



wine women & shoes®

Benefiting the
Boys & Girls Clubs of Broward County

Sponsorship Opportunities



BOYS & GIRLS CLUBS
OF BROWARD COUNTY
www.bgcbb.org

Get Pumped!

THE BOYS & GIRLS CLUBS OF BROWARD COUNTY'S 2nd ANNUAL WINE WOMEN & SHOES

There are few combinations that evoke glamour and fun as much as the perfect fit of *Wine Women & Shoes*. Broward County's wine savvy, shoe loving women will kick up their heels and sip fine wines from participating wineries, enjoy lunch from the Ritz-Carlton Fort Lauderdale, and shop the latest shoes and accessories from fabulous fashion vendors all while supporting the *Boys & Girls Clubs of Broward County*. Visit: winewomenandshoes.com/bgcbc

Join us!

**SATURDAY,
MAY 9TH, 2020**

11:00 AM - 3:00 PM
At the Ritz-Carlton
Fort Lauderdale

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

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: 5,000+

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 *Boys & Girls Clubs of Broward County* webpage and online registration.

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+

SOCIAL MEDIA

With an audience of over 2,000 spread across social media outlets, the *Boys & Girls Clubs of Broward County* will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.

NEWSLETTERS

Newsletters will be sent to the entire network (5,000+) of the *Boys & Girls Clubs of Broward County* members, 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, *Boys & Girls Clubs of Broward County* program information, and live and silent auction item descriptions.

Expected audience: 350+

+ Much more!

Sponsorship Opportunities

\$20,000 PLATINUM STILETTOS SPONSOR

Exclusive Presenting Sponsor – 1 Available

Sold
Publix Charities

- Name recognition on: Invitation, Program, Event Website, E-Blasts, Social Media, Screen at the Seated Luncheon, and Event Signage
- Back cover full page color ad in program
- Verbal recognition during the event by host
- Name or company logo on wine glasses
- Opportunity to provide promotional items in the coveted swag bag
- 2 VIP tables with champagne service (20 tickets total)

\$15,000 DIAMOND HEELS FASHION SHOW SPONSOR

Exclusive Sponsor – 1 Available

Sold
Ed Morse
Automotive Group

- Name recognition on: Invitation, Program, Event Website, E-Blasts, Social Media, Screen at the Seated Luncheon, and Event Signage
- Inside front or inside back full page color ad in program
- Verbal recognition during the event by host
- Sponsor logo displayed on screen during fashion show
- Opportunity to provide promotional items in the coveted swag bag
- 1 VIP table with champagne service (10 tickets total)



Premium Marketing & Underwriting Opportunities

\$10,000 PEARL PUMP PACKAGES *Choose from the following:*

Marketplace - As our guests shop the day away, this opportunity ensures they know who you are in every possible way. Signage will be placed throughout the venue and prominently featured on a banner at the entrance of the designated marketplace area.

Centerpiece Décor - Leave a lasting impression at each table with upscale décor for our 350 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 seated luncheon.

Your Generous Premium Underwriting Donation Includes:

- Name recognition on: Invitation, Program, Event Website, E-Blasts, Social Media, Screen at the Seated Luncheon, and Event Signage
- Full page ad in program
- Verbal recognition during the event by host
- Opportunity to provide promotional items in the coveted swag bag
- 6 complimentary VIP tickets to the event

\$7,500 GOLDEN SANDAL PACKAGES *Choose from the following:*

Shoe Contest - Upon arrival, guests will pass by the shoe contest station where they can be entered to win one of four exclusive prizes. By underwriting the contest, your name or company logo will be featured on the shoe contest backdrop. In addition, you may provide a shoe judge from your firm and participate in awarding the prizes on stage during the luncheon.

Luxury Car Dealership - Drive the ladies wild by promoting your vehicles at Wine Women & Shoes. Display one automobile with signage outside of the Ritz-Carlton while working the room at the event.

Silent Auction - As the silent auction sponsor, your name or company logo will be included on every guest's phone while they participate in mobile bidding. Branding will also be included on all silent auction signage.

Swag Bag - It's all in the bag!! Your name or company logo will appear on the exclusive swag bag gifted to all attendees. Hundreds of local tastemakers will soon be parading your branded tote all over town.

Your Generous Premium Underwriting Donation Includes:

- Name recognition on: Invitation, Program, Event Website, E-Blasts, Social Media, Screen at the Seated Luncheon, and Event Signage
- Full page ad in program
- Verbal recognition during the event by host
- Opportunity to provide promotional items in the coveted swag bag
- 5 Complimentary VIP tickets to the event

Sold

\$5,000 SILVER SLIPPER PACKAGES *Choose from the following:*

Sold
City Furniture

Key to the Closet - ONE winner will take home everything in the coveted "Key to the Closet" raffle. What's in the closet? Fashion? Designer Accessories? Furniture? 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."

