



wine women & shoes®

Benefiting

Golden Valley Health Centers Foundation



TAKE THE OPPORTUNITY TO BE FABULOUS

Become a sponsor!

The Perfect Pair...

GOLDEN VALLEY HEALTH CENTERS 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 \$65 million for our nonprofit partners.

WW&S events are fun, festive, and full of feminine soul – it is a community celebration that brings women together around fine wine, great style, and causes that matter!

Join us!

FRIDAY, JUNE 14, 2019 | 4:30PM
VINTAGE GARDENS | MODESTO, CA

WW&S AUDIENCE

- 80% women ages 30 to 55
- Businesswomen, hardworking moms, CEOs, women of all ages
- Key influencers, tastemakers, connectors
- Charity supporters, socially conscious, community minded
- Passionate about improving health and wellbeing in the communities we serve
- Enjoy attending charitable and fashion events
- Represent the typical luxury brand consumer
- On average, attendees contribute \$400 per event

Did you know?

Women control two-thirds of consumer wealth in the United States. Nearly 92% of these women will pass on information about deals and great finds to their friends. With your committed partnership, you can ensure your brand will be seen and talked about long after the event is over.





Pair with us!

Pair WITH US AND IMPROVE ACCESS TO HEALTH CARE IN OUR COMMUNITIES

For 47 years, Golden Valley Health Centers has provided quality health care to people in the communities we serve regardless of language, financial or cultural barriers. GVHC provides primary health care in San Joaquin, Stanislaus and Merced counties for over 150,000 of your coworkers, friends and neighbors. Join us as we celebrate our storied history and look ahead to the future of philanthropy for healthcare in our communities. We are proud to introduce you to our newest fundraiser – Wine Women & Shoes.

Match YOUR GOALS TO OUR MISSION

As the fundraising entity of Golden Valley Health Centers, the Golden Valley Health Centers Foundation exists to provide resources for the patients and the communities served by GVHC. We continue to be the recognized leader in health care for the underserved in the Central Valley.

THE Sole PURPOSE OF WHAT WE WANT TO ACCOMPLISH

By partnering with us, you help us raise funds to provide quality health care to people in your community. This fund ensures that Golden Valley Health Centers' patients receive the health and dental care they need regardless of their ability to pay. These funds also support our special programs such as Adopt-A-Family during the holidays and our Backpack Giveaway at the start of every school year.

Marketing Strategy

SAVE THE DATE

A postcard formally announcing the event date, theme, and 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 Golden Valley Health Centers Foundation.

Expected audience: 4,000

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 to appropriate sponsors. An electronic version will be distributed to Golden Valley Health Centers Foundation donors.

Expected audience: 2,500

WEBPAGE

The Wine Women & Shoes website will be updated with sponsor information and links to appropriate sponsor webpages. It will also link back to Golden Valley Health Centers Foundation webpage and online registration.

PROGRAM

The program book will be distributed to all guests at the event. This book will include event details, sponsor recognition, Golden Valley Health Centers Foundation information.

Expected audience: 250+

SOCIAL MEDIA

With an audience of over 3,650 spread across social media outlets, the Golden Valley Health Centers Foundation will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.



Sponsorship Opportunities

\$20,000 PLATINUM STILLETOS SPONSOR

Exclusive Presenting Sponsor – 1 Available

This opportunity includes your logo on all collateral and event signage. Your company's name will be associated with everything involving Wine Women & Shoes (i.e. Wine Women & Shoes benefiting Golden Valley Health Centers Foundation presented by "company name/logo").

