

10<sup>TH</sup> ANNUAL



wine  
women & shoes<sup>®</sup>

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O R L A N D O

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*Benefiting* Second Harvest Food Bank of Central Florida

SATURDAY, APRIL 18, 2020 • 2-6PM

JW MARRIOTT, GRANDE LAKES

# Cheers to 10 Years!



## SECOND HARVEST FOOD BANK

### 1 in 7 Central Floridians Struggle with Hunger

SHFBCF is a member of Feeding America – the largest charitable domestic hunger-relief organization in the United States. SHFBCF secures and distributes food and grocery products to approximately **550 local nonprofit feeding programs** throughout Central Florida. Last year, with the help of food and financial donors, volunteers and a caring, committed community, the food bank distributed **63 million meals** to partner programs such as **food pantries, soup kitchens, women’s shelters, senior centers, day care centers and Kids Cafes**. In addition, Second Harvest’s 16-week culinary program teaches foodservice-based technical, life and employability skills to economically hard-pressed adults. Second Harvest is distributing enough food to feed **58,000 people a day**. To learn more about SHFBCF, visit [www.FeedHopeNow.org](http://www.FeedHopeNow.org)

#### Why get involved?

- Second Harvest is working hard to fill the gap in our community. We are working hard to **distribute more food, create new and innovative programs to help with self-sustainment**, and be **thoughtful stewards of donor resources**.
- Second Harvest Food Bank has the highest ranking on Charity Navigator, **four stars**.
- **With a 97% efficiency ratio, the Food Bank is able to turn \$1 into \$9 worth of groceries.**
- When you invest in Second Harvest Food Bank, **you are changing lives**. You will also provide a way for guests to be inspired enough to want to become engaged with our mission.
- Wine Women & Shoes presents a unique opportunity to target affluent, well-educated, charity minded women in Orlando.

#### • WW&S Guest Profile:

- 80% women ages 30 to 55
- Ranging from CEO moms to 30-something young professionals
- Key influencers, tastemakers and connectors in their communities
- Charity Supporters, socially conscious and community minded
- Pay attention to fashion and attend fashion events
- Enjoy wine and attend wine events
- Represent the typical luxury brand consumer
- On average, attendees donate/spend \$300 - \$1,000 at each event

**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 65 cities across the country, and they have raised more than \$75,000,000 for women and children’s causes.

Wine Women & Shoes Orlando is the ultimate girlfriend’s day out, complete with shopping, wine tastings, hors d’oeuvres, charming Sole Men, and more! The best part? 100% of proceeds support Second Harvest Food Bank of Central Florida’s efforts to fight hunger in our community. Over the last 9 years, Wine Women and Shoes Orlando has helped provide over 7.5 million meals to children, families, and seniors in our community. We hope you’ll join us for this anniversary celebration! Together we can fight hunger and feed hope for our neighbors in need.

*Be there. Be giving. Be fabulous!*



# Premiere Pump

PRESENTING PARTNER - \$20,000

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{ \$20,000 provides 80,000 nutritious meals to our neighbors in need in Central Florida }

## Presenting Partner benefits include:

- A \$20,000 investment in a premiere organization
- Category Exclusivity
- Partner logo and link placed on Wine Women and Shoes Orlando website
- Partner logo on “Step & Repeat” banner at entrance of event
- Primary placement in all public relations and advertising initiatives
- Partner logo prominently displayed on electronic invitation
- Sixteen (16) VIP tickets with early entry into the event
- Sixteen (16) signature event swag bags
- Sixteen (16) Key to the Closet keys
- Opportunity to welcome guests at the event
- Partner mention from stage during event program
- Guaranteed inclusion in signature event swag bag
- Acknowledgement and prominent signage at Wine Women & Shoes event
- Opportunity to provide one or more items for the signature Key to the Closet drawing
- Partner logo and link on WW&S web page, E-blasts & social networking campaigns
- Partner name and/or logo included in all media advertisements
- Opportunity to provide Sole Men from your organization
- Partner recognition at event



