

- 2020 -

Sponsorship opportunities

4th Annual



wine women & shoes[®]

BENEFITING

ST. JUDE'S RANCH FOR CHILDREN



What your Sponsorship Supports

ABOUT US

For more than 53 years, St. Jude's Ranch for Children has been a community of healing and hope for children and young people. The 501(c) 3 non-profit organization helps abused, neglected, and homeless children and youth, ages zero to 25, by providing safety, stability and healing in a caring environment.

St. Jude's Ranch for Children offers customized therapy, high-quality residential and transitional housing programs, and numerous supportive services, as well as opportunities to keep families and siblings together and spend time together when separated in foster care. St. Jude's Ranch for Children's ultimate focus is to break the cycle of abuse and help children and young people become thriving positive members of the community.

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

A glimpse INTO OUR PROGRAMS

Therapeutic Residential Foster Care: A safe and high-quality home environment and individualized holistic care are the hallmarks of this program. Ages 0-18

Transitional Living: A program designed to successfully integrate youth (ages 15-18) into society with important life skills as they prepare to age out of foster care.

Pregnant and Parenting Teen: A stable and healthy environment to guide at-risk teens through their pregnancy and motherhood.

Sibling Preservation: Preserving sibling bonds of children separated within the foster care system through specialized events and activities to enhance their relationships.

Transitional Housing: Serving homeless young people with high-quality housing, intensive case management, mentorship and support services.

Rapid Re-Housing: Assisting homeless single parents with children and families with housing in their own community apartment.

Family Support: Assisting families with education, employment and strengthening relationships to reduce the chances of family separation.

Scholarship: Post-secondary educational support for all former residents/clients to support their goals while increasing self-sufficiency through careers and professions.

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!



MARKETING STRATEGY

How We Promote Your Support.

SAVE-THE-DATE

An e-blast formally announcing the event will be distributed to a targeted list of donors, board members and volunteers. The save the date will include recognition of appropriate sponsors.

Expected audience: 3,000+

WEBPAGE

The Wine, Women & Shoes website and St. Jude's Ranch for Children event registration page will be updated with event and sponsor information and include links to appropriate sponsor webpages.

INVITATION

A full color invitation will be sent to current sponsors, guests, targeted donors and supporters 7-8 weeks before the event. The invitation will include recognition for appropriate sponsors.

Expected audience: 3,000 +

SOCIAL MEDIA

With an audience of more than 11,000 spread across social media outlets, St. Jude's Ranch for Children will link followers to our mission, appropriate sponsor webpages and their messages through engaging content.

Expected audience: 11,000+

PROGRAM

Distributed to all guests at the event. The program includes event details, sponsor ads and recognition, St. Jude's Ranch for Children program information and silent and live auction item descriptions.

Expected audience 400+

+ Much more!

Partnership Opportunities

\$25,000 PLATINUM PUMP PRESENTING SPONSOR (1)

- Name or company logo listed as presenting sponsor on invitation, program and printed materials
- Name and company logo listed as presenting sponsor on event webpage and all electronic media and communications
- Opportunity to place item in premier swag bag
- Verbal recognition during event program by host
- 2-Page center-spread in event program
- 20 ticket reservations for the event
- Company volunteer opportunity with St. Jude's Ranch for Children-tailored to company's interest(s)

\$10,000 GOLD STUDED SANDAL SPONSOR (2)

- Name or company logo on invitation, program and printed materials
- Name or company logo on event web pages
- Full-Page ad in event program
- 10 ticket reservations for the event



Partnership Opportunities

\$5,000 SILVER SLIPPER SPONSOR (8)

SOLE MEN (2)

- Name or company logo printed on “Sole Men” shirts
- Half-Page ad in event program
- Opportunity to place a dynamic items or offer in the event Swag Bag
- Verbal mention during event program by host and presence on event website
- 4 ticket reservations for the event

BEST IN SHOE (2)

- Name or company represented at “Best in Shoe” judging table
- Opportunity to announce the “Best in Shoe” winners and give award on stage
- Half-Page ad in event program
- Verbal mention during event program by host and presence on event website
- 4 ticket reservations for the event

SWAG BAG (4)

- Name and company logo printed on custom event Swag Bag
- Opportunity to place a dynamic item or offer in the event Swag Bag
- Half-Page ad in event program
- Verbal mention during event program by host and presence on event website
- 4 ticket reservations for the event

\$2,500 UNIQUE SPONSORSHIP OPPORTUNITIES

All \$2,500 sponsorships include name or company logo representation incorporated with area of sponsorship, recognition on event website and two ticket reservations for the event.

KEY TO THE CLOSET

WALL OF WINE

TABLE CENTERPIECE

BAG CHECK

AUCTION PADDLE



Sponsor Registration

PLATINUM PRESENTING SPONSOR \$25,000

GOLD STUDED SANDAL SPONSOR \$10,000

SILVER SLIPPER SPONSOR \$5,000 *Package name:* _____

UNIQUE SPONSORSHIP OPPORTUNITIES \$2,500 *Package name:* _____

TICKET OPTIONS: **Single - \$195** **Table - \$3,000** **Honorary Ticket Holder- \$500**

Name for Recognition Purposes: _____

Contact Name: _____

Address: _____

Email: _____ Phone: _____

Check enclosed for \$ _____ **Payable to St. Jude's Ranch for Children.**
Mail to: 100 St Jude's St, Boulder City, NV 89005

Charge my Credit Card for \$ _____
Return form via MAIL to: 100 St Jude's St, Boulder City, NV 89005

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 Brittany McCoy at BMcCoy@stjudesranch.org
Or 702.294.7171