



# wine women & shoes

— BENEFITING —  
CHILDREN'S HOSPITAL

*Sponsorship Opportunities*

2021

# Change your shoes. Change a child's life.

## CHILDREN'S HEALTH FOUNDATION'S INAUGURAL WINE WOMEN & SHOES

There are few combinations that evoke glamour and fun as much as the perfect fit of *Wine Women & Shoes*. London's wine savvy, shoe loving women will kick up their heels and sip fine wines from participating wineries, savor delicious bites, and shop the latest shoes and accessories from fabulous fashion vendors all while supporting Children's Hospital. Due to COVID-19, Children's Health Foundation and the venue will ensure all protocols are followed. The safety of all attendees is of utmost importance. In addition to the in-person event, a virtual package option will also be offered.

**VISIT:** [winewomenandshoes.com/london](http://winewomenandshoes.com/london)

### Join us!

**THURSDAY,  
SEPTEMBER 30, 2021**

7:00 PM – 10:00 PM  
Paradigm Spirits Co.

### 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

*\*\*event audience based on similar events*



# Sponsorship Opportunities

## \$25,000 PRESENTING SPONSOR

*Exclusive Presenting Sponsor – 1 Available*

- Exclusive title recognition as presenting sponsor
- Logo placement in ALL event public relations and advertising initiatives, and event collateral including invitations, and programs
- On-stage verbal recognition and prominent signage with your logo at the event
- Logo placement and link to your company website from Children's Health Foundation's WW&S event website
- Opportunity to place a branded item in swag bag (min. \$10 retail value per item)
- Opportunity to provide a Shoe Guy for the event
- Opportunity to have Honorary Chair welcome guests and speak at the event
- 8 Tickets

## \$10,000 DIAMOND STILETTO SPONSOR

**MARKETPLACE** - As our guests shop, this opportunity ensures they know who you are in every possible way. Signage will be placed throughout the Marketplace.

### **Branding & Marketing Opportunities include:**

- 6 Tickets
- Prominent recognition on: Invitation, program, event website, e-blasts, WW&S social media, day of event signage
- Corporate logo and link on WW&S event website
- Verbal recognition during the event
- Inclusion of promotional item in Swag Bag (min. \$10 retail value per item)

## \$7,500 PLATINUM PUMP SPONSOR

**VIRTUAL FASHION SHOW** - The Fashion Show is one of the favourite parts of the evening featuring fabulous local designers and models walking the runway. Your company logo will be displayed during the introduction of the Virtual Fashion Show.

### **Branding & Marketing Opportunities include:**

- 5 Tickets
- Prominent recognition on: Invitation, program, event website, e-blasts, WW&S social media, day of event signage
- Corporate logo and link on WW&S event website
- Recognition during Fashion Show with logo placement
- Verbal recognition during the event
- Inclusion of promotional item in Swag Bag (min. \$10 retail value per item)



# Sponsorship Opportunities

## \$5,000 GOLDEN GLADIATOR SPONSOR

Choose from the following:

**WINE GLASS** - With 250 guests, both in-person and virtual, and up to five wineries offering tastings, you will be featured on a designed wine tag that will be added to all wine glasses with your company logo listed as the sponsor.

**KEY TO CLOSET** - Limited keys for sale and only ONE will win a bounty of high fashion items. What's in the closet? Clothes and accessories? 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 Key to the Closet signage.

**COAT & BAG CHECK** - Stay top of mind by watching their bags, wine, and winnings! Your logo is printed on bag check tags as well as signage.

**SAFE RIDE HOME** - Solve the problem of safe transportation by offering a code to allow our guests to get home easily after our event.

**VIRTUAL PARTY PACKAGE** - Be the company that brings Wine Women and Shoes to the comforts of our attendees at home who will be enjoying the event virtually. Your logo will be placed prominently on the Virtual Party Packages that will be provided to our virtual guests. Verbiage on the collateral will say "Let Company XYZ bring the glamour of Wine, Women and Shoes to you at home." Virtual Party Packages will include a link to our virtual event, as well as sweets and treats provided by local companies.

### Branding & Marketing Opportunities include:

- 4 Tickets
- Recognition on: Program, event website, e-blasts, WW&S event social media, day of event signage
- Corporate logo and link on WW&S event website
- Verbal recognition during the event
- Inclusion of promotional item in Swag Bag (min. \$10 retail value per item)



# Sponsorship Opportunities

## \$2,500 SILVER SLINGBACK SPONSOR

*Choose from the following:*

**“BEST IN SHOE” AWARDS** - Upon arrival, guests will pass by the shoe judge's panel where they will carefully evaluate our guests' shoe selection and pick the winners. By sponsoring the contest, your name or company logo will be featured on signage at the event. In addition, you may provide a shoe judge from your company and participate in awarding the prizes on stage during the event. Optional opportunity to provide a prize basket for the winner.

