



wine
women & shoes®
Benefiting

PRETTY IN PINK FOUNDATION

Sponsorship Opportunities



PRETTY
IN • PINK
FOUNDATION™

THE PERFECT PAIR...PRETTY IN PINK FOUNDATION AND WINE WOMEN & SHOES.

Wine Women & Shoes has exploded across North America in the last decade, producing more than 300 fabulous fashion events that have helped net an impressive **\$60 million** for our nonprofit partners.

WW&S 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.

Join us!

WW&S AUDIENCE

- 80% women ages 30 to 65
- CEOs, moms and young professionals
- Key influencers, tastemakers, connectors
- Charity supporters, socially conscious, community minded
- Passionate about improving the health and wellbeing of our community
- Attend charitable and fashion events
- Represent the typical luxury brand consumer
- 92% of these women will pass on information about deals or finds to others
- On average donors spend \$200-\$600 per event



www.prettyinpinkfoundation.org



Join Us!

WHEN & WHERE

October 13, 2018

2:00pm – 6:00pm

UNCW Burney Center
601 South College Road
Wilmington, NC 28403

TICKET PRICE

\$100 – General Admission

\$150 – VIP Admission

Limited Tickets Available

All proceeds directly
support Pretty In Pink
Foundation



EVENT DETAILS

Upon arrival (valet parking, of course), guests are warmly welcomed by our gracious hosts, The Shoe Guys. From hair to shoes, you look fabulous so let the FUN begin.

2:00pm – 4:00pm

Marketplace • Wine Tasting • Silent Auction

Shop local fashion and national designers selling the latest styles while sipping on wine from wineries around the country. Bid on the silent auction, try your luck at the "Wall of Wine," pick up your chance to win everything the "Key to the Closet" holds, all while enjoying music with your girlfriends as the FUN continues!

4:00pm – 6:00pm

Fashion Show • Live Auction • Winners are Announced

Guests watch a fashion show featuring breast cancer champions and bid on trips, experiences and other amazing items. "Best in Shoe", "Best Dressed", "King of Sole" and "Key to the Closet" winners announced.

TICKETS:

\$100 – General Admission

Includes admission, swag bag, unlimited wine tastings, fashion show, entertainment, access to vendors, heavy hors d'oeuvres and dessert.

\$150 – VIP Admission

Includes admission with VIP check-in, VIP swag bag, VIP seating, unlimited wine tastings, fashion show, entertainment, access to vendors, heavy appetizers and VIP dessert.



Pair with us!

“PAIR” WITH US BEYOND THE RIBBON™ AS WE MAKE AN IMPACT FOR BREAST CANCER PATIENTS IN NORTH CAROLINA.

In 2004, Dr. Lisa Tolnitch discovered patients were not completing their medical treatment due to the inability to pay. Unwilling to accept this deadly reality, Dr. Tolnitch established Pretty In Pink Foundation. In 2017, 101 “champions” were awarded financial grants of paid medical treatments totaling over \$266,000 and hundreds of breast cancer patients received ancillary services. We are proud to introduce you to our newest fundraiser – Wine Women & Shoes.

“MATCH” YOUR GOALS TO OUR MISSION

Pretty In Pink Foundation provides uninsured and under-insured breast cancer patients in North Carolina with financial assistance for quality, life-saving medical treatment.

THE “SOLE” PURPOSE OF WHAT WE WANT TO ACCOMPLISH

When you “pair” with us in 2018 you are providing Pretty In Pink Foundation the financial means to increase the number of grants awarded. When diagnosed with breast cancer, there are a million thoughts running through your mind. How to pay for treatment should not be one of them. No insurance? Not enough insurance? That’s why we are here!



www.prettyinpinkfoundation.org

Marketing Strategy

Sample Graphics from WWS Aspen



SAVE-THE-DATE

A postcard formally announcing the event date and theme, as well as appropriate sponsors, will be distributed to targeted lists of donors and attendees through print mail. An electronic version will be distributed broadly via e-mail to donors and friends of the Pretty In Pink Foundation database.

Expected audience: 2,000

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. An electronic version will be distributed to the Pretty In Pink Foundation donor base and the wider community.

Expected audience: 2,000

WEBPAGE

The Wine Women & Shoes webpage will be updated with event and sponsor information and include links to appropriate sponsor webpages. It will also link back to the Pretty In Pink Foundation webpage and online registration.

