



wine  
women & shoes®

Benefitting

OLIVE CREST

Strong Families, Safe Kids



SPONSORSHIP OPPORTUNITIES



# Get Pumped!

## FOR OLIVE CREST SEATTLE'S 6<sup>TH</sup> ANNUAL WINE WOMEN & SHOES

There are few combinations that evoke glamour and fun as much as *Wine Women & Shoes*. Seattle's wine-savvy, shoe-loving women will kick up their heels and sip fine wines from participating wineries, enjoy bites from the local culinary vendors, and shop the latest clothes and accessories from fabulous fashion vendors while supporting Olive Crest.

## Join us!

**FRIDAY,  
NOVEMBER 1, 2019**

5:00 PM - 9:30 PM  
*At the* Fairmont  
Olympic Hotel,  
Seattle

Expected  
Attendance:  
350

## WINE WOMEN & SHOES AUDIENCE:

- CEO moms, 30-something young professionals
- 90% of our guests are ages 30-65
- 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-\$750 per event



# Marketing Strategy

## SAVE-THE-DATE

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

**Expected audience: 2,000**

## E-BLASTS/INVITATION

The invitation will be emailed to current sponsors, guests, targeted donors and supporters approximately 4 months before the event. The invitation and all e-blasts will include recognition for appropriate sponsors. E-blasts are sent to all attendees, with the event updates, activities, promotions and more.

**Expected audience: 2,000**

## NEWSLETTERS

Newsletters will be sent to the entire network (2,000) of *Olive Crest* members, donors, volunteers, and friends with the save-the-date and recap of the event.

## 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 *Olive Crest* webpage and online registration.

## SOCIAL MEDIA

With an audience of over 2,000 spread across social media outlets, *Olive Crest Seattle* will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.

## CATALOG

Distributed to all guests at the event. This book includes event details, sponsor recognition, *Olive Crest* program information, and live auction item descriptions. **Expected audience: 350**

+ *Much more!*



# Sponsorship Opportunities

## \$10,000 EXCLUSIVE PLATINUM PRESENTING SPONSOR

*This Opportunity Includes:*

- Two full-page ads in auction catalog with premier placement (inside front and back cover)
- Prominent acknowledgement and your company logo in all promotional and event material as the presenting sponsor, including: Invitations, Catalog, E-blasts, and Post-Results Thank You
- Your company logo on Wine Women & Shoes benefitting Olive Crest website:  
[www.winewomenandshoes.com/olivecrest](http://www.winewomenandshoes.com/olivecrest)
- Special recognition from the stage by auctioneer
- Lead listing on sponsor signage at the event
- Your company logo displayed on large screens in the ballroom and on sponsor signage
- Social media mentions, including Facebook and other electronic marketing
- Opportunity to place a premier item in the swag gifts
- One VIP table for 10 with front row seating for the Live Auction and Fashion Show
- One hotel room at the Fairmont Olympic Hotel on Friday, Nov. 1, 2019
- 4 valet parking passes
- Optional stage opportunity: Have a representative welcome all guests to the event with your company logo on screen.





# Premium Marketing & Underwriting Opportunities

## \$5,000 GOLD 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 XYZ Company."

**SHOE GUYS** – With 20+ charming "Shoe Guys" working the room and engaging more than 300 women, this is 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.

**DÉCOR** - Leave a lasting impression at each table with upscale décor for our 350 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 event.

### ***Your Generous Premium Underwriting Donation includes:***

- Full page ad in the catalog
- Prominent acknowledgement and your company logo in all promotional and event material, including: Invitations, Catalog, E-blasts, and Post-Results Thank You
- Your company logo on Wine Women & Shoes benefitting Olive Crest website:  
[www.winewomenandshoes.com/olivecrest](http://www.winewomenandshoes.com/olivecrest)
- Special recognition from the stage by auctioneer
- Your company logo displayed on large screens in ballroom and on sponsor signage
- Social media mentions, including Facebook and other electronic marketing
- Opportunity to place a premier item in the swag gifts
- You receive five (5) VIP tickets
- One room at the Fairmont Olympic Hotel on Friday, Nov. 1, 2019



# Premium Marketing & Underwriting Opportunities

## \$2,500 SILVER PACKAGES

*Choose from the following:*

*Sold!* ~~**KEY TO THE CLOSET** — Limited keys for sale and only ONE will win a bounty of high fashion items. What's in the closet? Clothes & Accessories? 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 Key to the Closet signage.~~

**WINE GLASS TAG** - With 350 guests and 8 wineries offering tastings, your logo will be featured on a wine glass tag placed in the hands of every guest as they arrive.

**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.

**"BEST IN SHOE" AWARDS** - Upon arrival, guests will pass by the shoe judges panel where they will carefully evaluate our guests shoe selection and pick the winners. By underwriting the contest, your name or company logo will be featured on signage at the event. In addition, you may provide a shoe judge from your firm and participate in awarding the prizes on stage during the event. Optional opportunity to provide a prize basket for the winner.

