



# wine women & shoes

BENEFITING  KANSAS Children's FOUNDATION



*Sponsorship Opportunities*

# Get Pumped!

## 5<sup>th</sup> ANNUAL WINE WOMEN & SHOES

*is going virtual!*

A global pandemic has certainly changed the way we get together and although we'd love to be in person to see our guests dressed to the nines and fabulous shoes, we are taking Wine Women & Shoes to a virtual event. You will still **sip fine wines** from participating wineries, enjoy a **delivered box full of pleasantries** with items from upscale retailers, bid on **amazing auction items**, and **shop** the latest shoes and accessories from fabulous fashion vendors ...all while supporting the *Kansas Children's Foundation*.

Our world has changed in many ways but one certainty is that Kansas families are still needing our help and support for pediatric programs, specialized therapies and financial assistance for medical needs!

**VIRTUAL BROADCAST**  
**Saturday, March 6, 2021**  
**6PM CST**

**ONLINE AUCTION STARTS**  
**Friday, February 26, 2021**

### *More reason to Wine!*

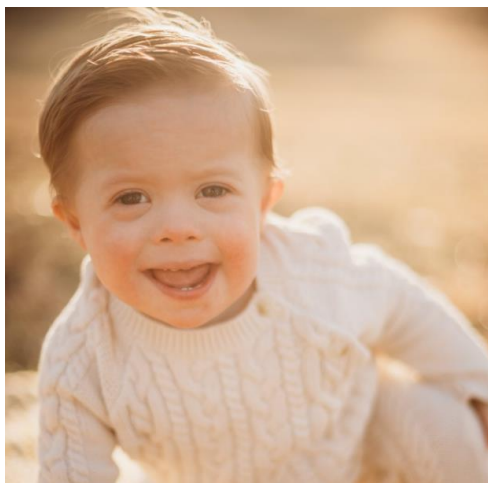
- Sip & Savor Boxes delivered to your home by 5pm
- 1 hour engaging program with lots of chances to win amazing swag
- On-line auction featuring several coveted packages that opens February 26 for more time to review and bid on items
- Take a chance on the well stocked Wall of Wine
- Raffle for a Key to the \$10,000 Closet
- Inspiring Stories of Hope

### **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
- Fond of fashion and participates in fashion events
- Enjoy wine tasting, education and wine events
- Represent the typical luxury brand consumer
- On average, donate/spend \$200-\$600 per event

**FOR MORE INFO VISIT [WINEWOMENANDSHOES.COM/WICHITA](http://WINEWOMENANDSHOES.COM/WICHITA)**

# The Why IN WINE WOMEN & SHOES!



## MEET EMMETT

Less than two hours after delivery Emmett was diagnosed with Down Syndrome. With this diagnosis came a laundry list of potential health concerns regarding his future. During his first year of life we had a honeymoon period, he was a happy and healthy little guy. Shortly after turning one he began a several month's long battle with chronic and worsening pneumonia. This led to monthly stays at Wesley Children's Hospital to treat his lungs, monitor his heart condition, and determine the best plan to get him back to being strong and healthy. During his hospital stays and now during any treatment or testing you can be sure to find Emmett listening

to music and playing with any fun toys that will play a song. The Kansas Children's Foundation supports ill and injured children with a wonderful music therapy program that Emmett has greatly benefited from during his time at the hospital. KCF continues to walk alongside Emmett on his journey to health, confidence, and wellness.

## A MESSAGE FROM MOM

*"There are few things as challenging as seeing your child suffer and struggle through sickness, especially when it involves a hospital stay. It brings me great comfort knowing that Emmett has resources provided through music therapy to help him get through blood draws, suctioning, echocardiograms, x-rays, and surgeries. The music instantly calms him down and brings him great joy, and for that I am deeply thankful. I also have benefited from the continued support on what is uncharted territory for me as a mother. KCF helped us purchase a posterior walker for Emmett, which has been instrumental in building his strength and confidence with his mobility and walking. Having this partnership towards Emmett's health and success in life is a gift I will cherish forever."* - Greta, Emmett's Mom

## KANSAS CHILDREN'S FOUNDATION MISSION

To maximize the health, happiness, safety and happiness 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.