PROGRAM

The program book is distributed to all guests at the event. This book includes event details, sponsor recognition, Pretty In Pink Foundation information, paid advertisements, and Live and Silent Auction item descriptions. **Expected audience: 300+**

SOCIAL MEDIA

The Pretty In Pink Foundation will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content via several social media outlets.

Expected audience: 1,250+

& MUCH MORE!



Platinum Pump Presenting Sponsor

\$20,000

PUT YOUR BEST FOOT FORWARD! EXCLUSIVE SPONSORSHIP FOR THE PRESENTING RIGHTS TO WINE WOMEN & SHOES.

This includes your name/logo incorporated into the official event logo as well as all collateral, event signage, and décor. Your company name will be associated with everything involving Wine Women & Shoes (i.e. Wine Women & Shoes benefiting Pretty In Pink Foundation Presented by “Your Company Name/Logo Here”).

Presenting Sponsorship benefits include:

- A tax deductible investment in Pretty In Pink Foundation
- Exclusive title recognition as presenting sponsor
- On-stage verbal recognition at the fashion show and prominent signage at the event
- Full page ad in the event program that is distributed to all attendees
- Opportunity to welcome and thank the audience and mention your business as the premier sponsor during the program portion of the event
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, signage, invitations and save the dates
- Prominent recognition (including a company spotlight article) on event website, e-blasts, and social networking campaigns (i.e., Facebook, Twitter, & Instagram)
- Opportunity to promote business with product placement, booth and customer liaison at the event (booth/contents to be approved by Pretty In Pink Foundation)
- Link to your website from the Pretty In Pink Foundation and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Opportunity to provide one or more items for the signature Key to the Closet Raffle, Silent or Live Auction
- 10 Facebook posts and inclusion of approved #hashtag of your choice
- One reserved VIP table for ten guests
- VIP swag bags for ten guests





Diamond Stiletto Exclusive Sponsor

\$15,000

SHINE LIKE A DIAMOND AT WINE WOMEN & SHOES!

This exclusive sponsorship puts your name in front of all the guests of Wine Women & Shoes. Your name/logo will be included on all collateral, event signage, and décor.

Sponsorship benefits include:

- A tax deductible investment in Pretty In Pink Foundation
- Prominent logo placement on signage at the entrance of the event
- Half page ad in the event program that is distributed to all attendees
- Logo placement in event public relations and advertising initiatives, press releases, and event collateral including programs and signage
- Prominent recognition (including a company spotlight article) on event website, e-blasts, and social networking campaigns (i.e., Facebook, Twitter, & Instagram)
- On-stage verbal recognition at the fashion show and prominent signage at the event
- Opportunity to promote business with product placement, booth and customer liaison at the event
- Link to your website from the Pretty In Pink Foundation and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Opportunity to provide one or more items for the signature Key to the Closet Raffle, Silent or Live Auction
- 6 Facebook posts and inclusion of approved #hashtag of your choice
- One reserved VIP table for ten guests
- VIP swag bags for ten guests





Studded Sandal Sponsor

\$10,000

GO FOR GOLD!

Be in the forefront of this celebration bringing women together for an evening of fine wine, great style, and supporting the mission of the Pretty In Pink Foundation to improve patient access to breast cancer care in our community.

Sponsorship benefits include:

- A tax deductible investment in Pretty In Pink Foundation
- Recognition Logo placement in event public relations and advertising initiatives, programs, and signage
- Half page ad in the event program that is distributed to all attendees
- Prominent recognition on event website, e-blasts, and social networking campaigns
- Opportunity to promote business with product placement, booth and customer liaison at the event
- Link to your website from the Pretty In Pink Foundation and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Opportunity to provide one or more items for the signature Key to the Closet Raffle, Silent or Live Auction
- 4 Facebook posts
- One reserved VIP table for ten guests
- VIP swag bags for ten guests





Glass Slipper Sponsor

“Exclusive Luxury Car Sponsor” - \$7,500

PUT YOUR BEST DRIVING FOOT FORWARD!

Drive the ladies wild by promoting your vehicles at Wine Women & Shoes. Display cars outdoors while working the room at the Signature Event. Photo ops abound!

