



wine women&shoes®

Benefiting iGoPink & The Breast Cancer
Charities of America



- 2019 -

Sponsorship Opportunities



WWW.WINEWOMENANDSHOES.COM/HOUSTON





Please join us!

WHEN & WHERE

Thursday, September 12, 2019

The Woodlands Waterway Marriott

5:30-9:00 PM

RESERVATIONS

General Admission - \$100

VIP - \$150

*Reserved Seating! Includes VIP
Badge, Complimentary Wine Service During
Fashion Show, Fabulous Swag Bag, and more!*

VIP Table for 10 - \$1,500

*Includes all of the perks of a VIP, for 10
people, plus program recognition!*

Platinum Table - \$2,500

*Limited tables available. Premier VIP
Seating, VIP Gift, logo recognition on table,
two bottles of wine per table, recognition in
program and on screen, 10 'Keys to the
Closet' (one for each guest)*



Created for women who enjoy fine wine, great style, and supporting a noble cause, Wine Women & Shoes is one of the fastest-growing charity event series in the country. The Signature Event features wine tastings, a silent auction, a fashion show and walk-around boutique Marketplace. Wine Women & Shoes is a highly successful national fundraising event platform that offers sponsors a unique opportunity to place businesses in front of an ideal but hard to reach demographic: affluent, savvy women.

THE CAUSE

iGoPink/The Breast Cancer Charities of America (BCCA) is celebrating 10 years as the leader in integrated cancer care... combining body, mind and spirit to the prevention and treatment of breast cancer.

Through our numerous program services, our goal is to educate, teach and provide the latest accurate information about integrated cancer care, cancer prevention, recovery, treatment, early detection and survival.

When breast cancer strikes, it impacts all aspects of life. We have designed our Program Services to assist with the needs of breast cancer patients. Our commitment is that no woman will go through breast cancer without a roof over her head, or without feeling beautiful. Simple acts of care and kindness can make a huge difference. You can make a difference, join us as we press forward in the fight against breast cancer!

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 iGoPink/The Breast Cancer Charities of America 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 iGoPink/The Breast Cancer Charities of America 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 iGoPink/The Breast Cancer Charities of America webpage and online registration.

PROGRAM

The program book is distributed to all guests at the event. This book includes event details, sponsor recognition, iGoPink/The Breast Cancer Charities of America information, paid advertisements, and live and silent auction item descriptions. **Expected audience: 500+**

SOCIAL MEDIA

With an audience of over 10,000 spread across social media outlets, the iGoPink/The Breast Cancer Charities of America will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.

+ MUCH MORE!



Exclusive Presenting Sponsor

\$15,000 sponsorship

The events presenting sponsor will receive the highest level of recognition and brand exposure to our attendees and through all of the pre and post event media campaigns.

- The event will be promoted as Wine Women & Shoes Presented by 'Your Company'
- Your logo will be included with the official WW&S/BCCA logo on all marketing and media materials, including Save the Date, Invitations, E-blasts, Press Releases, Social Media Networking, Public Relations and Advertising Initiatives
- One full page color ad in the event program with premier placement
- The option to write a personal letter for the event program
- Company logo on commemorative wine glasses (each guest receives one)
- Company logo placed throughout the marketplace and all other event space
- Product placement opportunity inside the SWAG bag
- Opportunity to provide two Shoe Guys
- On-stage recognition and logo at podium
- Logo placement on front cover of the event program
- Link to company's website will be included on the WW&S/BCCA National Website
- Premier VIP Seating for 20 Guests
- Complimentary VIP Wine Service during fashion show
- Category Exclusivity





Exclusive Automobile Sponsor

\$10,000 sponsorship

The exclusive sponsor will receive tremendous recognition and brand exposure to our guests and through all of the pre and post event media campaigns.

- Category Exclusivity positioned as 'The Official Dealership of WW&S Houston'
- Use of Valet Area to be the first and last brand on the mind of the attendees
- Ability to provide a branded parting gift to be placed in each valet serviced car
- Your logo will be included on all marketing and media materials, including Promotional Save the Dates/posters, Invitations, E-blasts, Press Releases, Social Media Networking, Public Relations and Advertising Initiatives
- One full page color ad in the event program
- Opportunity for on-site presence with 2-4 dealer selected automobiles
- Product placement opportunity inside the SWAG bag
- Opportunity to provide two Shoe Guys
- Link to company's website will be included on the WW&S/BCCA National Website
- Premier VIP Seating for 10 Guests
- Complimentary VIP Wine Service during fashion show





