



wine women & shoes[®]

Benefiting Alzheimer's Disease Association
of Kern County

Sponsorship OPPORTUNITIES



THE PERFECT PAIR...Alzheimer's Disease Association of Kern County 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 \$40 million for our nonprofit partners.

WW&S events are fun, festive, and full of feminine soul—community celebrations that bring women together around fine wine, great style, and causes that matter!

Join us!

For our 3rd Annual Saturday, May 18, 2019

WW&S AUDIENCE

- 80% women ages 30 to 55
- CEO 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
- Women control two-thirds of consumer wealth in the U.S.
- 92% of these women will pass on information about deals or finds to others
- On average donors spend \$200-\$600 per event





Pair with us!

“PAIR” WITH US AND GIVE THOSE ON THE ALZHEIMER’S JOURNEY IN OUR COMMUNITY THE HELP AND SUPPORT THEY NEED.

For 35 years, the Alzheimer’s Disease Association of Kern County, Inc. (ADAKC) has dedicated its mission to helping families dealing with Alzheimer’s, dementia, and related disorders. ADAKC focuses on the whole person, through a dedicated support team, educational tools, and community resources; helping one family at a time.

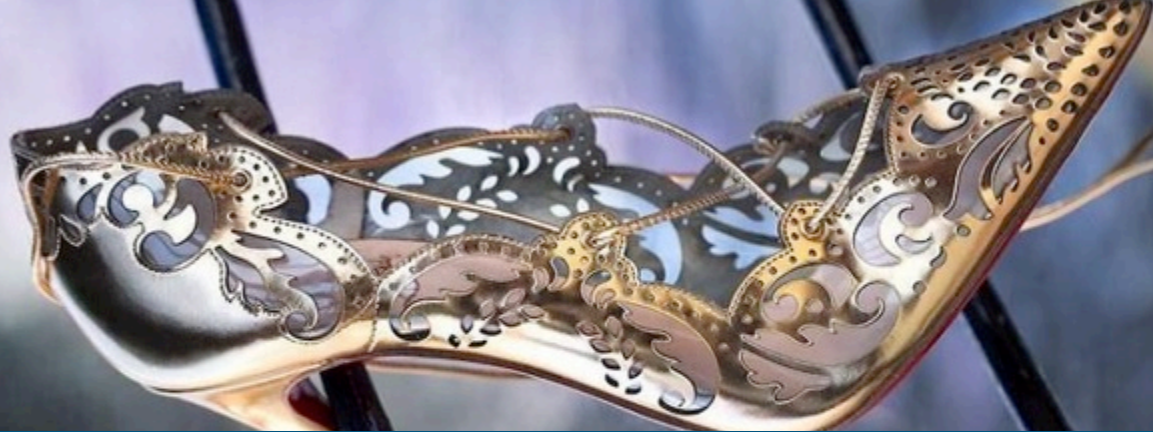
“MATCH” YOUR GOALS TO OUR MISSION

At ADAKC, our mission is to improve the lives of the 11,000 individuals diagnosed with Alzheimer’s and their families. Our concentration is on enriching the quality of life of the participant by providing person-centered care programming that builds upon individual skills, knowledge, unique abilities, and strengths. ADAKC Adult Day Center offers a comprehensive program that treats everyone with compassion, dignity, and respect.

THE “SOLE” PURPOSE OF WHAT WE WANT TO ACCOMPLISH

When you “pair with us in 2018, you will help us to raise funds for the ADAKC, Adult Day Center. Funding ensures that our participants and their families are provided with a safe, loving, and supportive environment. Daily programs allow clients the opportunity to engage in activities, and receive much-needed socialization and stimulation. The families receive much needed respite care, giving caregivers time to step back and address their own needs. ADAKC Adult Day Center provides caregivers with emotional, mental and financial support through financial assistance, support groups and educational classes. ADAKC is “Families Helping Families”!