**SWAG BAG** - It's all in the bag! Your logo will appear on the coveted swag bag gifted to all attendees at the event. Hundreds of local tastemakers will soon be parading your bag all around town!

**COCKTAIL NAPKIN** - Be in the hands of every guest! All guests will be visiting the food and wine tasting tables in the marketplace reception. Each table will be supplied with a cocktail napkin with your logo.

**SHOE SQUAD** - With 10+ charming "Shoe Men" working the room and engaging the women, this is a great opportunity to showcase your brand in style. These men are a targeted group of brand ambassadors who are guaranteed to be the hit of the event and your business can sponsor the entire group of them. We encourage you to send two brand ambassadors to join as Shoe Men.

### Branding & Marketing Opportunities include:

- 3 Tickets
- Recognition on: Program, event website, e-blasts, WW&S social media, day of event signage
- Corporate logo and link on WW&S event website
- Verbal recognition during the event
- Inclusion of promotional item in Swag Bag (min. \$10 retail value per item)



# Sponsorship Opportunities

## \$1,000 BRONZE KNEE HIGH BOOTS SPONSOR

Choose from the following:

**HYDRATION STATION** - help our fabulous attendees hydrate at the water station. Signage at the water station featuring your company logo will let our guests know you are keeping them hydrated.

**TOUCH UP SPONSOR** - Make the ladies feel their best by supplying the restroom with lotions, potions, and encouraging words. Mirror clings could include positive phrases like, "you're here and you're fabulous," while also including your logo. Outfit the bathroom counters with hairspray, band aids, bobby pins and lotion for a wholesome and rejuvenating experience.

**EXHIBIT SPACE** - Feature your brand in a dedicated space. Must include a giveaway or fun opportunity for guest interaction. Vendor and guest activity subject to Children's Health Foundation and Paradigm Spirits Co approval.

### Branding & Marketing Opportunities include:

- 2 Tickets
- Recognition on: Program, event website, e-blasts, WW&S social media, day of event signage
- Corporate logo on WW&S event website
- Verbal recognition during the event
- Inclusion of promotional item in Swag Bag (min. \$10 retail value per item)

## \$500 GLASS SLIPPER SPONSOR

Bring your team together to give back to our community by shopping local for our Auction Catalogue. With a \$500 contribution, you can choose a local store and pick item(s) up to the value of your contribution to place in our Auction Catalogue to help raise even more funds for Children's Hospital.

### Branding & Marketing Opportunities include:

- Recognition on: Program, event website, e-blasts, WW&S social media, day of event signage
- Corporate logo on WW&S event website
- Verbal recognition during the event
- Inclusion of promotional item in Swag Bag (min. \$10 retail value per item)
- Corporate logo on auction catalogue with special recognition for item that was donated by your company

# Sponsor Registration

☐ **PRESENTING SPONSOR (\$25,000)**

☐ **DIAMOND STILETTO (\$10,000)**

☐ **PLATINUM PUMP (\$7,500)**

☐ **GOLDEN GLADIATOR (\$5,000)** Package name: \_\_\_\_\_

☐ **SILVER SLINGBACK (\$2,500)** Package name: \_\_\_\_\_

☐ **BRONZE KNEE HIGH BOOTS (\$1,000)** Package name: \_\_\_\_\_

☐ **GLASS SLIPPER (\$500)**

Company Name for Recognition Purposes: \_\_\_\_\_

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

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

☐ Please send an invoice

☐ Cheque enclosed for \$ \_\_\_\_\_ Payable to *Children's Health Foundation*

☐ Charge my Credit Card for \$ \_\_\_\_\_

Please Circle:          Visa          MasterCard          American Express

CC#: \_\_\_\_\_ Exp.: \_\_\_\_\_ CW: \_\_\_\_\_

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

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

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Signature: \_\_\_\_\_

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

Sponsorship questions: To request additional details regarding your uniquely crafted sponsorship investment contact Alycia McComb, Fundraising Events Officer at 519.432.8062 x9258 or by email [amccomb@childhealth.ca](mailto:amccomb@childhealth.ca)



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Toll Free: 1-888-834-2496  
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