Sponsorship benefits include:

- A tax deductible investment in Pretty In Pink Foundation
- Recognition Logo placement in event public relations and advertising initiatives
- Half page ad in the event program that is distributed to all attendees
- Prominent recognition on event website, e-blasts, and social networking campaigns
- Opportunity to promote business with product placement and customer liaison at the event
- Link to your website from the Pretty In Pink Foundation and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Opportunity to provide one or more items for the signature Key to the Closet Raffle, Silent or Live Auction
- 3 Facebook posts
- 2 VIP event tickets
- 2 VIP swag bags





Fantasy Heels Sponsors

5 available - \$5,000 each

EACH OF THESE SPONSORSHIP OPPORTUNITIES HAVE GREAT EXPOSURE AND WILL PROMOTE YOUR BRAND AT THIS SPECTACULAR EVENT!

Choose From the Following:

Shoe Guys Sponsor will have their logo on the Shoe Guys shirts and will receive the opportunity to have a company representative come on stage and present and crown the King of Sole Award.

Paparazzi Sponsor will have their corporate logo/company name prominently displayed on Step & Repeat photo backdrop (along with the WWS and Pretty In Pink Foundation logos).

Wine Glass Sponsor will have the opportunity to provide wine glasses with your company logo to every attendee at the event.

Red Carpet Sponsor will receive signage along the red carpet where all of the lovely ladies are escorted into the Marketplace.

Swag Bag Sponsor will have the opportunity to provide a bag with your logo or to attach your logo to the swag bag with a personalized tag that you provide. These bags provide a lasting impression long after the event is over.

Each sponsor will receive:

- A tax deductible investment in Pretty In Pink Foundation
- Half page ad in the event program that is distributed to all attendees
- Link to your website from the Pretty In Pink Foundation and WW&S websites
- Recognition on event website, e-blasts, and social networking campaigns
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Opportunity to provide item(s) for the signature Key to the Closet Raffle, Silent or Live Auction
- 2 VIP event tickets
- 2 VIP swag bags



One-of-a-Kind Sponsorships

\$2,500

KEY-TO-THE-CLOSET - A hundred keys for sale, and only 1 will hold the winning match to a collective bounty of donated treasures. The closet contains everything a woman wants—fashion, furniture, closet systems, and gift certificates for services like massages and facials. Your brand will be featured as the Key to the Closet sponsor. **Benefits Include:** name in the program, a link to your company website from the PIPF and WW&S websites, an opportunity for product placement inside the Swag Bag, ¼ page ad in the program + 2 VIP tickets to the event.

WALL OF WINE - For this WINE focused event, your logo will be prominently featured on Wall of Wine signage and Individual bags for wine bottles. Language on signs says, “Wall of Wine presented by XYZ Company”. **Benefits Include:** name in the program, a link to your company website from the PIPF and WW&S websites, an opportunity for product placement inside the Swag Bag, ¼ page ad in the program + 2 VIP tickets to the event.

VOLUNTEER - Be a part of encouraging the hardest working people in the room – our amazing volunteers! Be associated with this generous group with your logo highlighted on their volunteer shirts and displayed throughout volunteer areas. **Benefits Include:** name in the program, a link to your company website from the PIPF and WW&S websites, an opportunity for product placement inside the Swag Bag, ¼ page ad in the program + 2 VIP tickets to the event.

MOBILE BIDDING - Your name or logo would appear on every registered guest’s phone as they are bidding on auction items throughout the event. **Benefits Include:** name in the program, a link to your company website from the PIPF and WW&S websites, opportunity for product placement inside the swag bag, ¼ page ad in the program + 2 VIP tickets to the event.

BAG CHECK - Stay top of mind by watching their bags, and wine, and winnings! Your logo is printed on bag check tags as well as signage. A clever offering by a CPA firm used the tag line “You can trust us with your bags, you can trust us with your money”. **Benefits Include:** name in the program, a link to your company website from the PIPF and WW&S websites, an opportunity for product placement inside the Swag Bag, ¼ page ad in the program + 2 VIP tickets to the event.

VALET - A parting gift that features a branded message from you will be placed in each car -valet parked. For example: water bottle, or a rose. **Benefits Include:** Signage at Valet Parking booth, branded item placed in valet parked cars (you must supply the item), name in the program, a link to your company website from the PIPF and WW&S websites, an opportunity for product placement inside the Swag Bag, ¼ page ad in the program + 2 VIP tickets to the event.