Exclusive Fashion Show Sponsor

\$7,500 sponsorship

The exclusive sponsor will receive tremendous recognition and brand exposure to our guests through pre- and post-event media campaigns

- Your business will be promoted at the title sponsor of the fashion show "Your Company Fashion Show"
- Your logo will be included on all marketing and media materials, including Save the Date, Invitations, E-blasts, Press Releases, Social Media Networking, Public Relations and Advertising Initiatives
- Your logo will be featured exclusively on the sides of the runway show
- One full page color ad in the event program
- Product placement opportunity inside the SWAG bag
- Opportunity to provide two Shoe Guys
- Link to company's website will be included on the WW&S/BCCA National Website
- Premier VIP Seating for 10 Guests
- Complimentary VIP Wine Service during fashion show
- Category Exclusivity



\$5,000 Sponsorship Opportunities

PAPARAZZI SPONSOR \$5,000 (1 Available)

As ladies arrive at the entrance, they are escorted to a pink-carpet where they are photographed in front of a step and repeat banner. Two underwriters logos will be splashed onto a vibrant banner backdrop (along with the WW&S and BCCA logo). The photos are the exclusive use of the paparazzi photo sponsors & BCCA and make for great follow up from the event.

This sponsorship and benefits include:

- Your logo will be included on all marketing and media materials, including Save the Date, Invitations, E-blasts, Press Releases, Social Media Networking, Public Relations and Advertising Initiatives
- Logo on pink-carpet step and repeat banner
- One ½ page full color ad in the event program
- Product placement opportunity inside the SWAG bag
- Opportunity to provide two Shoe Guys
- Link to company's website will be included on the WW&S/BCCA National Website
- Premier VIP Seating for 10 Guests
- Complimentary VIP Wine Service during fashion show

CATEGORY EXCLUSIVITY SPONSOR \$5,000 (1 Available)

Do you have an idea for a customized sponsorship that best represents your brand and gives you category exclusivity? Our team is constantly coming up with new ideas that will fit your needs. Customized sponsorships are available for \$5,000+. Only limit is creativity!

This sponsorship and benefits include:

- Your logo will be included on all marketing and media materials, including Save the Date, Invitations, E-blasts, Press Releases, Social Media Networking, Public Relations and Advertising Initiatives
- One ½ page full color ad in the event program
- Product placement opportunity inside the SWAG bag
- Opportunity to provide two Shoe Guys
- Link to company's website will be included on the WW&S/BCCA National Website
- Premier VIP Seating for 10 Guests
- Complimentary VIP Wine Service during fashion show



Custom Sponsorship Opportunities

SHOE GUY SHIRTS \$2,500 (1 Available)

20+ 'Shoe Guys' working the room and engaging the ladies as they shop and sip. It's a great opportunity to showcase your brand. These men are a targeted, outgoing group of brand ambassadors who will be the hit of the event. **Benefits Include:** Your name/logo on the 'Shoe Guys' shirts + 4 VIP tickets to the event

ENTERTAINMENT \$2,500 (1 Available)

Open the fashion show with stage time to get the party started! **Benefits Include:** Your name/logo on promotional materials, brand interaction with attendees + 4 VIP tickets to the event

SWAG BAG \$2,500 (2 Available)

Attendees receive fabulous Swag bags as a part of their Wine Women & Shoes experience...filled with goodies. Let them walk out with your logo on their arm. **Benefits Include:** Your logo on the side of tote bag + 4 VIP tickets to the event

FOOT MASSAGE/MASSAGE STATION \$2,500 (1 Available)

Let the ladies relax and unwind from all their hard shopping and wine tasting by being pampered in your station. **Benefits Include:** Face-to-face product interaction with the attendees + 4 VIP tickets to the event

BEST IN SHOE \$2,500 (1 Available)

We celebrate our guests' fabulous footwear by promoting a shoe award. Sponsor may provide the judges as well as award to the winner. Judges have the opportunity to come on stage and announce the winner! **Benefits Include:** Stage time, logo placements + 4 VIP tickets to the event

BAG CHECK-\$2,500 (1 Available)

You'll be the one guests thank because they won't have to carry their purchases with them. Instead, they trust you and your brand to ease that burden and look after their cherished items. **Benefits Include:** Guest interaction/ability to put a branded item in each 'checked' bag + 4 VIP tickets to the event

WINE TAGS \$2,500 (1 Available)

