



Sponsorship Opportunities



MARBLE FALLS
EDUCATION FOUNDATION

Get Pumped!

THE MARBLE FALLS EDUCATION FOUNDATION'S 1ST ANNUAL WINE WOMEN & SHOES EVENT

There are few combinations that evoke glamour and fun as much as the perfect fit of *Wine Women & Shoes*. Central Texas wine savvy, shoe loving women will kick up their heels and sip fine wines from participating wineries, and shop the latest shoes and accessories from fabulous fashion vendors all while supporting education.

Join us!

**THURSDAY,
DECEMBER 5TH, 2019**

5:30 PM – 9:30 PM

*At Featherstone Ranch in
Stonewall, Texas*

WINE WOMEN & SHOES AUDIENCE:

- CEO moms, 30-something young professionals
- 80% women ages 30-55
- 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

Why Support

The Marble Falls Education Foundation's purpose is connecting the goodness of people with the needs of students and those who serve them.

WHAT WILL WE DO WITH THE MONEY RAISED FROM THIS EVENT?

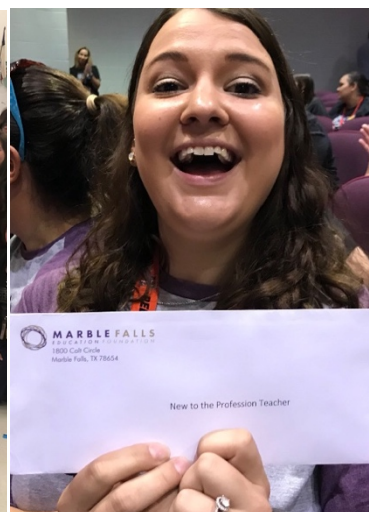
Funds raised from the Wine, Women & Shoes event will support our purpose as we invest in students and teachers throughout the Marble Falls ISD. Now more than ever, schools need outside resources to support academic and emotional success. Generosity from individuals like you enables the MFISD to offer social emotional learning curriculum that teaches character and leadership to ensure that every student has the opportunity to fulfill their potential in college, career and for life. Every dollar invested in our youth supports our future workforce. With your help we can continue to impact students through multiple programs such as:

Grants 4 Great Ideas

Grants 4 Great Ideas are designed to encourage, facilitate, recognize and reward innovative and creative instructional approaches to the accomplishment of program objectives. The Marble Falls Education Foundation (MFEF) offers teachers, administrators and staff the opportunity to apply for grants that fund innovative programs or projects to support higher levels of student learning. The grants must enhance student academic performance and support the objectives, goals, and initiatives of the Marble Falls ISD. The MFEF granted over \$122,000 through the Grants 4 Great Ideas program over the last two years.

Student Scholarships

The Marble Falls Education Foundation proudly supports Marble Falls ISD students who are moving forward with their education at a college, university, vocational program or institute of higher education. All scholarships offered through MFEF are available to Marble Falls ISD graduating seniors. MFEF accepts funds from alumni, businesses, and community donors to support the dreams of MFISD students by providing funding for higher education. For the Class of 2019, over \$118,000 was awarded to seniors who applied through MFEF at Scholarship Awards Night on May 16, 2019. Each year the MFEF awards \$750.00 to each Top 10% Honor's Student for the purchase of a computer. Proceeds from the event will help us continue to support academic excellence and achievement.



LEARN MORE AT WWW.MARBLEFALLSEF.ORG

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, community members, supporters and guests through electronic mail.

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 *Marble Falls Education Foundation's* webpage and online registration.

INVITATION

The full-color event invitation will be sent 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+

SOCIAL MEDIA

With an audience of over 10,000 spread across social media outlets, the *Marble Falls Education Foundation* will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.

Expected audience: 10,000+

NEWSLETTERS

Digital newsletters will be sent to the entire network (**5,000+**) of the Marble Falls Education Foundation alumni, parents, donors, volunteers, and friends with the latest news on event updates, activities, promotions, and more.

PROGRAM

Distributed to all guests at the event.

This book includes event details, sponsor recognition, Marble Falls Education Foundation program information, and live and silent auction item descriptions.

Expected audience: 300+

+ *Much more!*

Sponsorship Opportunities

\$20,000 PLATINUM STILETTOS SPONSOR

Exclusive Presenting Sponsor

- Name recognition on: Invitation, Program, Event Website, E-Blasts, Social Media, Screen at the Seated Dinner, and Event Signage
- Back Cover Color Full Page Ad in Program
- Name or company logo on swag bag
- Opportunity to purchase/provide promotional items in the coveted swag bag
- Preferred VIP valet parking for 4 cars
- 2 VIP tables with champagne service (20 tickets total)

\$15,000 DIAMOND HEELS FASHION SHOW SPONSOR

Exclusive Sponsor – 2 Available

- Name recognition on: Invitation, Program, Event Website, E-Blasts, Social Media, Screen at the Seated Dinner, and Event Signage
- Inside Front or Inside Back Full Page Color Ad in Program
- Sponsor logo displayed on screen during fashion show
- Opportunity to purchase/provide promotional items in the coveted swag bag
- Preferred VIP valet parking for 2 cars
- 1 VIP table with champagne service (10 tickets total)



Premium Marketing & Underwriting Opportunities

\$10,000 PERFECT PUMPS PACKAGES

Choose from the following:

Marketplace - As our guests shop the evening away, this opportunity insures they know who you are in every possible way. Sponsor may underwrite the marketplace and your signage will be placed throughout the venue and proximately featured on a banner at the entrance of the designated marketplace area.

