

# wine women & shoes<sup>®</sup>

PRESENTED BY VENUS MED SPA

NOVEMBER 17-19, 2022

BENEFITTING FORTY CARROTS FAMILY CENTER



# Meet Our 2022 Co-Chairs



We are honored to co-chair the award-winning **Wine, Women & Shoes Sarasota 2022** benefiting **Forty Carrots Family Center**.

We support the Forty Carrots vision that all children will be raised in homes that are emotionally and physically safe, filled with nurturing relationships and positive learning experiences.

As we bring back glamour galore, our purpose to raise critical funds to support Forty Carrots' work in Sarasota and Manatee Counties through parenting education, early childhood education and mental health services has never been more important.

Join us for the ultimate girlfriend's day out with visiting vintners, retailers, and our dedicated Solemen. Most importantly, join us and together we can create good beginnings that last a lifetime.

## CHEERS!!



*Melissa Tomasso and Julie Weintraub*  
Wine, Women & Shoes 2022 Co-Chairs

MARKETING PROFILE



Wine, Women & Shoes  
Facebook Page

3,270



The Facebook reach for 28 days  
during WWS 2019 was

92,449



Wine, Women & Shoes Sarasota website  
visitors in a 6-month period during WWS

5,251

Event series attended by  
1,060 people including



600

women



60

volunteer  
professional  
men

75



volunteers



# Forty Carrots Family Center



**OUR MISSION** - To nurture healthy child and family development through research-based, relationship-centered education and mental health services.



**Forty Carrots  
Family Center**

**Good Beginnings That Last A Lifetime.** Founded in 1993, Forty Carrots is guided by a vision that all parents will provide their children with experiences and environments that are emotionally and physically safe so that they can grow into capable and caring young people.

## AREAS OF EXPERTISE

**PARENTING EDUCATION** - Providing information, skills, and support to some of our community's most at-risk families. These services seek to improve outcomes for children ages 0-5 through its work with parents and children.

**MENTAL HEALTH** - Offering individual and group therapy to children, adolescents, and their families. These services are individualized to meet each client's mental health concerns and to improve overall functioning.

**EARLY CHILDHOOD EDUCATION** - Preparing children for success through high-quality education, taught by degree-level teachers integrating the latest research and best practices.

**1,979**

**CHILD & FAMILY  
THERAPY SESSIONS**

**3,393**

**CLIENTS SERVED**

**94%**

**CLIENTS RECEIVE  
FREE SERVICES**

**943**

**PARENTING EDUCATION  
GROUPS \*FY20-21**



Forty Carrots Family Center's 4-star (highest possible) rating is based on its strong financial health and commitment to accountability and transparency.



# Schedule of Events



## PRE-EVENT RECEPTIONS



### Table Selection Reception Exclusive for Table Sponsors

**5:30 PM - 7:00PM**

Choose your table location in the ballroom! At this kickoff reception, sponsors will select their table location for The Signature Luncheon.

Hosted by



## WINE, WOMEN & SHOES – THE WEEKEND



### VIP Vintners Reception | Exclusive for Sponsors

**5:30 PM - 7:00PM**

As a special thank you to our sponsors and patrons, attendees meet our visiting vintners, sample their offerings, and mingle with fellow donors.

Hosted by



### The Signature Luncheon

**10:00 AM - 2:45 PM followed by  
the Champagne Lounge & Dancing till 5:00 PM** | The Ritz-Carlton, Sarasota

Enjoy three of life's greatest treasures – wine, shoes, and the company of your closest girlfriends. Sip delectable wines while you shop in a specially curated marketplace. Lunch with your besties while you enjoy an entertaining fashion show featuring L. Boutique, and, of course, enjoy personalized attention from our very own Solemen. End your day dancing in the champagne lounge.



### Winemaker Dinners

Hosted in Exclusive Homes & Venues

Intimate themed dinners featuring visiting vintners as special guests are the perfect venue to entertain clients, meet potential clients and friends. Dinners attract not only devotees of our Signature Luncheon, but other interested community members as well.