- Name recognition on: invitation, program, event website, e-blasts, social media, screen at the seated luncheon, and event signage
- Full page back cover ad in event program
- Name or company logo on swag bag
- Opportunity to provide promotional items in the coveted swag bag
- VIP swag bags for twenty guests
- 2 VIP tables with champagne service (20 tickets total)

\$15,000 DIAMOND HEELS FASHION SHOW SPONSOR

Exclusive Sponsor – 1 Available

- Name recognition on: invitation, program, event website, e-blasts, social media, screen at the seated luncheon, and event signage
- Full page inside cover ad in event program
- Sponsor logo displayed on screen during fashion show
- Opportunity to provide promotional items in the coveted swag bag
- 1 VIP table with champagne service (10 tickets total)



Premium

MARKETING & UNDERWRITING OPPORTUNITIES

\$10,000 PEARL PUMP SPONSOR PACKAGES

Choose from the following:

Mimosa Station – During the shopping reception, your station will provide this brunch favorite that is sure to be one of the most popular stops at the event. The ladies sipping on mimosas will walk away with your name or company logo on a champagne flute.

Marketplace – As our guests shop the day away, this opportunity ensures they know who you are in every possible way. Sponsor may underwrite the marketplace and your signage will be placed throughout the venue and featured on a banner at the entrance to the marketplace area.

- Name recognition on: invitation, program, event website, e-blasts, social media, screen at the seated luncheon, and event signage
- Full page ad in event program
- Opportunity to provide promotional items in the coveted swag bag
- Ten complimentary VIP tickets to the event

\$7,500 GOLDEN SANDAL SPONSOR PACKAGES

Choose from the following:

Silent Auction – As the silent auction sponsor, your name or company logo will be included on every silent auction bid sheet. Branding will also be included on all silent auction signage.

Key to the Closet – 100 keys for sale and only ONE will win the bounty of donated items. What's in the closet? Fashion? A trip? Gift Certificates? All will be revealed the day of the event. Your brand will be featured as the *Key to the Closet* sponsor with your name or company logo on all raffle materials

Decor – Leave a lasting impression at each table with upscale décor for our 250 prominent guests. This sponsorship includes a centerpiece at each table with your name or company logo front and center as well as additional signage throughout the seated luncheon.

- Name recognition on: invitation, program, event website, e-blasts, social media, screen at the seated luncheon, and event signage
- Full page ad in program
- Opportunity to provide promotional items in the coveted swag bag
- Six complimentary VIP tickets to the event

Premium

MARKETING & UNDERWRITING OPPORTUNITIES

\$5,000 SILVER SLIPPER SPONSOR PACKAGES

Choose from the following:

Wall of Wine – For this wine focused event, your logo will be prominently featured on Wall of Wine signage, individual bags for wine bottles and Wall of Wine display. Language on sign says, “Wall of Wine presented by company name/logo.”

Shoes Guys – 10+ charming “Shoe Guys” will be working the room and engaging with attendees. It’s a great opportunity to showcase your brand. These men are a targeted group of brand ambassadors who are guaranteed to be the hit of the event. Your business can sponsor the entire group of “Shoe Guys” in return for logo placement on their black t-shirts.

Swag Bag – Your logo will appear on the coveted swag bag gifted to all attendees. Soon your branded tote will be paraded all over town.

Shoe Contest – Upon arrival, guests will pass by a panel of 3-4 shoe judges. The judges will carefully evaluate our guests’ shoe selection and pick winners. By underwriting the contest your company logo will be featured on the shoe contest step & repeat. In addition, you may provide a shoe judge from your company to participate and award prizes on stage during the luncheon.

- Name recognition on: invitation, program, event website, e-blasts, social media, screen at the seated luncheon, and event signage
- Full page ad in event program
- Opportunity to provide promotional items in the coveted swag bag
- 4 Complimentary VIP tickets to the event



Premium

MARKETING & UNDERWRITING OPPORTUNITIES

\$2,500 BRONZE BOOT SPONSOR PACKAGES

Choose from the following:

Wine Glass Tag – Grab attention as the Wine Tag sponsor with a custom-designed tag slipped around the bottom of the wine glasses. Tags act as a business card advertisement placed in the hand of every attendee

Photo Booth – The WW&S Photo Booth is a can't miss for ladies who love to capture the fun of the day. Photography and backdrop expense is paid by the event organizers. This sponsorship includes your logo on the images which can be shared on social media.

