



# wine women & shoes<sup>®</sup>

— BENEFITING —

eliminating racism  
empowering women

## ywca

Nashville & Middle Tennessee



# About Wine Women & Shoes

Get Pumped! Nashville's most successful women will kick up their heels to sip fine wines, shop the latest accessories and enjoy a seated luncheon with a special celebrity performance all while supporting the *YWCA of Nashville & Middle Tennessee*.

Over the past 6 years, Wine Women & Shoes has raised more than \$1.8 million to empower thousands of clients each year who desire a better quality of life for themselves and their families and to achieve self-sufficiency.

Wine Women & Shoes creates an opportunity for partnerships between a well-respected non-profit like the YWCA, wineries, retailers, corporate sponsors and women in the community.

In addition to raising money, these events raise awareness, increase sales for wineries and retail partners, and provide community exposure for corporate sponsors.

**FEBRUARY 23, 2019**  
**11:00 AM – 1:00 PM**  
**Music City Center**

## Tickets

**\$125 Average**

*With guests spending  
an additional  
\$200 - \$2,500  
at the event.*



## Guest Profile

Wine Women & Shoes attracts more than 600 affluent, educated, professional women – Luxury Brand Consumers.

80% of attendees are women ages 30 to 65.

Ranging from CEOs and entrepreneurs to 30-something young professionals who define the female luxury brand consumer market.

- Key influencers, taste makers and connectors
- Philanthropic, socially conscious and community minded
- Voracious fashion consumers
- Enjoy luxury wine and fine food
- Decision makers for themselves, their households and their businesses

# What Your Sponsorship Supports

## ABOUT US

For 120 years we have helped women, girls, and families build safer, more self-sufficient lives. In addition to operating the largest domestic violence shelter in Tennessee and a 24 hour-a-day crisis and support helpline, YWCA runs a Family Literacy Center to help women and men earn their high school equivalency diploma. We mentor girls in numerous Metro Nashville schools through Girls Inc. and suit women for the workplace through Dress for Success Nashville. Our AMEND program is working to ending violence against women and girls by engaging and educating men and boys. The YWCA exists to educate, encourage and break down barriers that perpetuate racism, violence and hopelessness.

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## A GLIMPSE INTO OUR PROGRAMS

**Domestic Violence Services:** YWCA has been Nashville's primary provider of domestic violence services for more than 40 years. We offer more than temporary safety—we help break the cycle of violence by offering a continuum of services, including: a 24-hour crisis and information hotline, a 51-bed emergency shelter for women and their children fleeing domestic violence, a 25-unit transitional housing program, community support groups, as well as community outreach and education. In FY17, we provided 16,644 nights of safety and serviced 6,286 calls to our crisis helpline.

**Family Literacy Center:** The Family Literacy Center offers high quality, culturally sensitive, comprehensive family-centered programming to help families break the cycle of poverty and illiteracy. In FY17, 500 men and women received adult education and 70 earned their high school equivalency diploma.

**Dress for Success Nashville:** Dress for Success Nashville transitions women to self-sufficiency by providing professional attire, a network of support, and career development tools to help them thrive in work, home and community. In FY17, we provided 170 interview and career suitings.

**Girls Inc.:** Girls Inc. inspires all girls to be strong, smart, and bold by helping girls navigate gender, economic, and social barriers. Research-based curricula, delivered by trained, mentoring professionals in a positive all-girl environment equip girls to achieve academically; manage money; navigate media messages; and discover an interest in science, technology, engineering, and math. In FY17, Girls Inc. at YWCA served 340 girls.

**AMEND:** AMEND Together is a primary prevention program designed to challenge a culture that supports violence against women, cultivate healthy masculinity in men and boys, and change the future for women and girls. In FY17, AMEND served 250 boys, recruited 146 coaches to serve as advocates and educated 865 student athletes.

# Marketing Strategy

## SAVE-THE-DATE PROGRAM

A e-blast formally announcing the event, as well as appropriate sponsors. Will be distributed to targeted lists of donors, board members, volunteers and previous WW&S guests through electronic mail.

**Expected audience: 8,000+**

Distributed to all guests at the event. This book includes event details, sponsor ads and recognition, YWCA's program information, plus live and silent auction item descriptions.