### Make it a sleepover!

Until Aug. 19, 2022 The Ritz-Carlton Sarasota is offering a discounted rate of \$329 a night to Wine, Women & Shoes guests. [Book online](#) or call 1-877-557-3089. **Limited availability.**

# 2022 Lead Sponsors



PRESENTING SPONSOR



TITLE SPONSORS



Leadership IN Architecture.....  
Leadership BEYOND Architecture

FASHION SHOW PRODUCER



# Front Row Tables



*All tables include 10 guests and your choice of underwriting on page 8.*

## DIVA LOUNGE | \$24,000

**Extra Benefit :** Enjoy private access to the new Diva Lounge during the Shopping Reception. Includes access for ten guests to the lounge, signage and custom pillows + reservation for ten guests in Jack Dusty following The Signature Luncheon.

## CHAMPAGNE DEN | \$21,000

**Extra Benefit:** Luxury patio seating for your squad during the Champagne Lounge after party including 2 bottles of bubbles.

## MAGNUM | \$19,000 (deadline to book August 18)

**Extra Benefit :** Includes a Room at the Ritz-Carlton on Friday, November 18th, 2022

## FRONT ROW STILETTO | \$18,000

## ALL FRONT ROW TABLES RECEIVE

### TICKETS

**4 -** VIP Vintners Reception

**10 -** at one front row table at The Signature Luncheon with premium wines and bubbly and option to purchase up to 2 additional front row tickets to make your table a 12 top at \$1,500 per person

### RECOGNITION

- Your choice of underwriting recognition from page 8
- Logo Recognition on: Website, Social Media, Program Book, Screen at Luncheon
- Full page black & white ad in large format WWS program book
- Supply one Soleman to represent your firm
- Each guest receives a WWS commemorative Tervis stainless steel tumbler
- Qualification as Forty Carrots "Jewel"

***Table selection order is based on overall sponsorship donation and payment receipt date.***

## Second & Third Row Tables



*All tables include 10 guests and your choice of underwriting on page 8.*

### SECOND ROW TABLE OF TEN \$14,000

Option to purchase 2 additional second row tickets to make your table a 12 top at \$1,000 per person

### THIRD ROW TABLE OF TEN \$10,000

Option to purchase 2 additional second row tickets to make your table a 12 top at \$750 per person

## SECOND & THIRD ROW TABLES RECEIVE

### TICKETS

**2** - VIP Vintners Reception

**10** - at one table at The Signature Luncheon and option to purchase up 2 additional tickets to make your table a 12 top

### RECOGNITION

- Your choice of underwriting recognition from page 8
- Logo Recognition on: Website, Social Media, Program Book, Screen at Luncheon
- Supply one Soleman to represent your firm
- Qualification as Forty Carrots "Jewel"

***Table selection order is based on overall sponsorship donation and payment receipt date.***

## Individual Tickets



### FRONT ROW \$1,500 per person

Includes 2 tickets to the VIP Vintners' Reception at Flirt Sushi Lounge

### SECOND ROW \$1,000 per person

# Underwriting Options



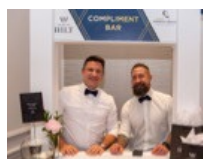
## 1. FUEL THE FUTURE

Your generous donation will offset the cost of maintaining Forty Carrots' five vans which travel over 20,000 miles a year to 35 locations throughout Sarasota & Manatee counties providing essential parenting education, early childhood education and child & family therapy to families from all walks of life. Underwriting includes name or logo recognition at The Signature Luncheon.



## 2. PASS THE APPETIZERS

Delight ladies as The Ritz-Carlton servers pass appetizers to the guests. Your logo will be included on a tent card on each serving tray recognizing your generosity.



## 3. COMPLIMENT BOOTH

Delight the ladies as two charming Solemen offer ladies compliments from a "compliments booth" featuring your name in the title and logo on the sign during the shopping reception.



## 4. SCAN FOR YOUR BRAND AT THE LUNCHEON TABLE

Make your mark at each and every place setting at The Signature Luncheon. WWS will include your logo on a place card with a special QR code. When ladies scan the code their luncheon menu will be revealed, with a special message and link from your firm and info about Forty Carrots' mission. (Cards and graphics provided by WWS. Text is subject to WWS approval)



## 5. LIVE AUCTION

Let's go! Give the ladies what everyone wants - to travel! Add your logo to a trip to be featured in the live auction on stage to the highest bidder. Logo included on trip promotion. Donor to be acknowledged by name by the auctioneer and logo on stage during the live auction. (Trip to be selected and provided by WWS.)