As every guests enters the ballroom and receives a wine glass, have your custom-generated wine tags slipped around the bottom of the wine glasses acting as a business card advertisement. **Benefits Include:** Brand interaction with every attendee + 4 VIP tickets to the event



Custom Sponsorship Opportunities

VIP BADGES \$2,500 (1 Available)

Be wrapped around the necks of every single VIP at the event by having your logo on the badges of the VIP attendees. This offers a large sized business card opportunity as a take away to the VIP guests. **Benefits Include:** Take away item on the elite VIP's + 4 VIP tickets to the event

SILVER PLATTER TRAYS \$2,500 (1 Available)

Your brand will be served upon silver platters as the fabulous Shoe Guys show off shoes and other goodies, nestled in the classy linens embroidered with your logo, while taking pictures with the ladies. **Benefits Include:** Custom logo placement throughout the ballroom on tray cloths + 4 VIP tickets to the event

COVER GIRL \$2,500 (1 Available)

Every woman yearns to be a chic cover girl. Set-up a cover girl station with your magazine masthead. Women pose and receive prints of their 15 seconds of fame. **Benefits Include:** Logo on promotional materials and on display of Cover Girl Print Outs + 4 VIP tickets to the event

HYDRATION STATIONS \$1,500 (1 Available)

Keep the guests hydrated with a refreshing water station throughout the event. **Benefits Include:** Custom signage at hydration station and ability to promote/set your materials out + 2 individual tickets

NAPKIN SPONSOR \$1,500 (1 Available)

Nibbles, wine glasses and desserts all need a fabulous napkin to accompany. **Benefits include:** logo/name placed on the event cocktail napkin + 2 individual tickets

RESTROOM \$1,500 (1 Available)

Pampering our guests in every available way. Lotions and potions provided to guests by sponsored attendants. Sponsors may underwrite this station and put their signs throughout. **Benefits include:** Your name or logo recognition + 2 individual tickets.

HONORARY COMMITTEE DONATION \$500 (Limited Quantity)

Make a difference without the work. **Benefits Include:** Recognition in program & website + 2 VIP Seats

**Note: All \$2,500 & \$1,500 sponsorships include logo on sponsor signage, inside the program, event website and listings within press releases, public relations and E-blasts in addition to the designated logo area above.*



Registration

SPONSORSHIP OPPORTUNITIES

- | | |
|---|--|
| <input type="checkbox"/> Exclusive Presenting Sponsor \$15,000 | <input type="checkbox"/> Bag Check \$2,500 |
| <input type="checkbox"/> Exclusive Automobile Sponsor \$10,000 | <input type="checkbox"/> Wine Tags \$2,500 |
| <input type="checkbox"/> Exclusive Fashion Show Sponsor \$7,500 | <input type="checkbox"/> VIP Badges \$2,500 |
| <input type="checkbox"/> Paparazzi Sponsor \$5,000 | <input type="checkbox"/> Silver Platter Trays \$2,500 |
| <input type="checkbox"/> Category Exclusivity Sponsor \$5,000 | <input type="checkbox"/> Cover Girl \$2,500 |
| <input type="checkbox"/> Shoe Guy Shirts \$2,500 | <input type="checkbox"/> Hydration Stations \$1,500 |
| <input type="checkbox"/> Entertainment \$2,500 | <input type="checkbox"/> Napkin Sponsor \$1,500 |
| <input type="checkbox"/> Swag Bag \$2,500 | <input type="checkbox"/> Restroom \$1,500 |
| <input type="checkbox"/> Foot Massage/Massage Station \$2,500 | <input type="checkbox"/> Honorary Committee Donation \$500 |
| <input type="checkbox"/> Best in Shoe \$2,500 | |

REGISTRATION INFORMATION

Name for Sponsor Recognition Purposes: _____

Contact Name: _____

Address: _____

Email: _____ Phone: _____

Signature: _____

Signature acts as commitment to sponsorship category and amount.

PAYMENT INFORMATION

Once we receive this form in return with your contact info, we will issue you an invoice for the sponsorship level.
All invoices and sponsorships due in full minimum of 30 days prior to event date.
Sponsorships at \$2,500 and above require a first installment due by June 1.

Please make checks payable to **BCCA** and return this form, **along with a vector format as well as high resolution jpeg/png file of your logo**, to:

*Wine Women & Shoes
The Breast Cancer Charities of America
8505 Technology Forest Place, Suite 604
The Woodlands, Texas 77381*