Sold
Castle Group

Shoe Guys - 20+ charming "Shoe Guys" working the room and engaging more than 350 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. Your company may also provide a "Shoe Guy" volunteer for the event.

Sold
Rick Case
Automotive
Group

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 not only our 350+ attendees but other hotel guests as well. Opportunity to provide items to be distributed in valet cars or handed out as guests exit the event.

Mimosa Station - During the shopping reception your station will provide this brunch favorite that is sure to be one of the most popular stops for the women at the event. Your name or company logo will be featured prominently at this station.

Cocktail Napkin - Your company name or logo on the cocktail napkins placed throughout the Marketplace, including all wine tasting stations.

Kick-Off Party - Mix and mingle with event VIP's in a more intimate setting. Guests include committee members, "Shoe Guys" and sponsors. Your name or company logo will be included on kick-off party invitations as well as signage placed throughout the venue.

Bidder Number - Get your name or company logo in the hand of every guest in attendance! Bidder Numbers are used throughout the day and will be highlighted during the live auction portion of the event.

Compliment Bar - What do ladies love more than a compliment from our famous "Shoe Guys?" This sponsorship includes your company name or logo on the booth and opportunity to display marketing materials at event.

Your Generous Premium Underwriting Donation Includes:

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

\$2,500 BRONZE BOOT PACKAGES

Choose from the following:

Sold
Aetna

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.

Sold

Phone Charging Station - Be there when the attendees need you most – when their phone is out of battery! Event hosts will provide one phone charging station. You can take all the credit with your name or company logo on the signage at the station.

Mirror, Mirror in the Restrooms - Event organizers will provide static mirror clings with your name or company logo to be placed in the ladies and men's restrooms on the event floor at the Ritz-Carlton. You are welcome to provide any company products or messages to be placed in the restrooms for guests to enjoy.

Bag Check - Stay on top of mind by watching their bags, wine and winnings! Your name or company logo will be printed on bag check tags as well as signage at the bag check area.

Marketplace Mirrors - Your name or company logo will be displayed on each of the vendor marketplace mirrors for guests to utilize while they're shopping.

Snap Chat Filter - The ladies love to capture the memories of this great day! With this sponsorship, your logo will be included on the Snap Chat filters created for the event. Snap Chat filter created by event organizers.

Sold
Northwestern
Mutual

Menu Cards - Make your mark at each and every place setting at the Ritz-Carlton Fort Lauderdale luncheon. Your name or company logo will be on every menu card at each table setting. Cards and graphics provided by event organizers.

Sold
Shooters
Waterfront

Hydration Station - Help our fabulous attendees hydrate at the water stations located throughout the venue. Elegant signage and dispensers will draw a thirsty crowd.

Wine Tag

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.

Sold

Your Generous Premium Underwriting Donation Includes:

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

“Give a girl the right pair of shoes, and she can conquer the world.”

M A R I L Y N M O N R O E

\$1,000 COPPER FLATS PACKAGE

- Name Recognition on: Invitation, Program, Event Website, E-Blasts, Social Media, Screen at the Seated Luncheon, Event Signage
- Verbal recognition during the event by host
- 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.

As a Swag Bag Entry Sponsor, your name or company logo will be included on: Invitation, Program, Event Website, E-Blasts, Social Media, Screen at the Seated Luncheon, Event Signage.

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



Sponsor Registration

☒ ~~PLATINUM STILETTO (\$20,000)~~ ☐ DIAMOND HEELS FASHION SHOW (\$15,000)

☐ PEARL PUMP (\$10,000) *Package name:* _____

☐ GOLDEN SANDALS (\$7,500) *Package name:* _____

☐ SILVER SLIPPER (\$5,000) *Package name:* _____

☐ BRONZE BOOT (\$2,500) *Package name:* _____

☐ COPPER FLATS (\$1,000) ☐ SWAG BAG ENTRY (\$500)

TICKET OPTIONS: ☐ VIP - \$200 ☐ VIP Table for 10 - \$2,000 ☐ Single - \$150 ☐ Table for 10 - \$1,500

Company Name for Recognition Purposes: _____

Contact Name: _____

Address: _____

Email: _____ Phone: _____

☐ Check enclosed for \$ _____ Payable to Boys & Girls Clubs of Broward County.
Mail to: 877 NW 61st Street Fort Lauderdale, FL 33309

☐ Charge my Credit Card for \$ _____
Email to KaitlinJ@bgcbc.org

Please Circle: Visa MasterCard Amex Discover

CC#: _____ Exp.: _____ CV#: _____

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

Company/Address: _____

Email: _____ Phone: _____

Signature: _____



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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 Kaitlin Jones
at KaitlinJ@bgcbc.org or call 954.537.1010