

Hunterdon Medical Center Auxiliary

INTRODUCES



wine
women & shoes®

Benefiting Hunterdon Healthcare Foundation



HEALING PATIENTS, *one "sole" at a time!*

THURSDAY, MAY 9, 2019 | FIDDLER'S ELBOW COUNTRY CLUB

WINEWOMENANDSHOES.COM/HHF

THE PERFECT PAIR... HUNTERDON HEALTHCARE FOUNDATION AND WINE WOMEN & SHOES

Hunterdon Medical Center Auxiliary is kicking off a brand new event!

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 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!

THURSDAY, MAY 9, 2019

5:30 – 9:30 PM AT FIDDLER'S ELBOW

WW&S AUDIENCE

- 80% women ages 30 to 65
- 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 IMPROVE PATIENT ACCESS TO HEALTHCARE IN OUR COMMUNITY

For 65 years, Hunterdon Healthcare Foundation has provided charitable resources to improve healthcare, provide social assistance, and promote education and wellness in our community. Join us in 2019 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 charitable fundraising entity of Hunterdon Healthcare System, Hunterdon Healthcare Foundation exists to provide resources to patients in the communities served by Hunterdon Healthcare. We continue to be the recognized leader in health care philanthropy and a significant charitable partner in Hunterdon, Mercer, Somerset and Warren counties.

THE “SOLE” PURPOSE OF WHAT WE WANT TO ACCOMPLISH

When you “pair” with us in 2019, you will help us raise funds for our Patient Assistance Funds. These funds ensure that cancer and financially vulnerable patients receive quality life-saving medical treatments, wellness resources and non-medical support so they may focus on recovery. We care for those in our community who find themselves in the gap between what they need and what they can afford.



Marketing Strategy



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 Hunterdon Healthcare Foundation database.

Expected audience: 5,000+

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 Hunterdon Healthcare Foundation donor base and the wider community. **Expected audience: 2,000+**

WEBPAGE

The Wine Women & Shoes website will be updated with event and sponsor information and include links to appropriate sponsor webpages. It will also link back to Hunterdon Healthcare Foundation webpage and online registration.

PROGRAM

The program book is distributed to all guests at the event. This book includes event details, sponsor recognition, Hunterdon Healthcare Foundation information, paid advertisements, and live and silent auction item descriptions. **Expected audience: 300+**

SOCIAL MEDIA

With an audience of over 2500 spread across social media outlets, the Hunterdon Healthcare Foundation will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.



+ MUCH MORE!



Platinum Pump Exclusive Sponsor

\$20,000

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 Hunterdon Healthcare Foundation Presented by “Your Company Name/Logo Here”).

Presenting Sponsorship benefits include:

- A \$19,100 tax deductible investment in Hunterdon Healthcare Foundation
- 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 in 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 Hunterdon Healthcare Foundation'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 Hunterdon Healthcare Foundation)
- Link to your company website from the Hunterdon Healthcare Foundation & WW&S websites
- Opportunity to place a premier item in swag bag, in Dream Closet Raffle and/or Live Auction (event appropriate items only)
- Opportunity to provide two Shoe Guys to network with guests at event
- Name inclusion in the event program and on the invitations, Full page ad in event program
- One reserved VIP table for ten guests





Platinum Automobile Sponsor

\$15,000

WE ARE OFFERING AN EXCLUSIVE AUTOMOBILE SPONSORSHIP 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 \$14,100 tax deductible investment in Hunterdon Healthcare Foundation
- Prominent logo placement on signage at the entrance of the event
- Opportunity for on-site event presence with 1-2 dealer selected automobiles
- Recognition in 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 Hunterdon Healthcare Foundation's followers
- On-stage verbal recognition at the fashion show and prominent signage at the event
- Opportunity to promote business with customer liaison at event
- Link to your company website from the Hunterdon Healthcare Foundation and WW&S websites
- Opportunity to place a premier item in swag bag, place an item in the Dream Closet Raffle and/or Live Auction (event appropriate items only)
- Name inclusion in the event program and on the invitations, Full page ad in event program
- Opportunity to provide four Shoe Guys to network with guests at the event
- One reserved VIP table 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 \$14,100 tax deductible investment in Hunterdon Healthcare Foundation
- Prominent logo placement on signage at the entrance of the event
- Recognition in 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 Hunterdon Healthcare Foundation'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 Hunterdon Healthcare Foundation and WW&S websites
- Opportunity to place a premier item in swag bag, place an item in the Dream Closet Raffle and/or Live Auction (event appropriate items only)
- Name inclusion in the event program and on the invitations, Full page ad in event program
- Opportunity to provide two Shoe Guys to network with guests at the event
- One reserved VIP table for ten guests