Platinum Pump Exclusive Sponsor

\$20,000 sponsorship

PUT YOUR BEST FOOT FORWARD! WE ARE OFFERING AN 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 Alzheimer's Disease Association of Kern County Presented by "Your Company Name/Logo Here").

Presenting Sponsorship benefits include:

- A \$20,000 tax deductible investment in Alzheimer's Disease Association of Kern County
- Exclusive title recognition as presenting sponsor
- During the program portion of the event, you will be given the opportunity to welcome and thank the audience and mention your business as the premier sponsor
- Recognition on the swag bag (all attendees will receive)
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, and signage, invitations and save the dates
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook, Twitter, & Instagram) reaching ADAKC's followers
- 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 event (booth/contents to be approved by ADAKC)
- Link to your company website from the ADAKC and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name inclusion in the event program and on the invitations
- One reserved VIP table for ten guests
- VIP swag bags for ten guests





Diamond Stiletto Exclusive Sponsor

\$15,000 sponsorship

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 \$15,000 tax deductible investment in Alzheimer's Disease Association of Kern County
- Prominent logo placement on signage at the entrance of the event
- Recognition on the swag bag (all attendees will receive)
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, and signage, invitations and save the dates
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook, Twitter, & Instagram) reaching ADAKC's followers
- On-stage verbal recognition at the fashion show and prominent signage at the event
- Opportunity to promote business with product placement and customer liaison at event
- Link to your company website from the ADAKC and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name inclusion in the event program and on the invitations
- One reserved VIP table for ten guests
- VIP swag bags for ten guests





Golden Anniversary Studded Sandal

\$10,000 sponsorship

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 Alzheimer's Disease Association of Kern County to improve patient access to the healthcare in our community

Sponsorship benefits include:

- A \$10,000 tax deductible investment in Alzheimer's Disease Association of Kern County
- Recognition Logo placement in ALL event public relations and advertising initiatives, programs, and signage
- Prominent recognition on event website, e-blasts, and social networking campaigns
- Opportunity to promote business with product placement and customer liaison at event
- Link to your website from the ADAKC and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name in the event program and on the invitations
- One reserved VIP table for ten guests
- 10 swag bags





Silver Stiletto Sponsors

\$5,000 sponsorship

IT'S ABOUT THE BLING! Don't miss these fabulous exclusive branding opportunities:

SHOE GUYS SPONSOR - Sponsor 25 charming "Shoe Guys" working the room and engaging more than 250 women. It's a great opportunity to showcase your brand with your logo and branding exposure on the "Shoe Guys" shirts.

PAPARAZZI PHOTO BACKDROP SPONSOR - As lovely ladies arrive at the entrance of the event, they are escorted to a red-carpet platform where they are photographed in front of a Step and Repeat banner. **Your sponsor logo** will be splashed onto a vibrant banner backdrop (along with the WWS and Alzheimer's Disease Association of Kern County logos).

BEST IN SHOE SPONSOR - Celebrate our attendees' fabulous footwear by promoting a "Best in Shoe" award. Your judges work the room, choose the winners, and announce the winner as a part of the live program

AUTOMOBILE SPONSOR - Drive the ladies wild by promoting your vehicles at Wine Women & Shoes. Display cars indoors or out while working the room at the Signature Event. Photo opps abound, especially if you park on the red carpet.

Sponsorship benefits include:

- A \$5,000 tax deductible investment in Alzheimer's Disease Association of Kern County
- Logo placement in ALL event public relations and advertising initiatives, programs, and signage
- Recognition on event website, e-blasts, and social networking campaigns
- Link to your website from the ADAKC website and WW&S website
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name in the event program and on the invitations
- One reserved VIP table for eight guests
- Five swag bags



One of a Kind Sponsorships

\$2,500 sponsorship

Sponsorship benefits include:

- A \$2500 tax deductible investment in Alzheimer's Disease Association of Kern County
- Recognition on event website, e-blasts, and social networking campaigns
- Link to your website from the ADAKC and WW&S website
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name in the event program when secured 30 days prior to event
- Two event tickets at general admission table
- Two swag bags

SWAG BAG SPONSOR - Your logo will appear on the coveted swag bag gifted to all attendees. Soon your branded tote will be paraded all over town.

