



wine women & shoes[®]

BENEFITING YWCA OF LUBBOCK

Presented by

CARPET TECH



Sponsorship Opportunities

OCTOBER 7, 2021

eliminating racism
empowering women

ywca

YWCA OF LUBBOCK IS PAIRING UP WITH WINE WOMEN AND SHOES TO BUILD A STRONGER COMMUNITY.

YWCA of Lubbock is on a mission to “step it up” for our community!

Wine Women & Shoes has exploded across North America in the last decade, producing more than 300 fabulous fashion events that have helped net an impressive \$70 million for our nonprofit partners.

WW&S events are fun, festive, and full of feminine soul—community celebrations that bring women together around fine wine, great style, and causes that matter!

2020 Chair: Julie Doss

Join us!

OCTOBER 7, 2021

6:00 – 9:30 PM

WW&S AUDIENCE

- 80% women ages 30 to 55
- Professionals, Educators, CEO's Mom's and Young Professionals
- Key influencers, tastemakers, connectors
- Charity supporters, socially conscious, community minded
- Passionate about improving the lives of children, single parents and at-risk families ... struggling to just make ends meet.
- Attend charitable and fashion events
- Represent the typical luxury brand consumer
- Women control two-thirds of consumer wealth in the U.S.
- 92% of these women will pass on information about deals or finds to others
- On average donors spend \$200-\$600 per event





Pair with the YWCA!

Sip, Savor and Shop for a Cause! YWCA IS ON A MISSION TO...

- Provide the highest level of pre-school education available including Head Start and Early Head Start.
- Provide summer camp, along with swim lessons, education and special activities for dance, music and gymnastics.
- Provide quality services to special needs children
- Provide safe and educational after-school care to over 1500 families on elementary campuses across the community.
- Assist seniors in maintaining an active lifestyle with health and fitness classes.
- Support the uninsured or under-insured in our community, providing vital medical services.
- Build a strong community through fitness classes and coaching for healthy living.
- Expand and grow our programs as our community grows to face the needs of the next 30 years.

PAIR with US as together we build our community to be a stronger and better society. All proceeds from our Wine Women and Shoes event will go toward helping families in our community.



YWCA
IS ON A
MISSION

Marketing Strategy



SAVE-THE-DATE

A postcard formally announcing the event date and theme, as well as appropriate sponsors, will be distributed to targeted lists of donors, and attendees through print mail. An electronic version will be distributed broadly via e-mail to donors and friends of the YWCA of Lubbock database.

Expected audience: 1500

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. An electronic version will be distributed to the YWCA of Lubbock donor base and the wider community.

Expected audience: 1500

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 YWCA of Lubbock webpage and online registration.

PROGRAM

The program book is distributed to all guests at the event. This book includes event details, sponsor recognition, YWCA of Lubbock information, paid advertisements, and live and silent auction item descriptions. **Expected audience: 350**

SOCIAL MEDIA

With an audience of over 9,500 spread across social media outlets, the YWCA of Lubbock will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.

+ MUCH MORE!



Platinum Pump Exclusive Sponsor

\$20,000

PUT YOUR BEST FOOT FORWARD! WE ARE OFFERING AN EXCLUSIVE SPONSORSHIP FOR THE PRESENTING RIGHTS TO WINE WOMEN & SHOES.

This includes your name/logo incorporated into the official event logo as well as all collateral, event signage, and décor. Your company name will be associated with everything involving Wine Women & Shoes (i.e. Wine Women & Shoes benefiting YWCA of Lubbock Presented by "Your Company Name/Logo Here").

Presenting Sponsorship benefits include:

- A \$20,000 tax deductible investment in YWCA of Lubbock – ultimately our community
- Exclusive title recognition as presenting sponsor
- During the program portion of the event, you will be given the opportunity to welcome and thank the audience and mention your business as the premier sponsor
- Recognition on the swag bag (all attendees will receive)
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, signage, invitations and save the dates
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook, Twitter, & Instagram) reaching YWCA of Lubbock followers
- On-stage verbal recognition at the fashion show and prominent signage at the event
- Opportunity to promote business with product placement, booth and customer liaison at event (booth/contents to be approved by YWCA of Lubbock)
- Link to your company website from the YWCA of Lubbock and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- 1 VIP table for eight (8)
- VIP swag bags for eight (8)





Diamond Stiletto Exclusive Sponsor

\$15,000

SHINE LIKE A DIAMOND AT WINE WOMEN & SHOES

This exclusive sponsorship puts your name in front of all the guests of Wine Women & Shoes. Your name/logo will be included on all collateral, event signage, and décor.