## 6. SOLEMEN & VOLUNTEER LUNCHES

Sixty gentlemen serving as Solemen and 75 volunteers spend their day making WWS the Best. Day. Ever for our generous donors. Show your support for their hard work by underwriting their lunch. Your name/logo included on signage in the lunch rooms.



## 7. TRADE SHOW BOOTH

Add your branding and engage with attendees during the Shopping Reception at 10:00 am - Noon with Olala Events. Guests visiting your booth will enjoy complimentary glitter tatoos, flowers and make-up touch-ups courtesy of Olala Events.



# Join the Corps of Solemen



## Serve as a Soleman at The Signature Luncheon

Solemen play a critical role in the event operation and in support of Forty Carrots Family Center. Duties include serving and selling wine at the Luncheon, and promoting vendors and wineries. Men are introduced on stage to recognize their commitment to children and families in our community.



Participation in a dance performed by the Solemen on stage at The Signature Luncheon is **optional**. Choreography provided courtesy of Fly Dance Fitness. Rehearsals will begin in October.



## SOLEMEN ARE REQUESTED TO ATTEND



### Solemen Meeting #1

**5:30 PM – 7:30 PM** | Tweeds Custom Suits

Solemen will gather to meet one another, taste wines featured at WWS and learn more about how their service on behalf of Forty Carrots Family Center will make a difference for children and families in our community.



### Solemen Meeting #2

**4:30 PM** | Flirt Sushi Lounge

Solemen will gather to meet visiting Vintners, turn in wine sales, mingle with sponsors, and receive last minute instructions for the upcoming Signature Luncheon



### The Signature Luncheon | ATTENDANCE IS MANDATORY

**9:00 AM – 3:00PM** | The Ritz-Carlton, Sarasota

Guests will enjoy three of life's greatest treasures – wine, shoes, and the company of their closest girlfriends. Solemen will assist with escorting ladies, selling chance drawing tickets and serving at the luncheon tables making the day extra special for the attendees. Full day of participation is required.

## PARTICIPATION REQUIREMENTS

\$650 cash donation to Forty Carrots OR \$1,500 online auction item donation.

Please submit the Solemen Application on page 11.

# Wine, Women & Shoes 2022 Sponsorship Agreement



## 1. Tickets & Tables

### INDIVIDUAL TICKETS

☐ **FRONT ROW** \$1,500 ☐ **SECOND ROW** \$1,000

Any seating requests? \_\_\_\_\_

### FRONT ROW TABLES

☐ **DIVA LOUNGE** \$24,000 ☐ **MAGNUM** \$19,000 ☐ **FRONT ROW STILETTO** \$18,000

☐ Add one front row ticket to make your table of 11 for an additional \$1,500.

☐ Add two front row tickets to make your table of 12 for an additional \$3,000.

☐ **SECOND ROW TABLE \$14,000** ☐ Add one second row ticket to make your table of 11 for an additional \$1,000.  
☐ Add two second row tickets to make your table of 12 for an additional \$2,000.

## 2. Choose your underwriting (tables only)

### Underwriting selection from page 8.

1<sup>st</sup> choice: \_\_\_\_\_ 2<sup>nd</sup> choice: \_\_\_\_\_ 3<sup>rd</sup> choice: \_\_\_\_\_

## 3. Soleman Table Assignment (tables only)

- ☐ Forty Carrots to provide a Soleman for my table  
☐ I will provide a Soleman. (Please include the Soleman form so your gentleman can begin receiving all the Soleman news.)  
☐ Add an additional Soleman for \$650

## 4. Name your table hostess (tables only)

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

## 5. Recognition (table only)

Name for recognition: \_\_\_\_\_

Contact name: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

## 6. Payment

☐ **Check enclosed** made payable to Forty Carrots Family Center (mail to 1500 S. Tuttle Ave., Sarasota, FL 34239)

☐ **Charge my MasterCard/Visa/American Express**

**TOTAL DONATION AMOUNT: \$** \_\_\_\_\_

☐ I wish to offset Forty Carrots' credit card processing fees. By adding 2.75% to my total donation.