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

MARIA VON TRAPP



# Virtual 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 guests and supporters through electronic mail.

**Expected audience: 3,000**

## WEBPAGE

The Wine Women & Shoes website will be updated with event and sponsor logos, including links to sponsor webpages. Going Virtual means robust communication and more reach!

[winewomenandshoes.com/wichita](http://winewomenandshoes.com/wichita)

## INVITATION

The full-color event invitation will be mailed to current sponsors, guests, targeted donors and supporters several weeks before the event. The invitation will include recognition for appropriate sponsors, virtual event details including Sip & Savor items, and other ways to engage.

**Expected audience: 2,000**

## SOCIAL MEDIA

With an audience of nearly 1800 spread across social media outlets, the *Kansas Children's Foundation* will link guests and followers to our mission, our sponsors, and their messages through dynamic, engaging and fabulous content. Sponsors benefit from a longer promotional period and more social engagement.

## VIRTUAL PROGRAM

One-hour program for guests streamed right to their living room, including fun content, amazing stories of hope and lots of chances to win fabulous items. Each guest will receive a program in their Sip & Savor box that includes the evening itinerary and details, sponsor recognition, Honorary Host acknowledgements, and everything they need to know

**Expected audience: 350+**

+ *Much more!*

# Restige Sponsorship Opportunities

## \$15,000 PLATINUM STILETTOS SPONSOR

*Exclusive Presenting Sponsor – 1 Available*

*Sold!*

- Name recognition on: Invitation, Program, Event Website, E-Blasts, Social Media, acknowledgement during the virtual program.
- Verbal recognition during the event by event emcees and opportunity to provide a 30 second video on why your company supports the community event
- 250 premium wine items co-branded with WWS company logo for placement in swag bag (Item value up to \$10 each)
- 10 Sip & Savor VIP Boxes, including wine, specialty drink, charcuterie tray and sweets, special gifts, lots of coupons, gift cards and much more!

## \$10,000 DIAMOND HEELS

*Exclusive Sponsor – 2 Available*

- Name recognition on: Invitation, Program, Event Website, E-Blasts, Social Media, acknowledgement during the virtual program.
- Verbal recognition during the event by event emcees and opportunity to provide a 30 second video on why you or your company supports the community event
- 250 premium wine items co-branded with WWS company logo for placement in party box (Item value up to \$5 each)
- 10 Sip & Savor VIP Boxes, including wine, specialty drink, charcuterie tray and sweets, special gifts, lots of coupons, gift cards and much more!

## \$5,000 PEARL PUMP PACKAGES *Choose from the following:*

**Marketplace** – We all know how to shop online! As the sponsor of Marketplace, your company would have benefit of acknowledgement and logo placement for the two week period of online shopping with local and national retailers. You are helping keep the economy alive by encouraging this e-commerce, all while helping Kansas families.

**Shoe Guys** – Think The Bachelorette meets Charity. These men are a targeted group of brand ambassadors who reach out to their circles of friends to solicit support for the Foundation. Your logo and hyperlink to your business will appear each time they post their fundraising page on social media. In addition to playing an important part in raising funds, these charmers will also help with delivery of our Sip & Savor boxes to guests.

**Mobile Bidding** – New to WWS, sponsorship of Mobile Bidding will allow your company logo to be displayed on the phone screens of all those participating in the auction. In addition, your company logo will be prominently displayed when advertising the auction 7 days before the event and several placements as participants scroll through auction items.

**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 promotion.

*Sold!*

**Shoe Contest**– The Shoe Must Go On... and so should the shoe contest! This is one of the favorite parts of the program and the Shoe Contest just got more exciting. By underwriting the contest, your name or company logo will be featured during the display of the most fabulous soles in town. In addition, you may provide a shoe judge to announce the winner during the live broadcast..