Sponsorship benefits include:

- A \$15,000 tax deductible investment in YWCA of Lubbock – ultimately our community
- Prominent logo placement on signage at the entrance of the event
- Recognition on the swag bag (all attendees will receive)
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, signage, invitations and save the dates
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e. Facebook, Twitter, & Instagram) reaching YWCA of Lubbock's followers
- On-stage verbal recognition at the fashion show and prominent signage at the event
- Opportunity to promote business with product placement and customer liaison at the event
- Link to your company website from the YWCA of Lubbock and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name inclusion in the event program and on the invitations
- 1 VIP table for eight (8)
- VIP swag bags for eight (8) guests





Golden Studded Sandal Sponsor

\$10,000

GO FOR GOLD!

Be in the forefront of this celebration bringing women together for an evening of fine wine, great style, and supporting the mission of the YWCA of Lubbock to improve patient access to the healthcare in our community

Sponsorship benefits include:

- A \$10,000 tax deductible investment in YWCA of Lubbock--ultimately our community
- Recognition Logo placement in ALL event public relations and advertising initiatives, programs, and signage
- Prominent recognition on event website, e-blasts, and social networking campaigns
- Opportunity to promote business with product placement and customer liaison at the event
- Link to your website from the YWCA of Lubbock and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name in the event program and on the invitations
- 1 table for eight (8)



Silver Stiletto Sponsors

\$5,000

IT'S ABOUT THE BLING!

Don't miss these fabulous exclusive branding opportunities:

Sponsorship benefits include:

- A \$5,000 tax deductible investment in the YWCA of Lubbock-- ultimately our community
- Choice of one of the following custom marketing opportunities:
- *Sole Men Sponsor • Best In Shoe Sponsor • Paparazzi Photo Backdrop Sponsor
Luxury Car Sponsor • Marketplace Sponsor • Wine Glass Sponsor*
- Logo placement in ALL event public relations and advertising initiatives, programs, and signage
- Recognition on event website, e-blasts, and social networking campaigns
- Link to your website from the YWCA of Lubbock and WW&S websites
- Opportunity to place a premier item in the swag bag (event appropriate items only)
- Name in the event program and on the invitations
- Four (4) event tickets at general admission

SOLE MEN SPONSOR - Sponsor up to 50 charming “Sole Men” working the room and engaging more than 350 women. It's a great opportunity to showcase your brand with your logo and branding exposure on the “Sole Men” shirts.

PAPARAZZI PHOTO BACKDROP SPONSOR - As lovely ladies arrive at the entrance of the event, they are escorted to a red-carpet where they are photographed in front of a Step and Repeat banner. **Your sponsor logo** will be splashed onto a vibrant banner backdrop (along with the WWS and YWCA of Lubbock logos).

BEST IN SHOE SPONSOR - Celebrate our attendees' fabulous footwear by promoting a “Best in Shoe” award. **Your** judges work the room, choose the winners, and announce the winner as a part of the live program

LUXURY CAR SPONSOR – Drive the ladies wild by promoting your vehicles at Wine Women and Shoes. Photo opps abound, especially if you park by the red carpet.

WINE GLASS SPONSOR - You will be the toast of the town! Be the wine glass sponsor and your company will be on everyone's lips all evening! Your logo will be on one side of every wine glass. Everyone will take your logo home on their glass at the end of the night!

MARKETPLACE SPONSOR - As our guests shop the day away, this opportunity insures they know who you are in every possible way. Sponsor may underwrite the marketplace and your signage will be placed throughout the venue and prominently featured on a banner at the entrance of the designated marketplace area

One of a Kind Sponsorships

\$2,500

Sponsorship benefits include:

- A \$2,500 tax deductible investment in the YWCA of Lubbock -- ultimately our community
- Link to your website from the YWCA of Lubbock and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name in the event program when secured 30 days prior to event
- Two (2) event tickets at general admission

SWAG BAG SPONSOR - Your logo will appear on the coveted swag bag gifted to all attendees. Soon your branded tote will be paraded all over town.

KEY-TO-THE-CLOSET SPONSOR - A hundred keys for sale and only 1 will hold the winning match to a collective bounty of treasures. The closet contains everything a woman wants and your brand will be featured as the Key to the Closet sponsor.

SIGNATURE MOCKTAIL SPONSOR - Have your name as the presenter of The Signature Mocktail, **exclusive to our event**. Guests will delight in this unique beverage creation and fun flavor combination. An elegant display with tasteful signage and dispensers will make sure to get everyone's attention.

