpage, Scoreboard Charities webpage, e-blasts, and social networking campaigns with direct link to sponsor webpage or PDF
- Advertisement in the Wine Women & Shoes 2017 program book: quarter page
- 1 Facebook post
- Opportunities associated with each individual sponsorship listed below

Swag Bag Sponsor

Sponsor logo will appear on the coveted swag bag gifted to all attendees. Everyone loves a swag bag and soon your branded tote will be paraded all over town.

• All "Goody Two-Shoes Partnership" benefits listed in bullets above

Champagne Sponsor

Included in toast as your company satisfies the guests' taste for a bubbly beverage

 Verbal mention during the "Toast" given within the Fashion Show Program All "Goody Two-Shoes Partnership" benefits listed in bullets above

Wall of Wine Sponsor

Sponsor logo printed on every wine bag at one of the most popular stations where everyone is a winner

- Logo prominently featured on the Wall of Wine signage and display including language "Wall of Wine presented by XYZ Company"
- All "Goody Two-Shoes Partnership" benefits listed in bullets above

Key to the Closet Sponsor

Sponsor logo printed on every key/ticket sold & associated with a dream closet

- Logo prominently featured on the Keys to the Closet signage and display including language "Keys to the Closet presented by XYZ Company"
- All "Goody Two-Shoes Partnership" benefits listed in bullets above

Underwriting Opportunities



SOLE PROPRIETOR PARTNERSHIPS \$1,500

Pays for patients' fees incurred during the course of chemotherapy up to one child to attend Camp One Step

Sponsor benefits include:

- One (1) ticket to Wine Women & Shoes and one (1) swag bag
- Inclusion in signature event swag bag
- Logo on *Wine Women & Shoes* webpage, Scoreboard Charities webpage, e-blasts, and social networking campaigns with direct link to sponsor webpage or PDF
- Advertisement in the Wine Women & Shoes 2017 program book: quarter page
- 1 Facebook post
- Opportunities associated with each individual sponsorship listed below

Cocktail Napkin Sponsor

Logo prominently featured on all cocktail napkins for the event and handed out with each drink

• All "Sole Proprietor Partnership" benefits listed in bullets above

Best-Dressed Awards

Sponsor two (2) Best Dressed Awards—one Classic category and one Fashion Forward category

- Partner highlighted in the announcement of the winners during the fashion show and provides the prizes
- All "Sole Proprietor Partnership" benefits listed in bullets above

Best-In-Shoe Awards

Celebrate guests' fabulous footwear by promoting your company and shoe award

- Partner highlighted in the announcement of the winners during the fashion show and provides the prizes
- All "Sole Proprietor Partnership" benefits listed in bullets above

Additional Opportunities



HELPFUL HEEL PARTNERSHIPS \$500 & UNDER

Assists funds towards fees during the course of chemotherapy

Honorary Committee - \$500

Honorable recognition with the Planning Committee

- One (1) ticket to Wine Women & Shoes and one (1) swag bag
- Name listed on the websites and in the printed program
- 1 Facebook post

Social Media Giveaway - \$350 per giveaway

Have Facebook fans? Sponsor a Wine Women & Shoes event ticket giveaway

- One (1) *Wine Women & Shoes* General Admission ticket giveaway Facebook post sponsored by your business
- Participants that enter ticket giveaway will be sent to your company's website with opportunities for special offers
- Name listed on the websites and in the printed program
- 1 Facebook post

Program Advertisement - \$50 - \$200

Reach an engaging audience within the Chicago Western Suburbs including women within communities such as Hinsdale, Burr Ridge, Clarendon Hills, Oak Brook, Elmhurst, La Grange, Western Springs, Willowbrook, Oak Park, and Downers Grove

• Full Page Advertisement : \$200

• Half Page Advertisement: \$100

Quarter Page Advertisement: \$50

Program Dedication - \$25

Respectful Name Mention in the Wine Women & Shoes program to honor or memorialize someone who has battled cancer



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

All Donations are Tax Deductible

Please write your company name exactly how you wish it to appear on website, signage, programs, etc.

Corporation Name				
Contact Name & Title				
Email				
Street Address, Unit #				
City, State, Zip Code				
Phone	Website			
Sponsorship & Underwriting Levels				
[] \$20,000: Diamond Pump – Presenting Partner [] \$15,000: Platinum Pump – Title Partner [] \$10,000: Gold Pump – Supporting Partner [] \$7,500: Silver Pump – Supporting Partner [] \$5,000: Bronze Pump – Supporting Partner [] \$5,000: Get Pumped [] Wine Glass [] Shoe Guys [] Flip Flop [] \$2,500: Goody Two-Shoes [] Swag Bag [] Key to the Closet [] Champagne [] Wall of Wine		[] \$1,500: Sole Proprietor [] Cocktail Napkin		
Payment Information] Enclosed is my check # Mail to 200 W. Burlington Avenue, Clarendon] Please charge credit card for \$	n Hills, IL 60514	<u>.</u>		
Circle One: MasterCard Credit Card Number CV Code Name on card (print)				
Signature				



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

All Donations are Tax Deductible

Please write your company name exactly how you wish it to appear on website, signage, programs, etc.

Corporation Name			
Contact Name & Title			
Email			
Street Address, Unit #	!		
City, State, Zip Code _			
Phone	Website		
Auction Donation			
Item or Experience			
Gift Value \$			
Please note that this descr	escription of the donated auction item(s) ription may be used on the Event Website and	/or in the Program	
Please list any restriction			
Donation Receivable			
Please select one of th	e following:		
[] Mail Item	[] Arrange Pick-Up	[] Commit by Letter	

No physical item or voucher. Use

form for redemption. Complete

scoreboardcharities@gmail.com

and email to:

Complete form and email

and time

to scoreboardcharities@gmail.com

for an address, pick-up location

Include form and mail to:

Scoreboard Charities

200 W. Burlington Ave.

Clarendon Hills, IL 60514