Cocktail Napkin – Be the logo prominently featured on all cocktail napkins for the event. Every best dressed lady needs somewhere to blot her lips.

Phone Charging Station – Be there when the attendees of WW&S need you most – when their phone is out of battery! Event hosts will provide one phone charging station where guests can have their phone charged. You can take all the credit with your name or company logo on the signage at the station.

Signature Mocktail – Have your name as the presenter of The Signature Mocktail, exclusive to our event. Guests will delight in this unique beverage creation and fun flavor combination. An elegant display with tasteful signage and dispensers will make sure to get everyone's attention.

Snap Chat Filter – The ladies love to capture the memories of this great day! With this sponsorship, your logo will be included on the Snap Chat filters created for the event.

Hydration Station – Help our fabulous attendees hydrate at the infused water station. Elegant signage and dispensers will draw a thirsty crowd..

Instant Wine Cellar – One lucky person will take home more than 20 bottles of premium wine. Your logo will appear on signage, bags and display.

- Name recognition on: invitation, program, event website, e-blasts, social media, screen at the seated luncheon, and event signage
- Half page ad in event program
- Opportunity to provide promotional items in the coveted swag bag
- 2 complimentary VIP tickets to the event

Premium

MARKETING & UNDERWRITING OPPORTUNITIES

\$1,000 COPPER FLATS SPONSOR PACKAGES

- Name recognition on: invitation, program, event website, e-blasts, social media, screen at the seated luncheon, and event signage
- Opportunity to provide promotional items in the coveted swag bag
- 2 complimentary tickets to the event

\$500 ENTRY TO THE SWAG BAG

Slip your product into the coveted swag bags handed out to each guest. Logos can also be printed on items such as nail files, key chains, note pads, wine totes, etc. Your brand stays handy for months or years after the event. You provide the item to be mutually agreed upon

\$500 HONORARY COMMITTEE MEMBER

Make a difference without the work.

- Name recognition in event program
- 1 complimentary VIP ticket to the event



DON'T SEE WHAT YOU'RE LOOKING FOR?

To request additional details regarding your uniquely crafted sponsorship investment, contact

Kassey Mosher, Executive Director Golden Valley Health Centers Foundation

kmosher@gvhc.org | 209.384.6714 or 209.386.2078

Sponsorship Opportunities

SPONSORSHIP OPTIONS:

- ☐ PLATINUM STILETTO (\$20,000)
- ☐ DIAMOND HEELS FASHION SHOW (\$15,000)
- ☐ PEARL PUMP (\$10,000) *Package Option:* _____
- ☐ GOLDEN SANDAL (\$7,500) *Package Option:* _____
- ☐ SILVER SLIPPER (\$5,000) *Package Option:* _____
- ☐ BRONZE BOOT (\$2,500) *Package Option:* _____
- ☐ COPPER FLATS (\$1,000)
- ☐ SWAG BAG ENTRY (\$500)

TICKET OPTIONS:

- ☐ VIP (\$200) ☐ VIP TABLE FOR 10 (\$2,000)
- ☐ SINGLE (\$150) ☐ TABLE FOR 10 (\$1,500)

Company Name: _____

Address: _____

Contact Name: _____

Email: _____ Phone: _____

- ☐ Check enclosed for \$ _____
Payable to Golden Valley Health Centers Foundation. Mail to: 1200 Scenic Drive, Suite 200, Modesto, CA 95350

- ☐ Charge my credit card for \$ _____
Return form via mail. Mail to: 1200 Scenic Drive, Suite 200, Modesto, CA 95350

Circle one: Visa MasterCard AMEX Discover

CC# _____ Exp. _____ CVV _____

- ☐ I cannot attend. Please accept my donation of \$ _____

Signature _____ Date _____



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