# Sky High Stiletto

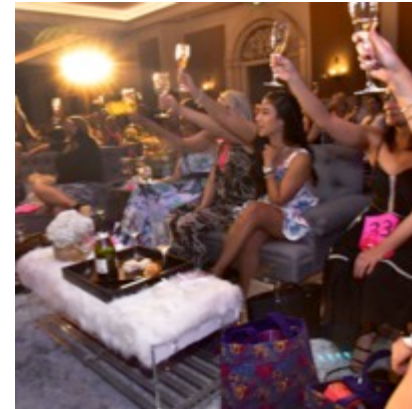
TITLE PARTNER - \$15,000

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{ \$15,000 provides 60,000 nutritious meals to our neighbors in need in Central Florida }

*There is one Title Partnership available and benefits include:*

- A \$15,000 investment in a premiere organization
- Partner logo and link on Wine Women and Shoes Orlando Website
- Partner logo on electronic invitation
- Placement in all public relations and advertising initiatives
- Partner name and/or logo included in media advertisements
- Partner logo displayed at the event
- Ten (12) VIP tickets with early entry into the event
- Ten (12) signature event swag bags
- Ten (12) Key to the Closet keys
- Opportunity to provide one or more items for the signature Key to the Closet drawing
- Guaranteed inclusion in signature event swag bag
- Partner logo and link on E-blasts & Social networking campaigns
- Opportunity to provide a Sole Man from your organization
- Partner recognition at event.



# Wondrous Wedge

SUPPORTING PARTNER - \$12,500



{ \$12,500 provides 50,000 nutritious meals to our neighbors in need in Central Florida }

*Supporting Partner benefits include:*

- A \$12,500 investment in a premiere organization
- Partner logo and link on the Wine Women and Shoes Orlando website
- Partner logo on electronic invitation
- Placement in public relations and advertising initiatives
- Partner logo displayed at the event
- Eight (10) VIP tickets with early entry into the event
- Eight (10) signature event swag bags
- Partner logo and link on E-blasts & social networking campaigns
- Guaranteed inclusion in signature event swag bag
- Opportunity to provide a Sole Man from your organization
- Opportunity to provide one or more items for the signature Key to the Closet drawing
- Partner recognition at event



# Key to the Closet

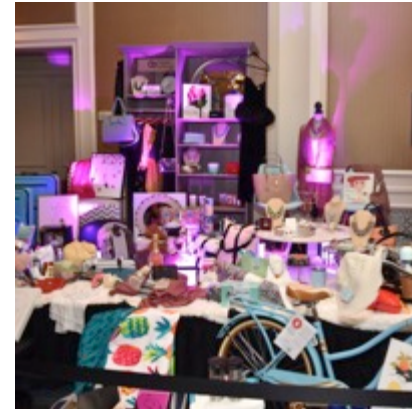
SUPPORTING PARTNER - \$7,500

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{ \$7,500 provides 30,000 nutritious meals to our neighbors in need in Central Florida }

*Supporting Partner benefits include:*

- A \$7,500 investment in a premiere organization
- Partner logo and link on the Wine Women and Shoes Orlando website
- Partner logo on electronic invitation
- Placement in public relations and advertising initiatives
- Partner logo displayed at the event
- Eight (8) VIP tickets with early entry into the event
- Eight (8) signature event swag bags
- Partner logo and link on E-blasts & social networking campaigns
- Guaranteed inclusion in signature event swag bag
- Opportunity to provide a Sole Man from your organization
- Opportunity to provide one or more items for the signature Key to the Closet drawing
- Partner recognition during program Key to the Closet Grand Finale moment



## ADDITIONAL MARKETING

# Partnership Opportunities



{ \$5,000 provides 20,000 nutritious meals to our neighbors in need in Central Florida }

