



# wine women & shoes

BENEFITING  KANSAS Children's FOUNDATION



*Sponsorship Opportunities*

# Get Pumped!

## KANSAS CHILDREN'S FOUNDATION 5<sup>th</sup> ANNUAL WINE WOMEN & SHOES

There are few combinations that evoke glamour and fun as much as the perfect fit of *Wine Women & Shoes*. Wichita's wine savvy, and shoe loving guests will kick up their feet and **sip fine wines** from participating wineries, **enjoy** an elegant dinner from the Hyatt Regency, and **shop** the latest shoes and accessories from fabulous fashion vendors all while supporting the *Kansas Children's Foundation*.

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

*Join us!*

**SATURDAY,  
September 26, 2020**

6:00 PM-9:00 PM  
At the Hyatt Regency  
Wichita

### WINE WOMEN & SHOES AUDIENCE:

- Company CEO's, leaders in health care
- 30's-60's something corporate decision maker & professionals
- Men & women, parents, & patrons
- 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

# The Why IN WINE WOMEN & SHOES!



## MEET EMMETT

Two hours after delivery Emmett was diagnosed with Down syndrome. After a healthy first year he began battling chronic pneumonia and feeding/swallowing issues shortly after his first birthday. This led to monthly stays in the hospital to treat his lungs and determine out how to get him strong and healthy. During this time, any hospital staff member knew that if they were going to come into his room, there would always be music. The Kansas Children's

Foundation supports ill and injured children with a wonderful music therapy program, and Emmett has benefited greatly during his stays with the comfort of the music provided through KCF.

## A MESSAGE FROM MOM

*"There are few things as hard as seeing your child suffer through sickness, especially when it involves a hospital stay. It brought me great comfort knowing that Emmett had the resources provided through music therapy to help him get through blood draws, suctioning, echocardiograms, x-rays, and surgery. He would instantly calm down after the music began, and for that I am deeply thankful."* – Greta, Emmett's mom

## KANSAS CHILDREN'S FOUNDATION MISSION

To maximize the health, happiness, safety & human potential of our children by providing meaningful support and resources across Kansas.

We accomplish this by providing direct assistance to meet their most fundamental needs beyond the scope of a hospital or medical insurance coverage. Kansas Children's Foundation exists to make a difference in their lives through the implementation of pediatric programs within the community that contribute to their overall well-being.

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"Music acts like a magic key to which the most tightly closed hearts open"

MARIA VON TRAPP





# 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+**

## INVITATION

The full-color event invitation will be mailed to current sponsors, guests, targeted donors and supporters approximately 6 weeks before the event. The invitation will include recognition for appropriate sponsors and event details.

**Expected audience: 1,500**

## WEBPAGE

The Wine Women & Shoes website will be updated with event and sponsor information and include links to appropriate sponsor webpages. [winewomenandshoes.com/wichita](http://winewomenandshoes.com/wichita)

## SOCIAL MEDIA

With an audience of over 1,000 spread across social media outlets, the *Kansas Children's Foundation* will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.

## PROGRAM

Distributed to all guests at the event.

This book includes evening itinerary & details, sponsor recognition, host acknowledgements, *Kansas Children's Foundation* mission information, live silent auction item descriptions, and serves as auction paddle.

**Expected audience: 400+**

+ *Much more!*

# Prestige Sponsorship Opportunities

## **\$15,000 PLATINUM STILETTOS SPONSOR**

*Exclusive Presenting Sponsor – 1 Available*

- Name recognition on: Invitation, Program, Event Website, E-Blasts, Social Media, screen at the elegant dinner, and Event Signage
- Inside Back cover full page color ad in program
- Verbal recognition during the event by host
- 250 premium wine items co-branded with WWS company logo for placement in swag bag (Item value up to \$10 each)
- (1) preferred seated VIP table, VIP swag bag, & champagne service for 10 guests

## **\$10,000 DIAMOND HEELS**

*Exclusive Sponsor – 2 Available*

- Name recognition on: Invitation, Program, Event Website, E-Blasts, Social Media, screen at the VIP seating, and Event Signage
- Inside front full page color ad in program
- Verbal recognition during the event by host
- 250 premium wine items co-branded with WWS company logo for placement in swag bag (Item value up to \$5 each)
- (1) preferred seated VIP table, VIP swag bag, & champagne service for 10 guests

## **\$7,500 PEARL PUMP PACKAGES** *Choose from the following:*

**Marketplace** - As our guests shop the night 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. Your company name/logo placed on 250 shopping bags given to shopper for each purchase.