KEY-TO-THE-CLOSET SPONSOR - 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 and your brand will be featured as the Key to the Closet sponsor.

WALL OF WINE SPONSOR - For this WINE focused event, your logo will be prominently featured on the Wall of Wine signage, and Wall of Wine display. Language on signs says, "Wall of Wine presented by XYZ Company".

COCKTAIL NAPKIN SPONSOR - Be the logo prominently featured on all cocktail napkins for the event. Every best dressed lady needs somewhere to blot her lips.

BAG CHECK SPONSOR - Stay top of mind by watching their bags, wine, and winnings! Your logo is printed on bag check tags, as well as signage.

TECH/ CHARGING STATION - All those selfies and quick snaps will wear down your phone. Be the sponsor of our tech/charging station where guests can "juice" up.

WINE GLASS TAG SPONSOR - 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.



Additional Opportunities

\$1500 HYDRATION STATION SPONSOR - Help our fabulous attendees hydrate at the infused water station. Elegant signage and dispensers will draw a thirsty crowd. **Benefits Include:** Logo Recognition + 2 tickets to the event.

\$1500 MIRROR, MIRROR SPONSOR - “Who’s the fairest of them all?”, Sponsor may underwrite the marketplace vendor mirrors with their logo, as well as, phrases like “You look mah-vellous!”, which will be placed throughout venue. **Benefits Include:** Logo Recognition + 2 tickets to the event.

\$500 HONORARY COMMITTEE - Make a difference without the work. **Benefits Include:** Name recognition in program + 1 individual ticket

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FIND THE PERFECT FIT

We encourage you to suggest ideas for crafting the perfect sponsorship for your objectives such as special events, exclusive perks for your customers, or something that enhances the guest experience overall. Everything is customizable to meet your needs and interests, please contact:

Mark Woodward at markwoodward1969@gmail.com or 661.742.4668

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



Sponsorship Agreement

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

- | | |
|---|---|
| <input type="checkbox"/> \$20,000 Platinum Pump Exclusive | <input type="checkbox"/> \$2,500 One-of-a-Kind |
| <input type="checkbox"/> \$15,000 Diamond Stiletto Exclusive | <input type="checkbox"/> Swag Bag |
| <input type="checkbox"/> \$10,000 Golden Anniversary StudDED Sandal | <input type="checkbox"/> Key-to-the-Closet |
| <input type="checkbox"/> \$5,000 Silver Stiletto Sponsor | <input type="checkbox"/> Wall of Wine |
| <input type="checkbox"/> Shoe Guys | <input type="checkbox"/> Cocktail Napkin |
| <input type="checkbox"/> Best in Shoe Awards | <input type="checkbox"/> Bag Check |
| <input type="checkbox"/> Paparazzi Photo Backdrop | <input type="checkbox"/> Tech/Charging station |
| <input type="checkbox"/> Automobile Sponsor | <input type="checkbox"/> Wine Glass Tag |
| <input type="checkbox"/> \$500 Honorary Committee | <input type="checkbox"/> \$1,500 Additional Opportunities |
| | <input type="checkbox"/> Hydration Station |
| | <input type="checkbox"/> Mirror, Mirror |
| <input type="checkbox"/> Custom: _____ | |

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

☐ **Please send invoice to:**

Name _____ Address _____

☐ **Check enclosed for \$** _____ **payable to Alzheimer's Disease Association of Kern County**

☐ **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: _____ CVN: _____

Signature: _____

RETURN FORM VIA MAIL or EMAIL TO Alzheimer's Disease Association of Kern County
4203 Buena Vista Rd., Bakersfield, CA 93311 or markwoodward1969@gmail.com

LOGOS Send logos to markwoodward1969@gmail.com in EPS format