



wine women & shoes[®]

Benefiting Ballad Health Foundation



TAKE THE OPPORTUNITY TO BE FABULOUS

Become a sponsor!





GET PUMPED! **The 6th ANNUAL WINE WOMEN & SHOES** **EVENT IS COMING SOON!**

Wine Women & Shoes is the brainchild of Napa Valley vintner, Elaine Honig. While chatting with a girlfriend about the growing popularity of wine and food pairing events, they jokingly said, “wine and shoe pairings would be a lot more fun!” And they were right. WW&S events are now in 60 cities across the country, and they have raised more than \$85,000,000 for women and children’s causes.

Join us!

SATURDAY, APRIL 23, 2022
The Virginian Golf Club | 1 – 4 PM

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

Ballad Health's Women's Health Services provide access to care for underinsured or uninsured women in our region. Our innovative approach to cancer prevention and treatment along with our team-driven model of care is about saving lives one woman at a time.

OUTCOMES

How do we know if our services are making a difference? We stay in touch and track outcomes, measuring a variety of tangible and intangible elements that add up to a fulfilling, rewarding life.

OUR MISSION

Honor those we serve by delivering the best possible care.

OUR VISION

To build a legacy of superior health by listening to and caring for those we serve.

Women's Health Services such as:

ABC - Project Access to Breast Care

This program offers free mammograms to women identified as "under-served" due to financial barriers, lack of insurance or are insured with high deductibles and/or high co-pays.

CARE - Breast Cancer Awareness Risk Assessment and Evaluation program

This program provides education, testing and financial assistance for genetic counseling and screening for women who have a family history of breast cancer.

Ballad Health Coach

The 40 foot medical office on wheels brings early detection of breast cancer through digital mammography closer to our patients and the communities we serve.

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.





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, members, and previous WWS supporters and guests through print mail in February 2022.

Expected audience: 3,000+

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+

+ MUCH MORE!



NEWSLETTERS

Newsletters will be sent to the entire network (16,000+) of Ballad Health Foundation members, donors, volunteers, and friends with the latest news on event updates, activities, promotions, and more.

PROGRAM

The program book is distributed to all guests at the event. This book includes event details, sponsor recognition, Ballad Health's Women's Health Services information, and live and silent auction item descriptions.

Expected audience: 300+

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 Ballad Health Foundation's webpage and online registration.

SOCIAL MEDIA

With an audience of over 5,000 spread across social media outlets, the Ballad Health Foundation will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.



SPONSORSHIP OPPORTUNITIES

PRESENTING PLATINUM PUMP SPONSOR \$10,000

Put your best foot forward! We are offering a sponsorship for the presenting rights to Wine Women & Shoes.

Presenting Sponsorship benefits include:

- ✧ Welcome remarks from company representative
- ✧ One prominent table with seating for 6 guests
- ✧ Name inclusion in the event program and on the invitations when secured 45 days prior to event
- ✧ Company logo placement in ALL event public relations and advertising initiatives, press releases, event collateral including programs and signage
- ✧ Acknowledgement as the Presenting Sponsor and logo on all print and electronic promotional materials
- ✧ On stage verbal recognition at the fashion show and prominent signage at the event
- ✧ Opportunity to promote business with booth at event (booth/contents to be approved by Ballad Health Foundation)
- ✧ Full-page advertisement on the inside front cover of the program (camera-ready artwork provided by sponsor)
- ✧ Opportunity to provide two “Shoe Guys” for the event

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\$5,000 GOLD STILETTO SPONSOR *Gold Stiletto sponsorships are for cash and/or in-kind trade and provide overall “Going for the Gold” exposure.*

- ✧ A \$5,000 investment in Ballad Health
- ✧ On-stage verbal recognition at the fashion show and prominent signage at the event
- ✧ Opportunity to promote business with product placement at event
- ✧ Opportunity to provide one “Shoe Guy” for the event
- ✧ Name inclusion in the event program and on the invitations when secured 45 days prior to event
- ✧ 4 VIP tickets

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\$2,500 SILVER SLING-BACK SPONSOR

- ✧ A \$2,500 investment in Ballad Health
- ✧ Opportunity to provide one “Shoe Guy” for the event
- ✧ Name inclusion in the event program and on website when secured 30 days prior to event
- ✧ 2 individual tickets





MENU OF ADDITIONAL OPPORTUNITIES:

[] SILENT AUCTION - \$5,000

We're doing away with paper and pen and bringing all our fabulous silent auction items into a mobile bidding platform, that could feature your logo! As guests bid to their heart's content on fabulous Silent Auction packages your logo would be represented in this prime location. Benefits include: Your logo on silent auction mobile bidding platform, preview eblast, social media posts, and on our website + 4 VIP tickets.

Sold

~~[] FASHION SHOW - \$5,000~~

Take it to the catwalk! All eyes are on the runway during the climactic fashion show. Benefits include: Your logo on stage, a model from your business + 4 VIP tickets.

