

Sponsorship

O P P O R T U N I T I E S

- 2020 -



Sunday MAY 3, 2020

2-6 PM | DOUBLETREE BY HILTON BALTIMORE NORTH - PIKESVILLE

wines from exquisite boutique vintners.

Six to eight tasting stations will be available, each featuring a premium wine poured by knowledgeable representatives.

Savore sumptuous selections from the DoubleTree Hilton's acclaimed chefs. Guests visit six tasting tables spread throughout the venue.

Shop the Marketplace for shoes, jewelry, beauty products, and fashion.

Our Marketplace pop-up shops have been carefully selected to ensure top quality merchandise and first class customer service.

families when they play to win. Guests may buy a chance to win the key to a closet of more than \$10,000 in merchandise. The bling rings tell everyone they're in the game. A lucky selection at the Wall of Wine could mean leaving with a \$100 bottle.

Wine women & shoes® BENEFITING The Red Devils Supporting Breast Cancer Families

Wine Women & Shoes is an event platform unlike any other in Maryland and The Red Devils is the only charity in the state offering opportunities to participate in a one-of-a-kind experience incorporating fine wines; high-end shoe, apparel, and accessory retailers; exquisite food selections; and luxury brand consumers.

OUR GUESTS

For four hours on Sunday, May 3rd, we transform the DoubleTree by Hilton Baltimore North – Pikesville into a shopping and pampering paradise, catering to more than 300 women with three things in common:

- They're between the ages of 30 to 55 and are key influencers, tastemakers, and connectors in their communities.
- They are among those who will control two-thirds of U.S. consumer wealth in the next decade.
- They not only will support this breast cancer cause by spending/donating between \$200 to \$600 that day, but also are likely to give preference in their buying decisions to businesses joining them in supporting the cause.

THE EVENT EXPERIENCE

We overlook no attention to detail in our focus on providing a guest experience that increases in acclaim year after year. From the moment women walk through the doors and receive their complimentary glass of sparkling wine...to each encounter with the charming Shoe Guys enticing them with samples from our Marketplace retailers... to sips of stellar wines...through Success Dressed: A Fashion Focus on Influential Women, Wine Women & Shoes links your brand to a treasured memory and aligns it with a highly-regarded Maryland charity.



About THE RED DEVILS

The Red Devils is pleased to present
Wine Women & Shoes to raise funds that
make an immediate impact on the quality
of life for breast cancer patients and their
families statewide. Since 2002, The Red
Devils has been making a profound
difference in the lives of breast cancer
families living in Maryland. By funding
their transportation to treatment, family
support needs, and medical services and
treatment-related therapies, The Red
Devils has removed the barriers to
treatment for more than 8,500 women
since our founding.

Until there is a cure, breast cancer patients know they can rely on The Red Devils to bring them and their families hope.

\$10,000 CO-PRESENTER

- Shared position with a non-competing business or complementing brand
- · Link and logo on event page
- Logo prominently placed at event
- · Opportunity to greet audience during program
- A full-page ad in the event program
- Product placement in the SWAG gift bags (400)
- Opportunity to provide five (5) Shoe Guys
- One (1) Table of 10, runway side

\$7,500 AUTOMOTIVE

- Category exclusivity
- Main stage logo placement
- A full page ad in the event program
- Product placement in the SWAG gift bags (400)
- Opportunity to provide (5) Shoe Guys
- Five (5) Table seats, runway side
- On-site display presence



Center Stage ENTERTAINMENT

Shoe Guy Dance Crew will have women on their feet. This opening act proves just about anyone can be taught to keep time for the right cause.

Survivor Celebration will inspire everyone as we pay tribute. Guests will meet a patient whose quality of life was improved thanks to patrons like them.

Live Auction bidding is fast and furious. Wine tasting in Napa. Family vacations. Fashion Week in NYC. Prime seating at an upcoming concert. Luxury box seats for sporting events.

Success Dressed a Fashion Focus on Influential Women showcases real wardrobe solutions by women who are leading businesses in varied industries sectors across the state.

Winners Revealed to outbursts of joy and rounds of applause. We will announce the Key to the Closet winner, the Stud Muffin winner, the King of Sole and other stars of the day.

\$5,000 SPONSORSHIPS

All \$5,000 sponsorships will receive four (4) table tickets, the opportunity to place up to five (5) Shoe Guys, inclusion in digital marketing, and a full page program ad

Diva Den

- Named sponsor of two VIP seating collections
- On-site signage including VIP parking placards
- · Main stage logo placement
- · Product placement in the SWAG and VIP gift bag

Success Dressed: A Fashion Focus on Influential Women

- Category exclusivity
- · Main stage logo placement
- · Product placement in the SWAG and VIP gift bag

Hospitality

- · Logo placement on all food stations
- Logo included on SWAG bags
- Product placement in the SWAG and VIP bags

Key to the Closet

- Logo placement on Key to the Closet entry ticket
- Logo placement in the event program, website, invitation, e-blasts and other media
- Product placement in the SWAG and VIP bags
- Logo placement on the banner and signs flanking the closet



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Live Auction

- · Logo placement on Live Auction bid paddle
- Product placement in the SWAG and VIP bags
- Logo placement on the Live Auction big screen framing each item's preview

Marketplace

- Logo on the signage the Shoe Guys silver platters displaying wares
- Product placement in the SWAG bag and the VIP gift bag
- Logo placement on the three (3) banners throughout the Marketplace

Sommelier

- Logo placement on souvenir guest wine glasses
- · Product placement in the SWAG bags and VIP gift bags

Shoe Guy

- Logo placement on the Shoe Guy shirt
- Product placement in the SWAG and VIP bags



\$2,500 SPONSORSHIPS

All \$2,500 sponsorships will receive two (2) General Admission tickets, the opportunity to insert items in the SWAG bags, on-site signage, inclusion in digital and social media, logo in the event program, and on the event web site. Other benefits are noted where applicable.