Name as it appears on card: \_\_\_\_\_

Card #: \_\_\_\_\_ CVV: \_\_\_\_\_ Exp: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

**Please return this form to Forty Carrots Family Center.** For more information call 941-365-7716 ext. 318

**Email:** [events@fortycarrots.com](mailto:events@fortycarrots.com) **Fax:** 941-952-1711 **or Mail:** 1500 S. Tuttle Avenue, Sarasota, FL 34239

*Contributions to Forty Carrots are tax deductible for the amount over the fair market value of the goods and services provided based on sponsorship level (Estimated FMV of Signature Luncheon - \$115 per Luncheon ticket and \$408 per room at The Ritz-Carlton).*

Forty Carrots is a 501(c)(3) not-for-profit charitable organization dedicated to strengthening families through educational programs for parents, children, and professionals in the field. A COPY OF THE OFFICIAL REGISTRATION (#CH13543) AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL FREE: (800) 435-7352, OR AT [www.freshfromflorida.com](http://www.freshfromflorida.com). REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.

# Wine, Women & Shoes 2022 Solemen Application



Please check an option for your participation as a Soleman:

- ☐ **Donate \$650 to Forty Carrots Family Center**
- ☐ **Donate auction item valued at \$1,500.** Please provide auction form (see pg 12) with your application
- ☐ **A sponsor has invited me to represent them**

## Soleman Info

Soleman name for recognition: \_\_\_\_\_

Firm name and title: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

- ☐ **I am interested in dancing on stage at The Signature Luncheon.**  
**My shirt size is (circle one):     S,     M,     L,     XL,     XXL**

## Payment Info

- ☐ Check enclosed for \$.\_\_\_\_\_ made payable to Forty Carrots Family Center
- ☐ Please charge including a 2.75% processing fee \$\_\_\_\_\_ to my credit card  
(MasterCard/Visa/American Express)
- ☐ Please charge without a processing fee \$\_\_\_\_\_ to my credit card  
(MasterCard/Visa/American Express)

Card #: \_\_\_\_\_ CVV: \_\_\_\_\_ Exp.: \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

**The number of Solemen is limited.**

**You will receive a reply regarding your application within one week.**

**Please return this form to Forty Carrots Family Center.**

For more information call 941-365-7716 ext. 318

**Email:** [events@fortycarrots.com](mailto:events@fortycarrots.com) **Fax:** 941-952-1711 **or Mail:** 1500 S. Tuttle Avenue, Sarasota, FL 34239

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# Wine, Women & Shoes 2022 Online Auction Donation Form



Thank you for supporting Forty Carrots Family Center by participating in the Wine, Women & Shoes online auction. The auction is open Nov. 11 - 18, 2022 and promoted to our full event database, social media and area press. Follow your item in the auction at [winewomenandshoes.com/fortycarrots](http://winewomenandshoes.com/fortycarrots), [wws\\_srq](#) on Instagram and Wine, Women & Shoes Sarasota on Facebook.

## Donors Receive the Following Recognition:

**Items valued at \$5,000+ :** logo on website, online auction, social media, program book, and on screen at the luncheon, option to supply a Soleman to represent your firm

**Items valued at \$2500+ :** name on website, online auction, and program book

**Items valued at \$1,000+ :** name on online auction and website

**Items valued below \$1,000 :** name on online auction

Donated Service or Item: \_\_\_\_\_

Description (be specific, include special instructions): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Restrictions/expiration date (certificates should be redeemable until at least Nov 18, 2023 and be made out to Forty Carrots Family Center): \_\_\_\_\_

\_\_\_\_\_

Estimated Value: \_\_\_\_\_

**Gift Certificate** check one: ☐ I will provide a gift certificate. ☐ Please create a gift certificate using the information I have provided.

**Item** check one: ☐ I will mail my donation. ☐ Please have a volunteer pick up my donation.

Donor (for recognition): \_\_\_\_\_

Name of person to be thanked: \_\_\_\_\_

Contact person (for item pick up/redemption): \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Cell: \_\_\_\_\_

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

*Please note that Forty Carrots strives to utilize donations in a way that maximizes funds. To that effect, unsold donated items may be saved for an alternative fundraising activity or event within the expiration date, unless specifically noted by donor.*

**Please return this form to Forty Carrots Family Center.** For more information call 941-365-7716 ext. 318  
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