



2020 SPONSORSHIP OPPORTUNITIES

Empowering Entrepreneurial Women





### **ASSOCIATION OF WOMEN'S BUSINESS CENTERS & WINE WOMEN & SHOES**

Association of Women's Business Centers is celebrating our 22<sup>nd</sup> anniversary with a brand-new event!

Wine Women & Shoes (WW&S) has exploded across North America in the last decade, producing more than 300 fabulous fashion events that have helped net an impressive \$85 million for their 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!

Join us!

MONDAY, NOVEMBER 9, 2020 Marketplace & Auction open

THURSDAY, NOVEMBER 19, 2020
Live Broadcast - 6 PM Mountain / 8 PM Eastern

### **WW&S Audience**

- 80% women ages 30 to 55
- CEO moms and young professionals
- Key influencers, tastemakers, connectors
- Charity supporters, socially conscious, community minded
- Passionate about improving the health and wellbeing of our community
- Attend charitable and fashion events
- Represent the typical luxury branad 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





# Empoyering Entrepreneurial Women

### "PAIR" WITH US TO EMPOWER ENTREPRENEURIAL WOMEN

For 22 years, the Association of Women's Business Centers has worked to support the network of Women's Business Centers, like the Utah Women's Business Centers, to secure economic justice by providing training, counseling and mentoring for existing and start-up businesses. Join us in 2020 as we showcase the products and success of enterprising women in Utah and communities beyond. We are proud to introduce you to our newest fundraiser – Wine Women & Shoes.

### "MATCH" YOUR GOALS TO OUR MISSION

The Association of Women's Business Centers exists to provide resources to Women's Business Centers and their small business clients across the U.S. We continue to be the recognized leader with a network of more than 150 Women's Business Center locations in nearly every state serving more than 150,000 women and their businesses each year.

### THE "SOLE" PURPOSE OF WHAT WE WANT TO ACCOMPLISH

When you "pair" with us in 2020, you will help us raise funds to support and train Women's Business Center staff and their clients for the entire upcoming year. Women-led businesses rely on Women's Business Centers and they rely on you!

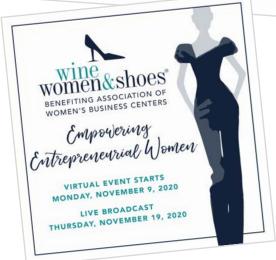




# Marketing Strategy







#### **SAVE-THE-DATE & EMAIL REMINDERS**

An email formally announcing the event date and theme, as well as appropriate sponsors, will be distributed to targeted lists of small business, clients, individuals and Women's Business Centers and their networks. Recurring blasts will remind recipients of the upcoming event. *Expected audience: 2,000+* 

### **DIGITAL MEDIA**

AWBC will leverage paid Google Ads to drive exposure to the event and featured sponsored items. Ad campaigns will drive traffic to register for and attend the event. *Expected audience:* 10,000's

### **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 the Association of Women's Business Center webpage and online registration.

Expected audience: 500-1,200/ day

#### **SOCIAL MEDIA**

With an audience spread across social media outlets, the Association of Women's Business Centers, Utah Women's Business Center other Women's Business Centers will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.

### + MUCH MORE!



# Platinum Pump Exclusive Sponsor 1 \$25,000

### 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 digital promotion and event platform graphics. Your company name will be associated with everything involving Wine Women & Shoes (i.e. Wine Women & Shoes benefiting the Association of Women's Business Centers Presented by "Your Company Name/Logo Here").

### Presenting Sponsorship benefits include:

- A \$25,000 tax deductible investment in the Association of Women's Business Centers
- Exclusive title recognition as presenting sponsor
- Opportunity to welcome and thank the audience during the Program broadcast through a preproduced 1-2 minute video sharing "why" you chose to support and empower enterprising women
- Recognition on the swag packages (for VIP attendees and party packs)
- Logo placement in ALL event public relations and advertising initiatives, press releases, and digital promotion including social posts and email blasts
- Prominent recognition on event website, WW&S website and event platform (marketplace, auction and digital broadcast site)
- Dedicated email blast thanking your company and linking your video (if desired) featuring "why" you sponsored this event/ support the Association of Women's Business Centers
- Link to your company website from the Association of Women's Business Centers and WW&S websites
- Opportunity to place a premier item in swag package for VIP attendees and party packs (event appropriate items only)
- Choice of Virtual Party Pack for 20 or Swag Packages for 20 individuals





### Diamond Stiletto Exclusive Sponsor 1 \$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 AWBC and WW&S websites, email blasts and the event platform.

### Sponsorship benefits include:

- A \$15,000 tax deductible investment in the Association of Women's Business Centers
- Prominent logo placement on event platform (marketplace, auction and live broadcast location)
- Recognition on the swag package (for VIP attendees and party packs)
- Logo placement in ALL event public relations and advertising initiatives, press releases, and digital promotion including social posts and email blasts
- Option to share a 1-2 minute video highlighting "why" you chose to support and empower enterprising women through an event email blast
- Link to your company website from the Association of Women's Business Centers and WW&S websites
- Opportunity to place a premier item in swag package and party packs (event appropriate items only)
- Choice of Virtual Party Pack for 10 or Swag Packages for 10 individuals



## Golden Studded Sandal 1 \$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 Association of Women's Business Centers to improve Women's Business Centers' ability to strengthen women entrepreneurial opportunity and success.