**Expected audience: 600+**

## EVENT INVITATION SOCIAL MEDIA

The full-color invitation will be mailed to current sponsors, guests, targeted donors and supporters approximately 7-8 weeks before the event. The invitation will also include recognition for appropriate sponsors. **Expected audience: 3,000+**

With an audience of more than 7,000 spread across social media outlets, the YWCA will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.

## NEWSLETTERS WEBPAGE

Newsletters will be sent to the entire network of members, donors, volunteers, and friends with the latest news on event updates, activities, promotions, and more.

The Wine Women & Shoes website and YWCA event registration page will be updated with event and sponsor information and include links to appropriate sponsor webpages.

*+ Much more!*

# Sponsorship Opportunities

## **EXCLUSIVE PAPARAZZI SPONSOR - \$20,000**

- Opportunity to provide vehicle(s) and signage to be placed front and center at the event!
- One table (10 tickets) with VIP seating at the event.
- Opportunity to provide place setting surprise for guests.
- Opportunity to provide exclusive giveaway or vehicle “rental / test drive experience” to be featured in live or silent auctions.
- One full-page color ad in the event program with premiere placement.
- Recognition from the podium during the live program.
- Prominent logo recognition on rolling luncheon presentation.
- Opportunity to place a dynamic item or offer in the event ‘Swag Bag’.
- Logo and hyperlink on the YWCA & Wine Women & Shoes event pages.
- Prominent logo placement on event signage.
- Logo recognition on marketing & media materials including e-blasts, social posts, event ads, etc.

## **EXCLUSIVE CHAMPAGNE BAR SPONSOR - \$15,000**

*Opportunity to brand / elevate the exclusive champagne bar reserved for VIP guests.*

- One table (10 tickets) with VIP seating at the event.
- Opportunity to provide exclusive giveaway to be featured in live or silent auctions.
- One full-page black & white ad in the event program with premiere placement.
- Recognition from the podium during the live program.
- Prominent logo recognition on rolling luncheon presentation.
- Opportunity to place a dynamic item or offer in the event ‘Swag Bag’.
- Logo and hyperlink on the YWCA & Wine Women & Shoes event pages.
- Prominent logo placement on event signage.
- Logo recognition on marketing & media materials including e-blasts, social posts, event ads, etc.



## **PLATINUM PUMP SPONSOR - \$10,000**

*Opportunity to get creative! Want to outfit our co-chairs? Or brand a high-heel ice sculpture? We'd love to dream up something that best fits your brand!*

- One table (10 tickets) at the event.
- Opportunity to provide exclusive giveaway to be featured in live or silent auctions.
- Place a dynamic item or offer in the event 'Swag Bag'.
- One full-page black & white ad in the event program.
- Logo recognition on rolling luncheon presentation.
- Logo and hyperlink on the YWCA & Wine Women & Shoes event pages.
- Prominent logo placement on event signage.
- Logo recognition on marketing & media materials including e-blasts, social posts, event ads, etc.

## **EXCLUSIVE SWAG BAG SPONSOR - \$10,000**

*Distribute custom logoed bags to event attendees at the conclusion of the event. (Bags provided by the Swag Bag Sponsor and requires committee approval.)*

- Place a dynamic item or offer in the event 'Swag Bag'.
- One table (10 tickets) at the event.
- One full-page black & white ad in the event program.
- Logo recognition on rolling luncheon presentation.
- Logo and hyperlink on the YWCA & Wine Women & Shoes event pages.
- Prominent logo placement on event signage.
- Logo recognition on marketing & media materials including e-blasts, social posts, event ads, etc.

## **EXCLUSIVE BEST IN SHOE CONTEST SPONSOR - \$10,000**

*Serve as one of our "Celebrity Shoe Judges" – providing the chance for one-on-one connections with attendees.*

- Opportunity to announce the "Best in Shoe" winners and give awards on stage.  
(Awards provided by the Best in Shoe Sponsor and requires committee approval.)
- One table (10 tickets) at the event.
- Opportunity to provide exclusive giveaway to be featured in live or silent auctions.
- Place a dynamic item or offer in the event 'Swag Bag'.
- One full-page black & white ad in the event program.
- Logo recognition on rolling luncheon presentation.
- Logo and hyperlink on the YWCA & Wine Women & Shoes event pages.
- Prominent logo placement on event signage.
- Logo recognition on marketing & media materials including e-blasts, social posts, event ads, etc.