**SWAG** - Swag items will be given to 350 guests at the Wine Women & Shoes event. Your logo will be on the engraved wine glasses or small swag bags given to 350 of Seattle's most admired tastemakers.

**FASHION SHOW** - The Fashion Show is one of the favorite parts of the evening featuring fabulous local designers and models walking the runway. You're company logo will be displayed on the large screens above the runway during the introduction of the Fashion Show. On stage opportunity to introduce the Fashion Show Chair.

### ***Your Generous Premium Underwriting Donation Includes:***

- Half page ad in the catalog
- Your company logo on marketing materials and online promotions, including: E-blasts, Facebook, dedicated websites and more. [www.winewomenandshoes.com/olivecrest](http://www.winewomenandshoes.com/olivecrest)
- Your company logo displayed on large screens in ballroom and on sponsor signage
- Two (2) Complimentary VIP tickets to the event



# Premium Marketing & Underwriting Opportunities

## \$1,000 BRONZE PACKAGES

*Choose from the following:*

**COCKTAIL NAPKIN** - Be in the hands of every guest! All guests will be visiting the food and wine tasting tables in the marketplace reception. Each table will be supplied with a cocktail napkin with your logo.

**COAT CHECK** - Stay at the front of everyone's mind by watching their coats, wine and winnings! Your logo featured on signage and the opportunity to place limited marketing materials at Coat Check.

### ***Your Generous Premium Underwriting Donation Includes:***

- Quarter page ad in the catalog
- Your company logo on marketing materials and online promotions, including: e-blasts, Facebook, dedicated websites and more. [www.winewomenandshoes.com/olivecrest](http://www.winewomenandshoes.com/olivecrest)
- Your company listed on large screens in ballroom and on sponsor signage
- Two (2) Complimentary General Admission tickets to the event

**\$500 SOLE SISTER** - As one of only 30 "Sole Sisters," you will be recognized on our event website, Facebook post and in the event program. Participation as a "Sole Sister" is a wonderful way to deepen your support for Olive Crest and the difference we are making in our community.

- As a "Sole Sister," your contribution of \$500 includes one (1) VIP ticket to the event, and name recognition or ¼ page ad in the auction catalog.







**OLIVE CREST**  
Strong Families, Safe Kids

## **SPONSOR BENEFIT DETAILS**

Please send your logo, ad and completed sponsor confirmation form to  
venisa-fritton@olivecrest.org before the following deadlines to ensure you are included:

**E-INVITATION** (digital) deadline: 06/20/19

**INVITATION** (print) deadline: 07/05/19

**EVENT CATALOG** (print) deadline: 09/27/19

**GUESTLIST** (attendees) deadline: 10/04/19

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## **WINE WOMEN & SHOES CATALOG**

### **AD SPECIFICATIONS**

EPS, PDF, Illustrator or Photoshop, no bleeds, CMYK color format

1/4 page ad: 4.25" W x 1.75" H

1/2 page ad: 4.25" W x 3.75" H

Full page ad: 4.25" W x 7.75" H

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## **OLIVE CREST WEBPAGE**

[www.olivecrest.org/pn](http://www.olivecrest.org/pn)

## **FACEBOOK**

[www.facebook.com/winewomenshoesseattle](http://www.facebook.com/winewomenshoesseattle)

## **EVENT WEBPAGE**

[www.olivecrest.org/pnw2019wws](http://www.olivecrest.org/pnw2019wws)





# Sponsor Registration

☐ **PLATINUM PRESENTING** (\$10,000) \_\_\_\_\_

☐ **GOLD** (\$5,000) *Package name:* \_\_\_\_\_

☐ **SILVER** (\$2,500) *Package name:* \_\_\_\_\_

☐ **BRONZE** (\$1,000) *Package name:* \_\_\_\_\_

☐ **SOLE SISTER** (\$500): \_\_\_\_\_

Please check one of the following:

☐ **I plan to use my tickets (guest list due by Oct. 4<sup>th</sup>)**      ☐ **I would like to donate my tickets**

Name for Recognition Purposes: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Signature: \_\_\_\_\_

☐ **Check enclosed for \$** \_\_\_\_\_ *Payable to Olive Crest.*

Mail to: Olive Crest, Attn: Venisa Fritton, 2500 116<sup>th</sup> Ave. NE, Bellevue, WA 98004

☐ **Charge my Credit Card for \$** \_\_\_\_\_

Return form via mail to: Olive Crest, Attn: Venisa Fritton, 2500 116<sup>th</sup> Ave. NE, Bellevue, WA 98004  
or fax 425-462-9268

**Please Circle:**              Visa              MasterCard              Amex              Discover

CC#: \_\_\_\_\_ Exp.: \_\_\_\_\_ CVN: \_\_\_\_\_

For additional information, contact Venisa Fritton: [Venisa-fritton@olivecrest.org](mailto:Venisa-fritton@olivecrest.org) or 425-598-2561

*Gifts are tax deductible as allowed by law.*

*Olive Crest is a 501c3 non-profit Organization registered with Tax ID #95-2877102*