BEST IN SHOE AWARDS - Upon arrival, guests pass by the shoe judges’ panel where 3-4 shoe judges for the day will carefully evaluate our area’s savviest fashionistas’ shoe selection. As sponsor, your company name will be featured on this set. In addition, you may provide 1 or 2 shoe judges AND participate in awarding the prizes on stage. (Donor has option to provide prizes). **Benefits Include:** name in the program, a link to your company website from the PIPF and WW&S websites, an opportunity for product placement inside the Swag Bag, ¼ page ad in the program + 2 VIP tickets to the event.

Additional Opportunities

\$1,500 COCKTAIL NAPKIN – Your company logo or name will be placed on each napkin guests receive when visiting with each of our vintners. **Benefits Include:** name in the program, a link to your company website from the PIPF and WW&S websites, opportunity for product placement inside the swag bag, ¼ page ad in the program + 2 VIP tickets to the event.

SILVER TRAY - Your branding will be elegantly served up on silver platters as the famous Shoe Guys showcase shoes on linens embroidered with your logo and draped over their trays. **Benefits Include:** name in the program, a link to your company website from the PIPF and WW&S websites, an opportunity for product placement inside the Swag Bag, ¼ page ad in the program + 2 VIP tickets to the event.

\$1,500 FOOT MASSAGE STATION - Your company name will sound like sweet relief at the popular foot massage station. You have a captive audience as tired toes are pampered by a professional masseuse. **Benefits Include:** signage at the station, name in the program, a link to your company website from the PIPF and WW&S websites, opportunity for product placement inside the swag bag, ¼ page ad in the program + 2 VIP tickets to the event.

\$1,500 POWDER ROOM - Pampering the attendees is a luxury well afforded with your name proudly displayed on spa products. Feature your company logo on lotions and soaps in venue restrooms and/or provide an attendant to assist with hand towels (products to be supplied by sponsor). **Benefits Include:** name in the program, a link to your company website from the PIPF and WW&S websites, opportunity for product placement inside the swag bag, ¼ page ad in the program + 2 VIP tickets to the event.

\$1,500 MIRROR MIRROR - “Who’s the fairest of them all?” Provide your own (design approval required) static clings with your logo and/or messages on the Marketplace vendor mirrors, which will be placed throughout venue. Sponsor logo, as well as, phrases like “You look mah-vellous!” **Benefits Include:** name in the program, a link to your company website from the PIPF and WW&S websites, opportunity for product placement inside the swag bag, ¼ page ad in the program + 2 VIP tickets to the event.

\$1,500 HYDRATION STATION - Help our fabulous attendees hydrate at the water/lemonade station. Elegant signage and dispensers will draw a thirsty crowd. **Benefits Include:** name in the program, a link to your company website from the PIPF and WW&S websites, opportunity for product placement inside the swag bag, ¼ page ad in the program + 2 VIP tickets to the event.


\$1,000 HEAVENLY HEELS SPONSOR - **Benefits Include:** name in the program, a link to your company website from the PIPF and WW&S websites, opportunity for product placement inside the swag bag, ¼ page ad in the program + 2 VIP tickets to the event.

\$500 SOLE SUPPORTER - **Benefits Include:** name in the program, a link to your company website from the PIPF and WW&S websites, opportunity for product placement inside the swag bag + 2 VIP tickets to the event.

CUSTOMIZED SPONSOR – NAME THE AMOUNT – Don’t see what you are looking for? Let us create something for you within your budget. We can work with you to develop a creative, customized sponsorship package.