Décor - Leave a lasting impression at each table with upscale décor for our 300 prominent guests. This sponsorship includes a centerpiece chosen by event organizers at each table, with your name or company logo, as well as additional signage throughout the seated luncheon.

Silent Auction - As the silent auction sponsor, your name or company logo will be included on every guests phone. Branding will also be included on all silent auction signage.

Your Generous Premium Underwriting Donation Includes:

- Name recognition on: Invitation, Program, Event Website, E-Blasts, Social Media, Screen at the Seated Dinner, and Event Signage
- Full page ad in program
- Opportunity to purchase/provide promotional items in the coveted swag bag
- Preferred VIP valet parking for 2 cars
- 6 complimentary VIP tickets to the event



Premium Marketing & Underwriting Opportunities

\$5,000 GLASS SLIPPER PACKAGES

Choose from the following:

Shoe Guys - 25+ charming "Shoe Guys" working the room and engaging more than 300 women. It's 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.

Key to the Closet - 100 keys for sale and only ONE will win a 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 with your name or company logo on all raffle materials.

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."

Wine Glasses - 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!

Your Generous Premium Underwriting Donation Includes:

- Name recognition on: Invitation, Program, Event Website, E-Blasts, Social Media, Screen at the Seated Dinner, and Event Signage
- Full page ad in program
- Opportunity to purchase/provide promotional items in the coveted swag bag
- 4 Complimentary VIP tickets to the event



Premium Marketing & Underwriting Opportunities

\$2,500 BEAUTIFUL BOOTS PACKAGES

Choose from the following:

"Best In Shoe" - Celebrate our guests' fabulous footwear by sponsoring this coveted award. During the seated portion of the program, when all eyes are on the stage, the sponsor will announce the winner and award "Best in Shoe"!

Freshen Up Station - Pampering the attendees is a luxury well afforded with your name proudly displayed next to baskets filled with toiletries (lotions, nail files, hand towels, hairspray and other essentials) in all of the restroom facilities.

Mirror Mirror - "Who's the fairest of them all?", Sponsor will underwrite the marketplace and restroom mirrors and their logo, as well as, phrases like "You look mah-vellous!" which will be placed throughout venue.

Valet - Valet will be a popular choice for most of our guests at this venue. With your logo at the valet station, there will be visibility from 300 + attendees. And as a special parting gift from your company place a branded message in each car – valet parked.

Your Generous Premium Underwriting Donation Includes:

- Name recognition on: Invitation, Program, Event Website, E-Blasts, Social Media, Screen at the Seated Dinner, and Event Signage
- Half page ad in program
- Opportunity to provide promotional items in the coveted swag bag
- 2 Complimentary VIP tickets to the event

\$1,000 FABULOUS FLATS PACKAGE

- Name Recognition on: Invitation, Program, Event Website, E-Blasts, Social Media, Screen at the Seated Dinner, Event Signage
- Opportunity to provide promotional items in the coveted swag bag
- 2 Complimentary tickets to the event

\$500 ENTRY TO THE SWAG BAG- Slip your product into the coveted swag bags handed out to each guest. Logos can also be printed on items such as nail files, key chains, note pads, wine totes etc. Your brand stays handy for months or years after the event. ** Note: to avoid duplication, all products must be approved by event organizers.*

Sponsor Registration

☐ PLATINUM STILETTO (\$20,000)

☐ DIAMOND HEELS FASHION SHOW (\$15,000)

☐ PERFECT PUMP (\$10,000)

☐ GLASS SLIPPER (\$5,000)

☐ BEAUTIFUL BOOTS (\$2,500)

☐ FABULOUS FLATS (\$1,000)

☐ SWAG BAG ENTRY (\$500)

Name for Recognition Purposes: _____

Contact Name: _____

Address: _____

Email: _____ Phone: _____

☐ Check enclosed for \$_____ Payable to Marble Falls Education Foundation.

Mail to: Marble Falls Education Foundation, 1800 Colt Circle, Marble Falls, TX 78654

☐ Charge my Credit Card for \$_____

Return form via MAIL to: MF Education Foundation, 1800 Colt Circle, Marble Falls, TX 78654 or

Visit: www.winewomenandshoes.com/event/mfef/

Please Circle: Visa MasterCard Amex Discover

CC#: _____ Exp.: _____ CVN: _____

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

Company/Address: _____

Email: _____ Phone: _____

Signature: _____

We encourage you to suggest ideas for crafting the perfect sponsorship for your objectives. Everything is customizable to meet your needs and interests.

For additional information, contact Pam Parkman@ foundation@mfisd.txed.net or call 830.798.3588