



wine women & shoes[®]

BENEFITING

ALLIANCE FOR WOMEN AND CHILDREN



Sponsorship

OPPORTUNITIES

- 2019 -



GET PUMPED!
ALLIANCE FOR WOMEN AND CHILDREN'S
FIRST ANNUAL WINE WOMEN & SHOES
EVENT IS COMING SOON!

There are few combinations that evoke glamour and fun as much as the perfect fit of Wine Women & Shoes. Abilene's wine-savvy, shoe loving women will kick up their heels and sip fine wines from participating wineries, savor delectable bites and shop the latest shoes and accessories from fabulous fashion vendors all while supporting Alliance for Women and Children. Over the last eleven years, WWS has raised more than \$70 million for women and children's causes.

Join us!

MAY 2, 2019 | 6-9 PM
ABILENE CONVENTION CENTER

WW&S AUDIENCE

- 80% women ages 30 to 55
- CEO moms, 30-something young professionals
- Key influencers, tastemakers, connectors
- Charity supporters, socially conscious and community minded
- Concerned about the health and well being of themselves and others
- Pay attention to fashion and attend fashion events
- Enjoy wine and attend wine events
- Represent the typical luxury brand consumer
- On average, donate/spend \$200-\$600 per event



SOARING TO NEW 'SHOE' HEIGHTS

Alliance for Women and Children relies on the generosity of our community to ensure that elementary school aged children in Abilene and the surrounding areas are in a safe and nurturing environment after school regardless of their family's ability to pay. Through Alliance After School Care, 550-600 children attend our program on a daily basis. Through the partnerships with donors and businesses within our community, we provided \$250,000 in financial assistance and scholarships to families in need in 2018.

CREATING A WIN WIN!

Wine Women & Shoes fundraisers create an opportunity for partnerships between charities, wineries, shoe and accessory retailers, corporate sponsors and women in the community. In addition to raising money, these events raise awareness for charities, increase sales for wineries and retail partners, and provide community exposure for corporate sponsors.

**CHANGE
YOUR SHOES.
CHANGE
A CHILD'S
LIFE!**

A GLIMPSE INTO OUR PROGRAMS

Alliance After School Care

Alliance After School Care is the Big Country's largest, most affordable, state licensed after school care program providing a safe and nurturing environment for school aged children on the campuses of their elementary schools. Our goal is that no child goes home alone.

Alliance Holiday Camps

Alliance After School Care provides holiday camps on school breaks, such as Thanksgiving, Christmas vacation, and Spring Break. These camps offer a boredom-free break while many of our parents have to go to work.

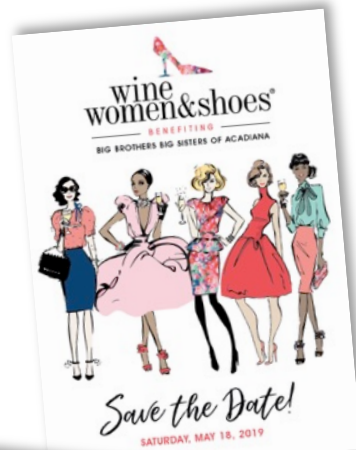


MARKETING STRATEGY

Save-the-Date

A e-blast formally announcing the event date and theme, as well as appropriate sponsors, will be distributed to targeted lists of donors, members, through electronic mail.

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.

Expected audience: 3,000+



Newsletters

Newsletters will be sent to the entire network (5,000+) of Alliance for Women and Children members, donors, volunteers, and friends with the latest news on event updates, activities, promotions, and more.



+ *Much more!*

Program

Distributed to all guests at the event. This book includes event details, sponsor recognition, Alliance for Women and Children program information, and live and silent auction item descriptions.

Expected audience: 350+

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 the Alliance for Women and Children webpage and online registration.

Social Media

With an audience of over 2,000 spread across social media outlets, the Alliance for Women and Children will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.



EXCLUSIVE SPONSORSHIP OPPORTUNITIES

\$10,000 PLATINUM STILETTOS SPONSOR

- Name or company logo listed on invitation and program
- Name or company logo listed on event web pages
- Name or company logo featured on all electronic media and communications
- Listed as Platinum Stilettos Sponsor on printed program
- Preferred VIP parking for 4 cars
- 20 ticket reservations for the event

\$5,000 GOLDEN HEELS SPONSOR

- Name or company logo listed on invitation
- Name or company logo listed on event web pages
- Listed as Gold Heels Sponsor on printed program
- Preferred VIP parking for 3 cars
- 15 ticket reservations for the event

\$2,500 SILVER SLIPPERS PACKAGE

- Name or company logo listed on invitation
- Name or company logo listed on event web pages
- Listed as Silver Slippers Sponsor on printed program
- Preferred VIP parking for 2 cars
- 10 ticket reservations for the event