**Signature Drink**- During the shopping reception, your station will provide the signature drink that is sure to be one of the most popular stops for the guests at the event. Your name or company logo will be featured prominently at this station and on co-branded insulated wine cups with lids.

### **Your Generous Premium Underwriting Donation Includes:**

- Name recognition on: Invitation, Program, Event Website, E-Blasts, social Media, screen, 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 & VIP gift bags



# Premium Marketing & Underwriting Opportunities

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

**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." Each wine tag will display your company logo.

**Shoe Guys** - 20+ charming "Shoe Guys" working the room and engaging more than 400 guests. 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.

**Centerpiece Décor** - Leave a lasting impression at each table with upscale décor for our 400 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 elegant dinner.

**Shoe Contest** – During the cocktail reception & shopping, 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 guests wild by promoting your vehicles at Wine Women & Shoes. Display one automobile with signage outside of the Hyatt while working the room at the event. Drive traffic to your dealership by providing a coupon in the VIP swag bag

**Silent Auction**- As the silent auction sponsor, your name or company logo will be included on every guests bid sheet, silent auction signage, and in mobile bidding application.

**Swag Bag** - It's all in the bag!! Your name or company logo will appear ON the exclusive VIP swag bag gifted to all attendees. Hundreds of local tastemakers will soon be parading your branded tote all over town. Includes the opportunity to put a coupon or offer inside swag bag as well.

### **Your Generous Premium Underwriting Donation Includes:**

- Name recognition on: Invitation, Program, Event Website, E-Blasts, Social Media, screen, and Event Signage
- 1/2 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 & (4) VIP swag bags

## **\$2,500 SILVER FLAT PACKAGES**

*Choose from the following:*

**Photo Booth** - The WW&S Photo Booth is a can't miss for guests 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.

**Back page Auction Paddle** - Your company logo will be placed on the back of each program and used as the paddle during the exciting live auction.

**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 Hyatt. You are welcome to provide any company products or messages to be placed in the restrooms for guests to enjoy.

**Snap Chat Filter** - The guests 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.

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

**Hydration Station** - Help our fabulous attendees hydrate with water. We will also provide a bottle of water tagged with your logo for the ride home.

### **Your Generous Premium Underwriting Donation Includes:**

- Name recognition on: Invitation, Program, Event Website, E-Blasts, Social Media, screen, and Event Signage
- ¼ 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 (2) VIP swag bags

## **\$1,500 BRONZE LOAFER PACKAGES**

*Choose from the following:*

**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.

### **Your Generous Premium Underwriting Donation Includes:**

- Name recognition on: Invitation, Program, Event Website, E-Blasts, Social Media, screen, and Event Signage
- Logo in program
- Verbal recognition during the event by host
- Opportunity to provide promotional items in the coveted swag bag
- (1) Complimentary VIP tickets to the event (1) VIP swag bag



**\$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.

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### **DON'T SEE WHAT YOU'RE LOOKING FOR?**

Share your ideas for crafting the perfect sponsorship that meets your company marketing & community initiatives. Contact Nicole Langowski at [Nicole.Langowski@wesleymc.com](mailto:Nicole.Langowski@wesleymc.com) to put together your perfect sponsorship fit.

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

**MARILYN MONROE**





# Sponsor Commitment

## PRESTIGE

☐ PLATINUM STILETTO (\$15,000)

☐ DIAMOND HEELS (\$10,000)

☐ PEARL PUMP (\$7,500) *Package name:* \_\_\_\_\_

## PREMIUM

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

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

☐ BRONZE LOAFER (\$1,500) *Package name:* \_\_\_\_\_

☐ SWAG BAG ENTRY (\$500)

### TICKET OPTIONS

*(VIP includes swag bag, table signage, & preferred seating)*

☐ VIP - \$175 each    ☐ VIP Table for 10 - \$1,500    ☐ Single - \$125    ☐ Table for 10 - \$1,150

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

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

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

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

☐ Check enclosed for \$ \_\_\_\_\_ Payable to Kansas Children's Foundation  
Mail to: 8710 W 13<sup>th</sup> St N Ste 107, Wichita KS 67212

☐ Charge my Credit Card for \$ \_\_\_\_\_  
Email to Nicole.Langowski@wesleymc.com

Please Circle:      Visa      MasterCard      Amex      Discover

CC#: \_\_\_\_\_ Exp.: \_\_\_\_\_ CVV: \_\_\_\_\_

### I CANNOT ATTEND.

Please accept my donation of \$ \_\_\_\_\_

*Please use this gift to provide financial assistance to families struggling with expenses and uncertainties of treatment for their sick or injured child.*



**KANSAS Children's FOUNDATION**

For additional information, email Nicole.Langowski@wesleymc.com