## **EXCLUSIVE PARKING SPONSOR - \$10,000**

- Opportunity to help underwrite MCC garage parking fees for all attendees.
- Opportunity for logoed representatives to hand out parking vouchers at the conclusion of the event.
- One table (10 tickets) at the event.
- One full-page black & white ad in the event program.
- Logo recognition on rolling luncheon presentation.
- Logo and hyperlink on the YWCA & Wine Women & Shoes event pages.
- Prominent logo placement on event signage.
- Logo recognition on marketing & media materials including e-blasts, social posts, event ads, etc.

## **EXCLUSIVE TECHNOLOGY SPONSOR - \$10,000**

*Opportunity to have sponsor logo rights on one of the event's most popular features: the mobile bidding site!*

- Opportunity to provide charging stations to help guests power up during the event... and browse through sponsor materials while they wait.
- One table (10 tickets) at the event.
- Opportunity to provide exclusive giveaway to be featured in live or silent auctions.
- Opportunity to place a dynamic item or offer in the event 'Swag Bag'.
- One full-page black & white ad in the event program.
- Logo recognition on rolling luncheon presentation.
- Logo and hyperlink on the YWCA & Wine Women & Shoes event pages.
- Prominent logo placement on event signage.
- Logo recognition on marketing & media materials including e-blasts, social posts, event ads, etc.

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## **EXCLUSIVE SOLE MAN SPONSOR - \$7,500**

*Opportunity to provide a logo shirt to our event Sole Men ambassadors – who are favorites at the event! (Shirts provided by the Sole Man Sponsor and requires committee approval.)*

- Six (6) tickets to attend the event.
- One ½ page black & white ad in the event program with premiere placement.
- Logo recognition on rolling luncheon presentation.
- Opportunity to place a dynamic item or offer in the event 'Swag Bag'.
- Logo and hyperlink on the YWCA & Wine Women & Shoes event pages.
- Logo placement on event signage.
- Logo recognition on marketing & media materials including e-blasts, social posts, event ads, etc.



## **EXCLUSIVE WALL OF WINE SPONSOR - \$7,500**

*Opportunity to brand the ever popular "Wall of Wine" at the event. This could include signage and/or branded wine bags.*

- Opportunity to have logoed staff representatives helping pull wine for our guests.
  - Six (6) tickets to attend the event.
  - One ½ page black & white ad in the event program.
  - Logo recognition on rolling luncheon presentation.
  - Logo and hyperlink on the YWCA & Wine Women & Shoes event pages.
  - Logo placement on event signage.
  - Logo recognition on marketing & media materials including e-blasts, social posts, event ads, etc.
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## **SIGNATURE STILETTO SPONSOR - \$5,000**

*Opportunity to get creative! Want to provide footwear for our co-chairs? Distribute sparkling waters during the event? Or sponsor a coffee station? We'd love to partner on something unique!*

- Four (4) tickets to attend the event.
- One ½ page black & white ad in the event program.
- Logo recognition on rolling luncheon presentation.
- Logo and hyperlink on the YWCA & Wine Women & Shoes event pages.
- Logo placement on event signage.
- Logo recognition on marketing & media materials including e-blasts, social posts, event ads, etc.

## **EXCLUSIVE HAPPY FEET SPONSOR - \$5,000**

*Opportunity to provide branded flip-flops to women who's feet may be hurting! Or offer complimentary reflexology massages onsite! This sponsorship can be customized as needed. (If providing flip flops, they will require committee approval.)*

- Four (4) tickets to attend the event.
- One ½ page black & white ad in the event program.
- Logo recognition on rolling luncheon presentation.
- Logo and hyperlink on the YWCA & Wine Women & Shoes event pages.
- Logo placement on event signage.
- Logo recognition on marketing & media materials including e-blasts, social posts, event ads, etc.





## **EXCLUSIVE COAT CHECK SPONSOR - \$5,000**

*Opportunity to brand the coat check stations – be the first company they see when they arrive and the last when they leave!*

- Opportunity to provide a handout when guests pick up their coats.
- Four (4) tickets to attend the event.
- One ½ page black & white ad in the event program.
- Logo recognition on rolling luncheon presentation.
- Logo and hyperlink on the YWCA & Wine Women & Shoes event pages.
- Logo placement on event signage.
- Logo recognition on marketing & media materials including e-blasts, social posts, event ads, etc.

