



BENEFITING IDAHO YOUTH RANCH

Presented by



BOLD & *Beautiful*

2020 SPONSORSHIP OPPORTUNITIES



Promising futures.



Be Bold & Beautiful

JOIN US FOR THE 7TH ANNUAL WINE WOMEN & SHOES
BENEFITING IDAHO YOUTH RANCH

THURSDAY, MAY 21, 2020 • 5:30 PM - 9:30 PM • BOISE CENTRE

Catering to the discerning foodie, experienced wine enthusiast, fashion diva, community-engaged volunteer and socially conscious philanthropist. Style, elegance and good taste reign during this unique evening to raise funds for Idaho Youth Ranch – so more kids get a chance at a promising future.



About WINE WOMEN & SHOES BOISE

Wine Women & Shoes (also affectionately known as WW&S) is an engaging and exciting fundraising event where community-minded, philanthropic women (and a few good men) gather to sip, shop, savor, and support a worthy cause in a chic, fun, and innovative way.

EVENT OVERVIEW:

The Marketplace – Sip, savor, shop & support!

The Marketplace ignites the senses with an energetic atmosphere from the moment guests step through the doors. From wine tasting and culinary delights, to shopping the designer pop-up boutiques, and mingling with charming Shoe Guys, this portion of the event is lively and engaging. With revenue-generating activations sprinkled throughout, guests have fun while supporting a great cause.

Seated Program – Let's take to the stage!

After the Marketplace, guests join the action unfolding up on stage. From the welcome to the live auction, from the fashion show to awards, guests will remember the many "WOW" moments throughout the seated program. Strikingly designed stage with dramatic lighting and entertainment delight and command the attention of the entire audience while we educate them about the importance of Idaho Youth Ranch.

PARTNERSHIP:

Supporting Wine Women & Shoes offers you a fantastic way to support Idaho Youth Ranch Programs while providing a unique and valuable opportunity to showcase your company. Wine Women & Shoes Boise is in its 7th year and has become "The Event" to attend in the Treasure Valley. The event sold out last year in less than 24 hours. Over the past 7 years the number of attendees has doubled with expected attendance to be 650 in 2020. Raising a million dollars for Idaho's most vulnerable youth and families.

Online Reach:

- IYR Website Traffic – averages over 10,000 web views per month • IYR Social Reach – Over 30,000 across all platforms
- IYR Email Reach (WWS ONLY) – 1,500 • Top sponsorships inclusion in annual report – Digital reaches 25,000 people
- Wine Women & Shoes Boise Facebook page - 1,546 follows

WW&S Guest Profile:

- CEO moms, 30-something young professionals • 80% of women are ages 30 to 55 • On average, donate/spend \$200-\$600 per event
- Charity supporters, socially conscious and community minded • Pay attention to fashion and attend fashion events
- Concerned about the health and well being of themselves & others • Enjoy wine and attend wine events
- Represent the typical luxury brand consumer

About IDAHO YOUTH RANCH

Our Mission: We unite for Idaho's youth by providing accessible programs and services that nurture hope, healing, and resilience.

Our Vision: Imagine a world without childhood trauma. We see kids, once held back by trauma, moving forward to achieve in school, to pursue healthy relationships and lifestyles and to find hope once hidden by despair. Each time the generational cycle of childhood trauma is broken, we take one more step toward truly promising futures for all.

Idaho Youth Ranch has a vision to advance the trauma care movement in Idaho. To develop & grow a best in class system to treat trauma & build resilience in youth but we can't do it without financial support.



1,109 STORIES OF HOPE, COURAGE AND JOY IN FY19

172

young people changed dangerous behaviors and overcame depression and anxiety through group, individual, and family behavioral therapies.

135

youth took part in Equine Therapy to transform aggression, grief, and sorrow into strength and resilience.

74

kids found safety, healing, and shelter at Idaho Youth Ranch Hays House.

629

high school students received financial education and career readiness training through outreach in local schools.

31

teenagers found their first job at YOUTHWORKS!, gaining experience, hands-on learning, and the skills they need to transition successfully into adulthood.

17

alumni received scholarships so they can earn an education and pursue their dreams.

49

children found their forever homes through the miracle of adoption.

308

parents and siblings took part in therapies that strengthened their families and build bonds of trust, respect, and communication.



\$20,000 PRESENTING SPONSOR *SOLD Washington Trust Bank*

**YOUR BUSINESS WILL BE EXCLUSIVELY PROMOTED AS THE PRESENTING SPONSOR:
WINE WOMEN & SHOES BENEFITING IDAHO YOUTH RANCH
PRESENTED BY (YOUR ORGANIZATION'S NAME).**

Your logo with the official Wine Women & Shoes logo and Idaho Youth Ranch logo will be included on all marketing and media materials, including save the date, invitations, e-blasts, etc. During the program portion of the event, you will be given an opportunity to welcome and thank the audience and mention your business as the presenting sponsor. Your logo will appear prominently at the event and during the program. You will also have the opportunity to promote your business through a marketing booth or other mutually agreed upon displays.

Includes: 20 VIP tickets and a full page ad and the center spread in event program.