Sold

~~[] PAPARAZZI GLAM PHOTO - \$5,000~~

Ladies will receive a 5x7 souvenir photograph. Benefits include: Your logo (along with WWS & Ballard Health) on the photograph + 4 VIP tickets.

[] SWAG - \$5,000

No bag – it's all about the swag. All attendees will receive a unique themed item featuring your company logo. Benefits include: Your logo on featured item + 4 VIP tickets.

Sold

~~[] SHOE GUYS - \$3,500~~

20+ "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 will be the hit of the event. Benefits include: Your logo and branding exposure on the "Shoe Guys" T-shirts + 2 individual tickets.

[] BUY-A-SPOT - \$3,500

150 spots available to purchase a chance to win a high-end accessory. A company rep can be on stage to pull the winning ticket and announce the winner. Benefits include: Logo on all raffle materials and event signage + 2 individual tickets.

[] BEST IN SHOE AWARDS - \$3,500

We will celebrate our guests' fabulous footwear by promoting shoe awards. Sponsor may provide the judges. Judges have the opportunity to come on stage and announce the winner after the fashion show. Benefits include: Logo recognition on judge badges and on stage + 2 individual tickets.

Sold

~~[] WINE GLASS - \$3,500~~

Each guest receives a souvenir wine glass. The perfect opportunity for you to leave a fabulous impression as they sip away, and as they relive memories from this magical day when they take this glass home with them. Benefits include: Logo on souvenir glass + 2 individual tickets.

[] WALL OF WINE - \$3,500

Everyone's a winner! Guests will purchase a ticket to pull a bottle from the Wall of Wine. Bottle values range from \$25 to \$100. Benefits include: Logo on signage, bags, and display + 2 individual tickets.

[] KEY TO THE CLOSET - \$3,500

Only one will win a collective bounty of donated items. What's in the closet? Wine? Fashion? Jewelry? Gift Certificates? All will be revealed the day of the event. Your brand will be featured as the Key to the Closet sponsor and a company rep can be on stage to pull the winning ticket and announce the winner. Benefits include: Logo on all raffle materials + 2 individual tickets.





MENU OF ADDITIONAL OPPORTUNITIES:

Sold
Sold
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~~|| MARKETPLACE SPONSOR — \$2,500~~

Bring your brand front and center as the event begins! The lovely ladies will be welcomed to the Marketplace, greeted by your brand prominently featured on the banner above the marketplace entrance where they will mingle, sip, and shop for the entire first half of the evening. Benefits include: Logo recognition + 2 individual tickets.

~~|| COCKTAIL NAPKIN — \$2,500~~

As attendees sip and shop your logo will be on the napkin they receive when visiting with each of our vintners. Benefits include: Logo recognition + 2 individual tickets.

~~|| MISSION SPONSOR — \$2,500~~

Make an impact by helping us communicate our mission to every guest. Our mission will be printed on a card and placed at each seat at the event. Benefits include: Your logo on each mission card + 2 individual ticket.

~~|| BEVERAGE STATION — \$1,500~~

Help our fabulous attendees hydrate at the water/tea station. Elegant signage and your logo on water bottles. Benefits include: Logo recognition +1 individual ticket.

~~|| WINE TAG SPONSOR - \$1,500~~

Grab attention as the Wine Tag sponsor with a custom-designed tag slipped around the bottom of the wine glasses. Tags act as a business card advertisement placed in the hand of every attendee. Benefits include: Logo recognition +1 individual ticket.



**DON'T SEE
WHAT YOU'RE
LOOKING FOR?**

To request additional details regarding your uniquely crafted sponsorship investment

Please Contact Tiffany Willis at

tiffany.willis@balladhealth.org

**the tax deductibility of donations will be determined after sponsorship is finalized.*



Sponsor Registration

PRESENTING PLATINUM PUMP \$10,000

GOLD STILETTO \$5,000

CUSTOM \$3,500

SILVER SLING-BACK \$2,500

CUSTOM \$2,500

CUSTOM \$5,000

CUSTOM \$1,500

Name for Recognition Purposes: _____

Contact Name: _____

Address: _____

Email: _____

Phone: _____

CHECK ENCLOSED FOR \$ _____

payable to Ballad Health Foundation. Please mail to: 1019 W. Oakland Avenue, Suite 2, Johnson City TN 37604

CHARGE MY CREDIT CARD FOR \$ _____

Return form via MAIL to: Ballad Health, 1019 W. Oakland Avenue, Suite 2, Johnson City TN 37604

PLEASE CIRCLE : Visa MasterCard Amex Discover

CC#: _____ Exp. Date: _____ CVN: _____

Billing Zip Code: _____

Signature: _____

To discuss your sponsorship & customization options, please contact:

Tiffany Willis tiffany.willis@balladhealth.org

We encourage you to suggest ideas for crafting the perfect sponsorship for your objectives such as special events and exclusive perks for your customers. Everything is customizable to meet your needs and interests.

*All donations are tax deductible to the extent allowed by law.
Ballad Health Foundation is a 501(c)3 nonprofit tax ID #58-1594191*