## **EXCLUSIVE PERSONALIZED PEN SPONSOR - \$5,000**

*Opportunity to put branded pens into the hands of guests and volunteers for registration, auction tables, retail areas, etc. (Pens provided by the Personalized Pen Sponsor and will require committee approval.)*

- Four (4) tickets to attend the event.
- One ½ page black & white ad in the event program.
- Logo recognition on rolling luncheon presentation.
- Logo and hyperlink on the YWCA & Wine Women & Shoes event pages.
- Logo placement on event signage.
- Logo recognition on marketing & media materials including e-blasts, social posts, event ads, etc.

## **EXCLUSIVE DECADENT DESSERT SPONSOR - \$5,000**

*Opportunity to brand passed chocolates or dessert bites during the wine tasting and marketplace portion of the event and/or place branded treats at every place setting for the luncheon. (Desserts provided by the Decadent Dessert sponsor and will require committee approval.)*

- Four (4) tickets to attend the event.
- One ½ page black & white ad in the event program.
- Logo recognition on rolling luncheon presentation.
- Logo and hyperlink on the YWCA & Wine Women & Shoes event pages.
- Logo placement on event signage.
- Logo recognition on marketing & media materials including e-blasts, social posts, event ads, etc.



### **DIAMOND D'ORSAY SPONSOR - \$2,500**

*Opportunity to get creative! Want to help underwrite program printing costs? Or help feed our volunteers? We'd love to help dream up something unique!*

- Two (2) tickets to attend the event.
- One ¼ page black & white ad in the event program.
- Logo recognition on rolling luncheon presentation.
- Logo and hyperlink on the YWCA & Wine Women & Shoes event pages.
- Logo placement on event signage.
- Logo recognition on marketing & media materials including e-blasts, social posts, event ads, etc.

### **EXCLUSIVE NAPKIN SPONSOR - \$2,500**

*Put branded napkins into the hands of guests as they sip and nibble their way through the event. (Napkins provided by the Napkin Sponsor and requires committee approval.)*

- Two (2) tickets to attend the event.
- One ¼ page black & white ad in the event program.
- Logo recognition on rolling luncheon presentation.
- Logo and hyperlink on the YWCA & Wine Women & Shoes event pages.
- Logo placement on event signage.
- Logo recognition on marketing & media materials including e-blasts, social posts, event ads, etc.

### **EXCLUSIVE KEY TO THE CLOSET SPONSOR - \$2,500**

*Brand our ever popular "Key to the Closet" giveaway and provide a unique display for the "closet" items.*

- Two (2) tickets to attend the event.
- One ¼ page black & white ad in the event program.
- Logo recognition on rolling luncheon presentation.
- Logo and hyperlink on the YWCA & Wine Women & Shoes event pages.
- Logo placement on event signage.
- Logo recognition on marketing & media materials including e-blasts, social posts, event ads, etc.

### **EXCLUSIVE WATER BOTTLE SPONSOR - \$2,500**

*Provide branded water bottles for event attendees. (Water bottles provided by the sponsor and requires committee approval.)*

- Two (2) tickets to attend the event.
- One ¼ page black & white ad in the event program.
- Logo recognition on rolling luncheon presentation.
- Logo and hyperlink on the YWCA & Wine Women & Shoes event pages.
- Logo placement on event signage.
- Logo recognition on marketing & media materials including e-blasts, social posts, event ads, etc.

# Sponsor Registration

**SPONSORSHIP OPPORTUNITY:** \_\_\_\_\_

**SPONSORSHIP TOTAL \$** \_\_\_\_\_

Name for Recognition Purposes: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Check enclosed for \$ \_\_\_\_\_  
Payable to YWCA Nashville & Middle Tennessee. Mail to:???

Charge my Credit Card for \$ \_\_\_\_\_  
Return form via MAIL to: ???

**Please Circle:**            Visa            MasterCard    Amex            Discover

CC#: \_\_\_\_\_ Exp.: \_\_\_\_\_ CVN: \_\_\_\_\_

I cannot attend. Please accept my donation of \$ \_\_\_\_\_

Company/Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_



## DON'T SEE WHAT YOU'RE LOOKING FOR?

*We encourage you to suggest ideas for crafting the perfect sponsorship for your objectives. Everything is customizable to meet your needs and interests.*

For additional information, contact Rachel Sigler

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