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

Sponsorship Grid

	Platinum Pump \$20,000	Diamond Stiletto \$15,000	Studded Sandal \$10,000	Glass Slipper Luxury Car \$7,500	Fantasy Heels \$5,000	One-Of-A-Kind \$2,500	Additional Opportunities \$1,500	Heavenly Heels \$1,000	Sole Supporter \$500
Reservations to Wine Women & Shoes	1 VIP Table for 10 Guests	1 VIP Table for 10 Guests	1 VIP Table for 10 Guests	2 VIP Tickets	2 VIP Tickets	2 VIP Tickets	2 VIP Tickets	2 VIP Tickets	2 VIP Tickets
Ad size in program	Full Page Ad	Half Page Ad	Half Page Ad	Half Page Ad	Half Page Ad	1/4 Page Ad	1/4 Page Ad	1/4 Page Ad	name
Facebook posts	10 posts and custom #hashtag	6 posts and custom #hashtag	4 posts	3 posts					
Name and logo associated with EVERYTHING involving Wine Women & Shoes				Promote your vehicles at Wine Women & Shoes Display your cars outside while working the room at the Signature Event	Choose one of these sponsorship opportunities: Shoe Guys Paparazzi Wine Glass Red Carpet Swag Bag	Choose one of these sponsorship opportunities: Key-to-the-Closet Wall of Wine Volunteer Mobile Bidding Bag Check Valet Best In Shoe Awards	Choose one of these sponsorship opportunities: Cocktail Napkin Silver Tray Foot Massage Station Powder Room Mirror Mirror Hydration Station		
Opportunity to welcome and thank the audience at the event									
Logo placement on invitations and save the dates									
On-stage verbal recognition and prominent signage at the event									
Customized company spotlight article on social media sites									
Logo placement on press releases, programs and signage									
Opportunity for a booth/info table at the event									
Logo placement in event public relations and advertising initiatives									
Prominent recognition on event website, e-blasts, and social networking campaigns									
Link to your website on Pretty In Pink Foundation and WW&S websites									
Opportunity to provide items for the signature Key to the Closet raffle, Silent or Live Auction									
Inclusion of promotional material in Swag Bag									

****Don't see what you are looking for? Let us create something for you within your budget. We can work with you to develop a creative, customized sponsorship package.**

Sponsorship Note

When providing a product as part of your sponsorship, Pretty in Pink Foundation will select and order the product (with the input and/or approval of the sponsor).

Please mail all forms to: Pretty In Pink Foundation
1213 Culbreth Drive
Wilmington, NC 28405

Please email your logo as a high resolution JPEG file to: mkerwin1@ec.rr.com

For more information contact:

Dawn Bunting (910) 512-6552

Michelle Kerwin (910) 470-9391

Lisa Zingale (404) 964-1334

Thank you for your support!





Sponsorship Agreement



YES! I WOULD LIKE TO PARTICIPATE WITH THE FOLLOWING...

- | | |
|--|---|
| <input type="checkbox"/> \$20,000 Platinum Pump Presenting Sponsor | <input type="checkbox"/> \$2,500 One-of-a-Kind Sponsorships |
| <input type="checkbox"/> \$15,000 Diamond Stiletto Exclusive | <input type="checkbox"/> Key to the Closet |
| <input type="checkbox"/> \$10,000 Studded Sandal Sponsor | <input type="checkbox"/> Wall of Wine |
| <input type="checkbox"/> \$7,500 Glass Slipper Sponsor | <input type="checkbox"/> Volunteer |
| <input type="checkbox"/> \$5,000 Fantasy Heels Sponsor | <input type="checkbox"/> Silver Tray |
| <input type="checkbox"/> Shoe Guys | <input type="checkbox"/> Bag Check |
| <input type="checkbox"/> Paparazzi | <input type="checkbox"/> Valet |
| <input type="checkbox"/> Wine Glass | <input type="checkbox"/> Best in Shoe Awards |
| <input type="checkbox"/> Red Carpet | <input type="checkbox"/> \$1,500 Additional Opportunities |
| <input type="checkbox"/> Swag Bag | <input type="checkbox"/> Cocktail Napkin |
| <input type="checkbox"/> Customized Sponsor – Amount: _____ | <input type="checkbox"/> Mobile Bidding |
| <input type="checkbox"/> \$1,000 Heavenly Heels Sponsor | <input type="checkbox"/> Foot Massage Station |
| <input type="checkbox"/> \$500 Sole Supporter | <input type="checkbox"/> Powder Room |
| <input type="checkbox"/> I would like to donate _____ tickets back to PIP | <input type="checkbox"/> Mirror Mirror |
| <input type="checkbox"/> I would like to include a branded item in participant swag bags (300 items) | <input type="checkbox"/> Hydration Station |

NAME: As you would like it to appear for recognition purposes _____

☐ **Please send invoice to:**

Name _____ Address _____

☐ **Check enclosed for \$** _____ **payable to** Pretty in Pink Foundation

☐ **Charge my Credit Card for \$** _____

For Credit Card Only: Name as it appears on the card: _____

Please Circle: Visa MasterCard Amex Discover

CC#: _____ Exp. Date: _____ CSC _____

Signature: _____

Email: _____

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