\$1,500 BRONZE PUMPS PACKAGE

- Name or company logo listed on invitation
- Name or company logo listed on event web pages
- Listed as Bronze Pumps Sponsor on printed program
- 6 ticket reservations for the event

\$1,000 COPPER FLATS PACKAGE

- Name or company logo listed on invitation
- Name or company logo listed on event web pages
- Listed as Copper Flats Sponsor on printed program
- 4 ticket reservations for the event



ADDITIONAL SPONSORSHIP OPPORTUNITIES

Wine Glass sponsor - \$5,000 See your logo in the hands of all of our fabulous Wine Women & Shoes guests! These glasses are used on event day for all wine samples and guests are invited to take them home to display in their glassware cabinets! Benefits Include: Logo Recognition on Custom Souvenir Glasses + 2 individual tickets.

Shoe Guys sponsor - \$5,000 20+ charming “Shoe Guys” working the room and engaging more than 300 women. It’s a great opportunity to showcase your brand. Your business can sponsor the entire group of “Shoe Guys” in return for logo placement on their black t-shirts. Benefits Included: Logo on all Shoe Guy shirts + 2 individual tickets.

Key-to-the-Closet - \$2,500 (1 available) One hundred keys for sale, and only 1 will win a collective bounty of donated items. What’s in the closet? Fashion? Gift certificates? All will be revealed the day of the event. Your brand will be featured as the Key-to-the-Closet sponsor. Benefits Included: Logo on all raffle materials + 2 individual tickets.

Swag Bag - \$2,500 (1 available) All 300+ attendees receive reusable tote bags to take home which means they will be carrying your brand with them as they are out around town. Benefits Include: Your logo on one side of a high-quality tote bag + 2 individual tickets.

Wall of Wine - \$2,500 (1 available) One lucky person will take home more than 20 bottles of premium wine. Benefits Include: Logo on signage, bags and display + 2 individual tickets.

Non-Alcoholic Beverage \$1,500 (1 available) Help our fabulous attendees hydrate at the water station. Elegant signage and your logo on bottle water. Benefits Include: Logo recognition + 1 individual ticket.

Bag Check \$1,500 Stay top of mind by watching their bags, and wine, and winnings! Your logo is printed on bag check tags as well as signage. Benefits Include: Logo inclusion on sign in front of bag check + 1 individual ticket.

Mirror Mirror - \$1,000 (1 available) “Who’s the fairest of them all?” Underwrite the marketplace vendor mirrors and your logo will be placed throughout. Benefits Include: Logo recognition + 1 individual ticket.

\$1,000 - Best in Shoe Judge (3 available) Upon arrival, guests will pass by the shoe judges panel where 3 shoe judges will carefully evaluate our guests shoe selection and pick the winners. Benefits Include: Your name or company logo on the shoe contest step & repeat, you may provide a shoe judge from your firm and participate in awarding the prizes on stage during the luncheon + 1 individual ticket.

Honorary Committee - \$500 (40 available) Make a difference without the work. Benefits Include: Name recognition in program + 1 individual ticket.

SPONSOR REGISTRATION

- PLATINUM STILETTO \$10,000
- WINE GLASS SPONSOR - \$5,000
- BAG CHECK \$1,500
- GOLDEN HEELS SPONSOR \$5,000
- SHOE GUYS SPONSOR - \$5,000
- MIRROR MIRROR - \$1,000
- SILVER SLIPPERS PACKAGE \$2,500
- KEY-TO-THE-CLOSET - \$2,500
- BEST IN SHOE JUDGE \$1,000
- BRONZE PUMPS PACKAGE \$1,500
- SWAG BAG - \$2,500
- HONORARY COMMITTEE - \$500
- COPPER FLATS PACKAGE \$1,000
- WALL OF WINE - \$2,500
- NON-ALCOHOLIC BEVERAGE \$1,500

Name for Recognition Purposes: _____

Contact Name: _____

Address: _____

Email: _____ Phone: _____

Check enclosed for \$ _____ Payable to Alliance for Women and Children
Mail to: 1350 N 10th St, Abilene, TX 79601

Charge my Credit Card for \$ _____
Return form via MAIL to: 1350 N 10th St, Abilene, TX 79601

Please Circle: Visa MasterCard Amex Discover

CC#: _____ Exp.: _____ CVN: _____

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

Company/Address: _____

Email: _____ Phone: _____

Signature: _____



DON'T SEE WHAT YOUR LOOKING FOR?

To request additional details regarding your uniquely crafted sponsorship investment,

Please Contact Toni Brockway
toni@afwconline.org | 325.677.5321 x 102