### Sponsorship benefits include:

- A \$10,000 tax deductible investment in the Association of Women's Business Centers
- Recognition Logo placement in ALL event public relations and advertising initiatives (including email blasts)
- Prominent recognition on event websites, including event platform for auctions, marketplace and live broadcast and social networking campaigns
- Link to your website from the Association of Women's Business Centers and WW&S websites
- Opportunity to place a premier item in swag bag or party pack for VIP attendees (event appropriate items only)
- Choice of Virtual Party Pack for 10 or Swag Packages for 10 individuals



# Silver Stiletto Sponsors 1 \$5,000

**IT'S ABOUT THE BLING!** Don't miss these fabulous exclusive branding opportunities:

MARKETPLACE SPONSOR - As our guests shop the virtual marketplace for more than a week, this opportunity ensures they know who you are in every possible way. Sponsor may underwrite the marketplace and logo will be placed throughout the virtual marketplace experience and highlighted in a dedicated Marketplace preview email blast.

SHOE GUYS SPONSOR - Sponsor our charming "Shoe Guys" working the virtual room and engaging supporters near and far through their individual peer to peer fundraising efforts. Your logo featured in all Shoe Guy promotions, along with verbal recognition during the broadcast when the King of Sole winner is announced.

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

WINE GLASS SPONSOR - See your logo in the hands of all of our fabulous VIP Wine Women and Shoes guests! These glasses are used for VIP swag packages and party packs for guests to keep and collect for years to come. Added benefit: logo recognition on souvenir wine glass

### Sponsorship benefits include:

- A \$5,000 tax deductible investment in the Association of Women's Business Centers
- 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 Association of Women's Business Centers and WW&S websites
- Opportunity to place a premier item in swag bag or party pack for VIP attendees (event appropriate items only)
- Choice of Virtual Party Pack for 5 or Swag Packages for 5 individuals

### One of a Lind Sponsorships 1 \$2,500

**SWAG PACKAGE SPONSOR** - Your logo will appear on the coveted swag package gifted to all VIP attendees. Soon your branded package will be shipped all over the United States.

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

**COASTER SPONSOR** - Have your name featured on the custom-designed event coaster, exclusive to our event. VIP guests will delight in this unique creation and fun gift item. An elegant design with tasteful logo to be treasured by each VIP and party pack guest.

**KEY-TO-THE-CELLAR SPONSOR** - Many will enter and only one will hold the winning match to a collective bounty of wine to fill the winner's wine cellar. Your logo will be prominently featured in the Key to the Cellar promotion as "Key-to-the-Cellar presented by [Your Company Name]".

**CULINARY TREAT SPONSOR** - Delivered to VIP attendees, your sponsored culinary treat will bring the flare of food and enrich their experience with luxury. Culinary treats with your company logo are provided to VIP attendees and inside all party packs for 5-20 attendees!

LIVE AUCTION SPONSOR - All viewers of the live broadcast will see your logo prominently displayed as they excitedly await the next opportunity to bid and win the merchandise and experiences they dream of for themselves or for a gift to give.

SILENT AUCTION SPONSOR - For the week leading up to the live broadcast, viewers will see your logo prominently displayed as they shop and bid on the silent auction items from Utah and states beyond!

### Sponsorship benefits include:

- A \$2,500 tax deductible investment in the Association of Women's Business Centers
- Recognition on event website, e-blasts, and social networking campaigns
- Link to your website from the Association of Women's Business Centers and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Swag Packages for 2 individuals

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### 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:

Corinne Hodges at 334.734.0241 or Chodges@awbc.org

<sup>\*</sup>the tax deductibility of donations will be determined after sponsorship is finalized.



### Sponsorship Agreement

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

[ ] \$25,000 Platinum Pump Exclusive	[ ] \$5,000 Silver Stiletto Sponsor
[ ] \$15,000 Diamond Stiletto Exclusive	[ ] Marketplace [ ] Shoe Guys
[ ] \$10,000 Golden Anniversary Studded Sandal	[ ] Best in Shoe [ ] Wine Glass
[ ] \$2,500 One-of-a-Kind	
[ ] Swag Package [ ] Key-to-the-Close	et [ ] Coaster [ ] Key-to-the-Cellar
[ ] Culinary Treat [ ] Live Auction	[ ] Silent Auction
[ ] Other	
Name: As you would like it to appear for recognition purposes	
☐ Please send invoice to:	
NameAd	dress
☐ Check enclosed for \$ payable to the Association of Women's Business Centers	
☐ Charge my Credit Card for \$	
For Credit Card Only: Name as it appears on the	e card:
Please Circle: Visa MasterCard	Amex Discover
CC#:	Exp. Date:CVN:
Signature:	

RETURN FORM VIA EMAIL TO: <a href="mailto:cHodges@awbc.org">CHodges@awbc.org</a>

ARTWORK STATEMENT: Send artwork to <a href="mailto:Events@awbc.org">Events@awbc.org</a> in EPS format no later than 10/15/2020.