### **\$5,000 – Strappy Sandals – Supporting Partner**

- A \$5,000 investment in a premiere organization
- Partner logo and link on the Wine Women and Shoes Orlando website
- Partner logo on electronic invitation
- Placement in public relations and advertising initiatives
- Partner logo displayed at the event
- Four (4) VIP tickets with early entry into the event
- Four (4) signature event swag bags
- Guaranteed inclusion in signature event swag bag
- Partner recognition at event
- Opportunity to provide one or more items for the signature Key to the Closet drawing

### **\$5,000 – Flip Flop Partner – Lasting Impression Partner**

- Partner logo printed on flip flops every guest takes home
- Partner logo on the Wine Women and Shoes Orlando website
- Partner Logo displayed at the event
- Four (4) VIP tickets with early entry into the event
- Four (4) signature event swag bags
- Partner Recognition at Event
- Opportunity to provide one or more items for the signature Key to the Closet drawing

### **\$5,000 – Picture Perfect Partner – Lasting Impression Partner**

- Partner logo will be printed on each photo booth picture every guest takes
- Partner logo and link on the Wine Women and Shoes Orlando website
- Partner logo displayed at the event
- Four (4) VIP tickets with early entry into the event
- Four (4) VIP swag bags
- Partner recognition at event
- Opportunity to provide one or more items for the signature Key to the Closet drawing

### **\$5,000 – VIP Valet Partner – Lasting Impression Partner**

- An opportunity to gift a lasting impression to each VIP guest as they get in their car at the conclusion of WWS
- Partner logo and link on the Wine Women and Shoes Orlando website
- Four (4) VIP tickets with early entry into the event
- Four (4) VIP swag bags
- Partner Recognition at Event
- Opportunity to provide one or more items for the signature Key to the Closet drawing

## ADDITIONAL MARKETING

# Partnership Opportunities



### **\$5,000 - Wine Pull Partner – Lasting Impression Partner**

- Partner logo prominently displayed at Wine Pull display
- Partner logo on each bottle of wine purchased during the wine pull (150+)
- Partner logo and link on the Wine Women and Shoes Orlando website
- Four (4) VIP tickets with early entry into the event
- Four (4) VIP swag bags
- Partner Recognition at Event
- Opportunity to provide one or more items for the signature Key to the Closet Drawing

### **\$5,000 - VIP Cocktail Partner – Lasting Impression Partner**

- Partner logo prominently displayed at VIP Cocktail display
- Opportunity to leave a lasting impression on every VIP guest as they are greeted with a VIP cocktail upon arrival to the event
- Partner logo and link on the Wine Women and Shoes Orlando website
- Four (4) VIP tickets with early entry into the event
- Four (4) VIP swag bags
- Partner Recognition at Event
- Opportunity to provide one or more items for the signature Key to the Closet Drawing

### **\$3,500 – Mirror Partner**

- An opportunity to leave a lasting impression to each guest as they take a photo in “selfie mirrors” with your Partner logo printed on them
- Partner logo and link on the Wine Women and Shoes Orlando website
- Two (2) VIP tickets with early entry into the event
- Two (2) signature event swag bags
- Partner Recognition at Event
- Opportunity to provide one or more items for the signature Key to the Closet drawing

### **\$2,500 – King of Sole Partner - Two Available**

- Partner logo displayed on King of Sole website
- Placement in public relations and advertising initiatives
- Partner logo displayed at the event
- Two (2) VIP tickets with early entry into the event
- Two (2) signature event swag bags
- Partner recognition at event
- Opportunity to provide one or more items for the signature Key to the Closet drawing



## ADDITIONAL MARKETING

# Partnership Opportunities



### **\$2,500 – Hopeful High Heel – Supporting Partner**

- Partner logo and link on the Wine Women and Shoes Orlando website
- Two (2) VIP tickets with early entry into the event
- Two (2) Signature Event Swag Bags
- Partner Recognition at Event
- Opportunity to provide one or more items for the signature Key to the Closet drawing