Get Away Closet

 Your four-color logo on the Get Away Closet banner and on the 100 leis given to those purchasing a chance to win the get away prizes in the closet

Golden Ticket

Your four-color logo on Silent Auction banners and on the auction website

King of Sole

- · Your logo featured on the Shoe Guy fundraising page,
- Inclusion in the King of Sole award ceremony

Non-Alcoholic Beverages

· Poster-sized signage at the station



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Selfie Frames

· Logo and message incorporated in framing

Step & Repeat

· Wall paper logo used on photograph backdrop at event entry

Wall of Wine

· Your logo on wine gift bags and Wall of Wine display banner

Wine Patron

· Logo included on all wine stations and Wall of Wine signage

IN-KIND Donations

Key to the Closet one of the most alluring features of Wine Women & Shoes is our Key to the Closet raffle. Well-heeled guests eagerly purchase tickets (\$100 each) to win the contents of this "closet" featuring fabulous finds from local retailers. One lucky winner will go home with a closet full of goodies worth \$10,000 ... or more!

All participating retailers will be listed on the Key to the Closet poster prominently displayed at the exhibit entrance, on the event website and in the program. You also may insert promotional materials in the SWAG bag.

Minimum value of the in-kind donation: \$100

Live & Silent Auctions we're

inviting a limited number of retailers and service providers to participate in our high-end merchandise silent auction and the show-stopping live auction. Silent auction tables boasting 40 enticing lots will be interspersed in the highly-trafficked Marketplace.

The live auction will precede the event's finale fashion show. In addition to a trip to Napa's wine country, and cases of wine to stock a lucky winner's cellar, we plan to showcase no more than four more incredible lots for feverish bidding!

Silent auction minimum value of donation: \$100 Live auction minimum value of donation: \$500

\$1,500 SPONORSHIPS

Here is the menu of opportunities at the most accessible sponsorship level. Each Wine Women & Shoes \$1,500 Sponsorship includes: one (1) General Admission seat ticket, listing in the program and the opportunity to insert a promotional item in the SWAG bag. Other benefits are noted where applicable below.

Best in Shoe

 Provide one of the three judges for the feature and have logo included on the promotional banner

Center of Attention

 Your four-color logo on table signage for 20+ VIP tables and on decorative displays (florals and the like) throughout the venue

Foot Massage

Poster-sized signage within the high-traffic area comfort stop

Mirror, Mirror

Promotional window clings on mirrors throughout the venue

Pick Up and Check Out

 Logo included on poster-sized signage at the Pick Up and Check Out counter

Sweet Treats

Logo included on poster-sized signage at the candy bar counter



Please return a completed copy of this form to:

The Red Devils | Wine Women & Shoes P.O. Box 36291 Towson, MD 21286 - OR - Fax to 410.323.0136

Gifts to The Red Devils, a 501 (c) (3) organization, are deductible to the extent permitted by law. A copy of our current financial statement is available upon request by contacting The Red Devils at the above address or by calling 410.323.0135. Documents and information submitted to the State of Maryland under the Maryland Charitable Solicitations Act are available from the Office of the Secretary of State for the cost of copying and postage. For more information about this and other sponsorship opportunities, please contact The Red Devils at 410.323.0135 and speak with Jan Wilson or email jan@the-red-devils.org.

SPONSOR Agreement

[] Co-Presenting Sponsor - \$10,000 (2)	[] Step and Repeat - \$2,500	[] Best in Shoe - \$1,500
[] Automotive - \$7,500	[] Wall of Wine - \$2,500	[] Center of Attention - \$1,500
[] Success Dressed- \$5,000	[] Wine Patron - \$2,500	[] Foot Massage - \$1,500
[] Live Auction - \$5,000	[] Golden Ticket - \$2,500	[] Mirror, Mirror - \$1,500
[] Key to the Closet - \$5,000	[] Selfie Frames - \$2,500	[] Pick Up/Check Out - \$1,500
[] Sommelier - \$5,000	[] King of Sole - \$2,500	[] Sweet Treats - \$1,500
[] Shoe Guys - \$5,000	[] Get Away Closet - \$2,500	
[] Marketplace - \$5,000	Non-Alcoholic Beverage - \$2,500	
[] Diva Den - \$5,000		
[] Custom Crafted		
Sponsor Recognition Nam [] Please send invoice to the following Name: Address: [] Check enclosed for \$	name and address:payabl	e to THE RED DEVILS.
(Please fill out information below)		
For Credit Card Only:		
Name as it appears on the card:		
Please Circle: Visa Master	Card Amex Di	scover
CC#:	Exp. Date:	
Signature:		