Gold Studded Sandal

\$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 Hunterdon Healthcare Foundation to improve patient access to the healthcare in our community

Sponsorship benefits include:

- A \$9,280 tax deductible investment in Hunterdon Healthcare Foundation
- 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 Hunterdon Healthcare Foundation and WW&S websites
- Opportunity to place a premier item in swag bag, Dream Closet Raffle, and/or Live Auction (event appropriate items only)
- Name in the event program and on the invitations, Half page ad in the event program
- Opportunity to provide one Shoe Guy to network with guests
- 8 VIP guest tickets





Silver Stiletto Sponsors

\$5,000

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

SHOE GUYS SPONSOR - Sponsor 35-40 charming "Shoe Guys" working the room and engaging more than 280 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 Hunterdon Healthcare Foundation 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, & announce the winner as a part of the live program

Sponsorship benefits include:

- A \$4,640 tax deductible investment in Hunterdon Healthcare Foundation
- Choice of one of the following custom marketing opportunities:
 - Shoe Guys Sponsor • Best In Shoe Sponsor • Paparazzi Photo Backdrop Sponsor
- 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 Hunterdon Healthcare Foundation website and WW&S website
- Opportunity to place a premier item in swag bag, Dream Closet Raffle, and/or Live Auction (event appropriate items only)
- Name in the event program and on the invitations, Half page ad in the event program
- Opportunity to provide one Shoe Guy to network with guests at the event
- Four VIP tickets to the event





Ruby Slipper Sponsor

\$2,500

SWAG BAG SPONSOR - Your logo will appear inside each of the coveted swag bag gifted to all attendees letting them know it was your generosity that sponsored their parting gift.

DREAM 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 "Your company name".

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.

VALET CAR SPONSOR - Stay top of mind by being the first to welcome guests and the last to say good night as they leave the event. Leave behind your parting note attached to their car mirror, a water bottle or a rose on their seat all with your logo.

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.

Sponsorship benefits include:

- A \$2,320 tax deductible investment in Hunterdon Healthcare Foundation
- Recognition on event website, e-blasts, and social networking campaigns
- Link to your website from the Hunterdon Health Foundation and WW&S website
- Opportunity to place a premier item in swag bag, Dream Closet Raffle, and/or Live Auction (event appropriate items only)
- Name in the event program when secured 30 days prior to event
- Two General admission event tickets



Glass Slipper Sponsor

\$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 + 1 ticket 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 + 1 ticket 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:

Debbie Dalley at 908.788.6591 or ddalley@hhsnj.org

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



Hunterdon Healthcare

Your full circle of care.

Hunterdon Healthcare Foundation

Sponsorship Agreement

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

- | | |
|---|--|
| <input type="checkbox"/> \$20,000 Platinum Pump Exclusive | <input type="checkbox"/> \$2,500 Ruby Slipper Sponsor |
| <input type="checkbox"/> \$15,000 Diamond Stiletto Exclusive | <input type="checkbox"/> Car Valet |
| <input type="checkbox"/> \$15,000 Car Dealership Exclusive | <input type="checkbox"/> Swag Bag |
| <input type="checkbox"/> \$10,000 Gold Studded Sandal | <input type="checkbox"/> Dream 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"/> Wine Glass Tag |
| <input type="checkbox"/> Paparazzi Photo Backdrop | <input type="checkbox"/> \$1,500 Glass Slipper Sponsor |
| | <input type="checkbox"/> Hydration Station |
| | <input type="checkbox"/> Mirror, Mirror |
| <input type="checkbox"/> Custom: _____ | <input type="checkbox"/> \$500 Honorary Committee |

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

☐ **Please send invoice to:**

Name _____ Address _____

☐ **Check enclosed for \$** _____ **payable to Hunterdon Healthcare 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: _____ CVN: _____

Signature: _____

RETURN FORM VIA MAIL or EMAIL TO

Hunterdon Healthcare Foundation 9100 Westcott Drive, Suite 201, Flemington, NJ 08822 or ddalley@hhsnj.org

To reach the Foundation office, please call (908) 788-6141

ARTWORK STATEMENT Send artwork to ddalley@hhsnj.org

in EPS format no later than 4/9/18.