### **\$2,000 Silent Auction Technology Partner**

- Partner logo on the Silent Auction website
- Two (2) VIP tickets with early entry into the event
- Two (2) VIP Swag Bags
- Partner recognition at event
- Opportunity to provide one or more items for the signature Key to the Closet Drawing

### **\$1,000 – Fun & Flirty Flats**

- A \$1,000 investment in a premiere organization
- Two (2) VIP Tickets with early entry into the event
- Two (2) VIP swag bags
- Partner recognition at event
- Opportunity to provide one or more items for the signature Key to the Closet drawing

### **One-of-a-Kind Partner**

- If you don't see the perfect opportunity on the Partner list, make us an offer we can't refuse!

## Glossary

- **VIP TICKETS** grant access into the event, access to the wine tastings, marketplace, hors d'oeuvres, a complimentary VIP cocktail, valet parking, guaranteed seating at an assigned VIP table during the program, and a VIP Swag Bag filled with goodies to take home from the event!
- Each **“KEY TO THE CLOSET”** grants you the opportunity to win the contents of our closet filled with everything a woman could want – designer handbags, accessories, clothing, household goodies and more! Guests must be present to win.
- **SOLE MEN** are gentlemen from the community who support our cause and mission and help make Wine Women & Shoes a success – and can also represent their brand! Sole Men greet our guests, help pour wine, and mingle with guests to make sure they are experiencing everything Wine Women and Shoes Orlando has to offer, and tend to our VIP guests during the program portion of the event.

# WINE WOMEN & SHOES 2020

## Sponsorship Agreement



### YES! I would like to participate in Wine Women & Shoes, April 18, 2020 as:

- ~~\$20,000~~ – Premiere Pump – Presenting Partner *Sold!*
- \$15,000 – Sky High Stiletto – Title Partner
- \$12,500 – Wondrous Wedge – Supporting Partner
- \$7,500 – Key to the Closet – Supporting Partner
- \$5,000 – Flip Flop Partner
- \$5,000 – Strappy Sandals – Supporting Partner
- \$5,000 – Picture Perfect Partner
- \$5,000 – VIP Valet Partner
- \$5,000 – Wine Pull Partner
- \$5,000 – VIP Cocktail Partner
- \$3,500 – Mirror Partner
- \$2,500 – King of Sole Partner
- \$2,500 – Hopeful High Heel – Supporting Partner
- \$2,000 – Silent Auction Technology Partner
- \$1,000 – Fun & Flirty Flats
- One-of-a-Kind Partner \_\_\_\_\_

For every VIP ticket sold, 800 meals are provided. If you do not plan on using all of your tickets, would you like to donate them back to SHFB to sell and help more of our neighbors in need?

Keeping \_\_\_\_\_ tickets | Donating \_\_\_\_\_ tickets

### To discuss your partnership and customization options, please contact:

Maureen Mikel | 407.514.1006 | MMikel@feedhopenow.org

### Name (as you would like it to appear for recognition purposes)

\_\_\_\_\_

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

E-mail \_\_\_\_\_ Phone # \_\_\_\_\_

Fax \_\_\_\_\_

Please send invoice to the following name and address :

Name \_\_\_\_\_

Address \_\_\_\_\_

Check enclosed for \$ \_\_\_\_\_ payable to *Second Harvest Food Bank of Central Florida.*  
*Please mail to 411 Mercy Drive, Orlando, FL 32805*

Charge my Credit Card for \$ \_\_\_\_\_ (Please fill out information below.)  
*Return form via MAIL 411 Mercy Drive, Orlando, FL 32805*

### For Credit Card Only:

Name as it appears on the card \_\_\_\_\_

Please Circle      Visa      MasterCard      Amex      Discover

CC# \_\_\_\_\_ Exp. \_\_\_\_\_

Signature \_\_\_\_\_