WALL OF WINE SPONSOR - For this WINE focused event, your logo will be prominently featured on the Wall of Wine signage, and Wall of Wine display. Language on signs says, "Wall of Wine presented by XYZ Company".

COCKTAIL NAPKIN SPONSOR - Be the logo prominently featured on all cocktail napkins for the event. Every best dressed lady needs somewhere to blot her lips.

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

WINE GLASS TAG SPONSOR - 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.

TECHNOLOGY SPONSOR - Provide a premium experience for event attendees with the opportunity to supply WiFi for a quick event registration and a swift auction check out.

Additional Opportunities

\$1,500 HYDRATION STATION SPONSOR - Help our fabulous attendees hydrate at the infused water station. Elegant signage and dispensers will draw a thirsty crowd. **Benefits Include:** Logo Recognition + One (1) ticket to the event.

\$1,500 MIRROR, MIRROR SPONSOR - “Who’s the fairest of them all?”, Sponsor may underwrite the marketplace vendor mirrors with their logo, as well as, phrases like “You look mah-vellous!”, which will be placed throughout venue. **Benefits Include:** Logo Recognition + One (1) ticket to the event.

\$1,500 POWDER ROOM SPONSOR - Pampering the attendees is a luxury well afforded with your name proudly displayed on spa products. Feature your company logo on lotions and soaps in venue restrooms and/or provide an attendant to assist with hand towels with company logo. **Benefits Include:** Logo Recognition + One (1) ticket to the event.

\$1,500 (+ Rides) UBER SPONSOR – Help our fabulous attendees get home safely! **Benefits Include:** Name recognition in program and event signage + One (1) individual ticket

ESPRESSO SPONSOR – The perfect end to a “swellagent” affair is always a cup of espresso or coffee. Present your brand on saucer liners or underwrite an “espresso” card for even more energetic glamour.

VOLUNTEER SPONSOR - Be a part of encouraging the hardest working people in the room – our amazing volunteers! Be associated with this generous group with your logo highlighted on their volunteer shirts and displayed throughout volunteer areas.

\$500 HONORARY COMMITTEE - Make a difference without the work. **Benefits Include:** Name recognition in program + One (1) VIP ticket

\$500 (+ Item) SWAG BAG ITEM – Add an item to the coveted swag bag, sent home with each attendee at the end of the night. **Benefits Include:** Placing a premier item in swag bag (event appropriate items only)

.....

FIND THE PERFECT FIT

We encourage you to suggest ideas for crafting the perfect sponsorship for your objectives such as special events, exclusive perks for your customers, or something that enhances the guest experience overall. Everything is customizable to meet your needs and interests, please contact:

Melinda Pharies @ 806-407-8932 or Melinda@callcarpettech.com

**the tax deductibility of donations will be determined after sponsorship is finalized.*



Sponsorship Agreement

YES! I WOULD LIKE TO PARTICIPATE WITH THE FOLLOWING...

- SOLD** \$20,000 Platinum Pump Exclusive
- \$15,000 Diamond Stiletto Exclusive
- \$10,000 Golden Studded Sandal Sponsor
- \$5,000 Silver Stiletto Sponsor
 - Best in Shoe Awards
 - Wine Glass Sponsor
 - Paparazzi Photo Backdrop
 - Luxury Car Sponsor
 - Luxury Car Sponsor
 - Sole Men Sponsor
- \$500 Honorary Committee
- \$500 Swag Bag Item
- Custom: _____
- \$2,500 One-of-a-Kind
 - Swag Bag
 - Key-to-the-Closet
 - Signature Mocktail
 - Wall of Wine
 - Cocktail Napkin
 - Bag Check
 - Wine Glass Tag
 - Technology Sponsor
- \$1,500 Additional Opportunities
 - Hydration Station
 - Mirror, Mirror
 - Powder Room
 - Uber Sponsor
 - Auction Sponsor
 - Volunteer
 - Hospitality Sponsor

Name: *As you would like it to appear for recognition purposes* _____

Please send invoice to:

Name _____ Address _____ /ZIP _____

Phone Number to Reach You _____

Check enclosed for \$ _____ **payable to YWCA of Lubbock**

Charge my Credit Card for \$ _____

For Credit Card Only: Name as it appears on the card: _____

Please Circle: Visa MasterCard Amex Discover

CC#: _____ Exp. Date: _____ CVN: _____

Signature: _____

RETURN FORM VIA MAIL or EMAIL TO YWCA of Lubbock, 6204 Elgin, Lubbock, TX 79413
or email to Diana.rae@ywcalubbock.org

ARTWORK STATEMENT Send artwork to Shirley.babb@ywcalubbock.org
in EPS format no later than 9/1/21.