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

- Name recognition on: Invitation, Program, Event Website, E-Blasts, Social Media, acknowledgement during the virtual program.
- 1/2 page ad in program
- Verbal recognition during the event by host
- Opportunity to provide promotional items in the coveted party box.
- 6 Sip & Savor VIP Boxes, including wine, specialty drink, charcuterie tray and sweets, special gifts, lots of coupons and gift cards and much more!

# Premium Marketing & Underwriting Opportunities

## \$2,500 SILVER FLAT PACKAGES

**Wall of Wine** - For this wine focused event, your logo will be prominently featured on Wall of Wine promotion and featured on gift tag around bottle neck. Wall will be featured on our social media along with your company logo. This is a fan favorite!

**Sip & Savor Box goodies** – With each ticket comes a Sip & Savor box delivered right to your door on the day of the event. Enjoy your wines, sweets and savories while you sample your additional assortments of spa items, snacks, specialty gifts, wine accouterments and much more! Your company can sponsor items that make the Sip & Savor box the best happy hour all year!

*Each is a \$2,500 investment*

*Sold!*

▲ Two bottles of wine and branded wine glasses

- Charcuterie Tray – Designed to pair with the event selected wines - 3 sponsorships available

*Sold!*

▲ Specialty Drink – Just add ice

- 2 Mini bottles of Prosecco for end of evening celebration

*Sold!*

▲ Lovely packaged chocolate and nut assortment

- Ambiance package of candle and boxed matches
- Place settings of high quality disposable plates, cloth napkins and service ware tied with a ribbon
- Table Topic game with trivia answers you can only learn while watching the live performance
- Golden Ticket so guest can win prizes, including luxury items, gift cards and trips!
- Printed program – each Sip & Savor box will include the printed program that includes the Live Program agenda and acknowledges Hosts, Sponsors, Committee Members

### Your Generous Premium Underwriting Donation Includes:

- Name recognition on: Invitation, Program, Event Website, E-Blasts, Social Media, acknowledgement during the virtual program.
- ¼ page ad in program and Logo acknowledgement on box item sponsored
- Opportunity to provide promotional items in the coveted party box
- 4 Sip & Savor VIP Boxes, including wine, specialty drink, charcuterie tray and sweets, special gifts, lots of coupons, gift cards and much more!

## \$1,500 BRONZE LOAFER PACKAGES

### Sip & Savor Box goodies

*Sold!*

▲ Sugar Cookie iced to represent the evening program and wrapped with ribbon and your logo

- Gift Card and Coupon package – sponsor the bag that holds all the fun gift cards and coupons given to us by sponsors
- Water bottles wrapped or tied with your company logo

### Your Generous Premium Underwriting Donation Includes:

- Name recognition on: Invitation, Program, Event Website, E-Blasts, Social Media, acknowledgement during the virtual program.
- Logo acknowledgement on box item sponsored and/or in program
- Opportunity to provide promotional items in the coveted party box
- 2 Sip & Savor VIP Boxes, including wine, specialty drink, charcuterie tray and sweets, special gifts, lots of coupons, gift cards and much more!

**\$500 ENTRY TO THE SWAG BAG** - Slip your product into the coveted Sip & Savor box delivered 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.

# Sponsor Commitment

## SPONSORSHIP

☐ PLATINUM STILETTO (\$15,000) *Sold!*

☐ DIAMOND HEELS (\$10,000)

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

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

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

☐ SWAG BAG ENTRY (\$500)

### REGISTRATION OPTIONS

☐ \$125 Individual Sip & Savor Box

*includes wine, glassware, specialty drink, charcuterie, lots of sweets, savories, gift cards and more!*

☐ \$250 Sip & Savor box for Two

*Twice the wine, glassware, specialty drink, charcuterie, lots of sweets, savories, gift cards and more!*

☐ \$500 Honorary Host Specialty Sip & Savor Box for 2

*Includes everything in the Sip & Savor box, plus champagne, specialty items and a special thank you gift from the Kansas Children's Foundation*

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@kschildren.org](mailto:Nicole@kschildren.org)

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@kschildren.org](mailto:Nicole@kschildren.org)