**The Need is Growing in Idaho: 1 in 5 teens is a victim of sexual abuse.
Idaho Youth Ranch can help!**



\$10,000 SPONSORSHIPS

Paparazzi Sponsor: Unleash the power of the paparazzi with a red carpet moment as guests enter and flash their best smiles in front of a backdrop splashed with your logo and the event logo. Get creative and include your merchandise for them to pose with! ***Includes: 10 VIP tickets, logo on e-blast and event website, plus full page ad in the event program.***

Wine Glass Sponsor: Each guest receives a commemorative wine glass with your logo along with the event logo printed on the glass. The perfect opportunity for you to leave a fabulous impression as they sip away, and as they relive memories from this magical night when they take this glass home with them. ***Includes: 10 VIP tickets, logo on e-blasts and event website, plus full page ad in the event program.***

Shoe Guy: Sponsor our 40+ charming Shoe Guys to act as your brand ambassadors while engaging 600+ women. The Shoe Guys are the hit of the event. Your logo (along with the event logo) is highlighted on t-shirts worn by the Shoe Guys – what every women in the room is looking at, besides the shoes. ***Includes: 10 VIP tickets, logo on e-blasts and event website, plus full page ad in event program.***

Flop Flop: Your company name will sound like sweet relief at the end of the evening when our guests can take off their shoes and wear comfy flip flops home. Each guest will receive this special gift featuring your name or logo, sure to make a lasting impression. ***Includes: 10 VIP tickets, logo on e-blasts and event website, plus a full page ad in event program.***

Swag Bag: Each guest receives a swag bag full of gifts to take home. Your logo (along with the event logo) will appear on the front of the swag bag. Hundreds of local tastemakers will soon be parading your branded tote all over town. ***Includes :10 VIP tickets, logo on e-blasts and event website, plus a full page ad in the event program.***

Wine Stopper: This special wine stopper with your company logo will be a special swag bag treat for all our guests. ***Includes: 10 VIP tickets, logo on e-blasts and event website, plus full page ad in the event program.***

Metal Water Bottle: Provide our guests with a fabulous metal water bottle with our event logo and your one-color logo. ***Includes: 10 VIP tickets, logo included on e-blasts and event website, plus full page ad in the event program.***

Wine Carrier: Provide our guests with a fabulous wine carrier with our event logo and your one color logo. ***Includes: 10 VIP tickets, logo on e-blasts and event website, plus full page ad in the event program.***

The Need is Growing in Idaho: 31% of Idaho high school students are clinically depressed. Idaho Youth Ranch can help!





Fashion Show: *SOLD -Norco* Every guest will see your logo up on the big screens during the program and fashion show portion of the evening. ***Includes: 10 VIP tickets, logo on e-blasts and event website, plus a half page ad in the event program.***

Auto: Drive the ladies wild by promoting your vehicles. Display cars indoors or out while working the room at the signature event. Photo ops abound. ***Includes: 10 VIP tickets, logo on e-blast and event website, plus a half page ad in the event program.***

Marketplace: As guests shop the evening away, this opportunity ensures they know who you are in every possible way. Your signage will be placed throughout the venue and prominently featured in the marketplace area. ***Includes : 10 VIP tickets, logo on e-blasts and event website, plus a half page ad in the event program.***

The Need is Growing in Idaho:
1 in 4 students report being bullied at school.
Idaho Youth Ranch can help!





\$5,000 SPONSORSHIPS

Wine Charms: *SOLD -Key Bank* Your logo on a custom metal wine charm will accompany every sip our guests take. ***Includes 5 VIP tickets, logo included on e-blasts, event website, plus quarter page ad in the event program.***

Centerpiece: *SOLD -Albertsons* We'll provide the centerpiece featuring your logo that will be on all of the guest tables. ***Includes 5 VIP, logo included on e-blasts, event website, plus quarter page ad in the event program.***

Photo Booth: Guests will create lifelong memories capturing great moments in the photo booth. Your business will be highlighted with your logo on all the take home color prints. ***Includes 5 VIP tickets, logo included on e-blasts, event website, plus quarter page ad in the event program.***

Best in Shoe and Best Dressed: Celebrate our attendees' fabulous footwear by announcing our "Best in Shoe" and "Best Dressed" awards. ***Includes 5 VIP tickets, logo included on e-blasts and event website, plus quarter page ad in event program.***

Mission Moment: *SOLD -Erstad Architects* Get their undivided attention when you introduce Idaho Youth Ranch's speaker during the mission moment. ***Includes 5 VIP tickets, logo on e-blasts and event website, plus a quarter page ad in event program.***

Live Auction: When the auction starts you'll be there. You are credited on live auction preview e-blasts, live auction slides and posters. ***Includes 5 VIP tickets, logo on e-blasts and event website plus a quarter page ad in event program.***

Wine Glass Wall: You'll make them smile by sponsoring the first glass of wine the ladies receive when they enter the marketplace. Your logo will appear on wine glass wall. ***Includes 5 VIP tickets, logo on e-blasts and event website plus a quarter page ad in event program.***

The Need is Growing in Idaho: 1 in 5 high school student purposely hurt themselves. Idaho Youth Ranch can help!





\$3,500 SPONSORSHIPS

Final Rose: We want guests to leave feeling special and your business could have the last word. Attach your logo and a brief message on the rose they receive on their way home. ***Includes: 2 VIP tickets, logo on event website and in the event program.***

Diva Den: Pamper our Diva Den attendees in their luxury seating at the end of the runway. They have the best seats in the house. Your signage will be displayed in the Diva Den area (swag items to Diva Dens are given by sponsor). ***Includes: 2 VIP tickets, logo on event website and in the event program.***

Napkin: ***SOLD -Alliance Title*** Put your logo front and center on cocktail napkins. ***Includes: 2 VIP tickets, your logo on event website and in the event program.***

Raise the Paddle: ***SOLD -Idaho Education News*** Your business logo will be the star of the show on every bidder number that participants use throughout the night. Each auction number features a three-digit number with the your logo. ***Includes: 2 VIP tickets, your logo on event website and in the event program.***

Key to the Closet Raffle: ***SOLD - Simply Women's Health*** One lucky winner will take home the bounty of the "closet". Your name will be prominently featured on all communications regarding K2C and on signage at the event. ***Includes: 2 VIP tickets, logo on event website and in the event program.***

Key to the Cellar Raffle: One lucky winner will take home at least 50 bottles of wine and a variety of wine gifts and experiences! Your name will be prominently featured on all communications regarding Key to the Cellar before the event and signage during the event. ***Includes: 2 VIP tickets, logo on event website and in event program.***

Year of Shoes Raffle: Guests can purchase raffle tickets, and one lucky winner will expand their shoe closet by 12 pairs – receiving a pair of shoes each month for the next year. Your name will be prominently featured on all communications regarding A Year of Shoes before the event and signage during the event. ***Includes: 2 VIP tickets, logo on event website and in event program.***

\$2,500 SPONSORSHIPS

Cab Ride: After a night enjoying some amazing wine, you play the hero by providing free cab rides home! You get special mention in pre-event emails, in event program, signage by the event exit, and mentions from onstage. ***Includes: 2 classic tickets, your logo on event website and in event program.***

Personalized Pens: Place your logo in the hands of guests and volunteers. Pens will be placed at registration, on retail tables and in attendee swag bags. ***Includes: 2 classic tickets, logo on event website and in event program.***

Mirror Sponsor: Your logo goes on every standing mirror used in the marketplace. ***Includes: 2 classic tickets, your logo on event website and in event program.***

Ladies Powder Room: *SOLD -Talent Spark* Feature your company logo on lotions and soaps in venue restrooms (lotions and soaps provided by sponsor). Or display a special message to the guests that will make them remember your name as they powder their noses. ***Includes: 2 classic tickets, your logo on event website and in event program.***

TABLE SPONSORSHIPS

\$2,750 - Girlfriends Table Sponsor: Includes 10 tickets. Wine tasting and appetizers served in Marketplace. Table seating inside runways – best in house! Table tent with name and/or logo. Listing in event program. Logo/name on screen. VIP gift plus swag bag for every guest. Two bottles of premium wine on table. Meal & dessert served during dinner. Special treats at table to nibble on during event.

\$2,250 - VIP Table Sponsor: Includes 10 tickets. Wine tasting and appetizers served in Marketplace. Table tent with name and/or logo. Listing in event program. VIP gift plus swag bag for every guest. Table seating next to runway. Two bottles of wine on table. Meal & dessert served during dinner.

\$1,750 - Classic Table Sponsor: includes 10 tickets. Wine tasting and appetizers served in Marketplace. Table tent with name and/or logo. Listing in event program. Bottle of wine at table plus swag bag for every guest. Meal & dessert served during dinner.

The Need is Growing in Idaho: 3 in 10 high school students felt depressed to the point of stopping usual activities. Idaho Youth Ranch can help!





**YES! I WOULD LIKE TO PARTICIPATE IN
WINE WOMEN & SHOES, MAY 21, 2020 AS:**



Name of Sponsorship Opportunity: _____ Amount: \$ _____

Name for Recognition Purposes: _____ Contact Name: _____

Address: _____ Email: _____ Ph: _____

☐ **Check enclosed for \$** _____ Payable to Idaho Youth Ranch - WWS Boise.
Please mail this form and your check to Idaho Youth Ranch, attn. WWS, 5465 W. Irving Street, Boise, ID 83706

☐ **Charge my Credit Card for \$** _____ (Please fill out information below or call 208-972-5370 to pay via phone.)
Return form via MAIL to Idaho Youth Ranch, attn. WWS, 5465 W. Irving Street, Boise, ID 83706 or call 208-972-5370.

Please Circle: Visa MasterCard Amex Discover

CC#: _____ Exp.: _____ CVN: _____ Signature: _____

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

Company/Address: _____

Phone: _____ Email: _____ Signature: _____

IMPORTANT NOTES:

Tickets will only be included with sponsorships sold before March 1, 2020.

Please email your logo as a high resolution PNG file to Stacey Moody at smoody@youthranch.org