



TWO THOUSAND

OCLOCK IN THE AFTERNOON



Benefiting the Northside Hospital Cancer Institute



9000 AVALON BOULEVARD ALPHARETTA, GEORGIA 30009





2021 Sponsorship Opportunities

The Cause: THE NORTHSIDE HOSPITAL INSTITUTE

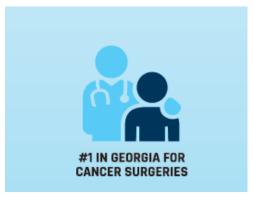
NORTHSIDE HOSPITAL CANCER INSTITUTE GEORGIA'S LARGEST CANCER NETWORK



With the most board-certified oncologists in Georgia, Northside Hospital Cancer Institute (NHCI) delivers the most powerful combination of doctors, treatment options, and support resources in the state. Each year, we diagnose and treat more new cases of cancer than any other community health system in Georgia. NHCI provides exceptional high quality cancer care through a multidisciplinary team of experienced clinical experts and support professionals.

WORLD-CLASS CANCER CARE CLOSE TO HOME

Our elite team of experts are conveniently located throughout Georgia and care for adult patients with any type of cancer. Our comprehensive cancer program includes five hospital campuses, forty-two outpatient infusion centers/clinics and seven radiation centers. We have more radiation oncology centers, advanced radiation therapy treatment units and infusion centers than any other hospital system in Georgia, providing expertly administered treatments close to home. As one of the nation's largest cancer programs, we rank in the top five in the nation for newly diagnosed and/or treated cancer cases, number one in Georgia for cancer surgeries, and lead the nation as community cancer provider for several types of cancer.



As the statewide leader of the National Cancer Institute Oncology Research Program (NCORP), our patients also have access to leading-edge clinical trials throughout Georgia. Our Cancer Research Program is one of the largest community-based oncology research networks in the nation and is one of the few programs in the country offering Phase I-IV clinical trials, finding new ways to improve cancer prevention and detection, treatments, and the quality of life for people with cancer.

The Cause: THE NORTHSIDE HOSPITAL INSTITUTE

SOME OF OUR MANY ACHIEVEMENTS INDICATING OUR COMMITMENT TO PROVIDING PATIENTS WITH HIGHEST QUALITY CANCER CARE INCLUDE:

- Only blood and marrow transplant center in the U.S. to surpass predicted outcomes in allogeneic transplant survival rates for 12 consecutive years.
- The only recipient of the Outstanding Achievement Award six times in a row from the American College of Surgeons Commission on Cancer (CoC) along with Accreditation with Commendation.
- Selected by the National Cancer Institute (NCI) to lead a statewide research network, providing state-of-the-art clinical research to patients in their own community.
- Earned The Joint Commission® Gold Seal of Approval® for Lung Cancer Disease-Specific Care Certification for three consecutive surveys.
- Maintained 95% likelihood of cancer patients recommending Northside Hospital Cancer Institute to family and friends.
- High Performing Hospital in Cancer in U.S. News & World Report's 2021-21 Best Hospitals ranking.



95% OF OUR PATIENTS RECOMMEND US





about: WINE WOMEN & SHOES

OUR SIGNATURE

Wine Women & Shoes is a highly successful fundraising event that offers sponsors a unique opportunity to place their business in front of an ideal but hard to reach demographic: affluent, savvy women and Mow $\mathit{Men!}$

This event is a feast for the senses, incorporating a walk-around wine and food tasting, designer marketplace, live and silent auctions and glamorous fashion show that all come together for a few fabulous hours of fundraising, camaraderie and shopping.

While attendees are sampling wine, nibbling on gourmet food and trying on shoes, fashions and accessories, we can showcase your business in a number of ways. Your logo can also appear on branded giveaways in Swag Bags handed out to every attendee, and your business can have a table at the event to entertain clients, vendors and guests. And for even better exposure, you can provide us with shoe guy and/or volunteers.

In addition, leading up to the event, your sponsorship will appear in printed materials and signage; our website and the Wine Women & Shoes website; on our Facebook page. A thousand invitations and posters will go out for this event and over 12,000 impressions of your logo will occur over the timespan.

There are numerous other opportunities to reach attendees with your brand that can be creatively customized to your offering and preferences.

ATTENDEE PROFILE-SIP, SAVOR & SHOP FOR A CAUSE

Wine. Women. Shoes. Just three words that elicit another three words: "Count me in!" This nationally recognized brand generates excitement everywhere it goes, and our Atlanta event will sell out again this year.

Known for furnishing affluent, educated, mostly professional women in a relevant and lighthearted environment, Wine Women & Shoes events encourage meaningful interaction, female empowerment and financial support for the cause. Tickets are \$150-\$350, and attendees typically donate or spend an average of \$200-\$500 at these events.

We expect 500 attendees, 80% women ages 35 to 65. These women:

- •Represent the typical luxury brand consumer
- •Are young professionals, CEOs, moms & hip grandmas
- •Are key influencers, taste makers and connectors in their communities
- •Are charity supporters, socially conscious and community minded
- •Pay attention to fashion, style and attend fashion events
- •Enjoy wine and attend wine events

Fashion Show Partners - IN KIND

FASHION SHOW PARTNERS

will receive the second highest level of recognition and brand exposure to our guests through pre- and post-event media campaigns. Use your 5 VIP tickets to reward your most important clients or employees and join in this spectacular affair, and mix and mingle with over 500 well-heeled, sophisticated attendees as we raise important research dollars for the Northside Hospital Cancer Institute

FASHION SHOW PARTNER DESCRIPTION:

- Coordinate the fashion show and provide the models who will feature your store's clothing, shoes & accessories (staging and lighting will be provided by WW&S).
- Provide 5 silent auction items totaling \$1,000 or more. These items may include handbags, shoes and accessories, cosmetics gift baskets, etc.
- Provide at least one full sized cosmetic or other item for 500 swag bags
- Provide 300 store merchandise bags to be used as shopping bags

EVENTS TICKETS

- 5 tickets to an Exclusive Wine Women and Shoes event
- 5 VIP tickets to The Signature Luncheon on Sunday, November 14, 2021

BRANDING & MARKETING OPPORTUNITIES

- Logo placement in ALL event public relations and advertising initiatives, including but not limited to: TV, print, and radio media, press releases, and event collateral including programs, and signage.
- Prominent recognition on event website, e-blasts, and social networking campaigns.
- On-stage verbal recognition at the fashion show and prominent signage at the event.
- Logo on the invitations.
- Link to your website from the WW&S Atlanta website and Facebook pages.
- Full page ad in the event program.
- Opportunity to provide a judge for the "Best in Shoe" contest.
- Opportunity to provide gift items for the event Swag Bags.
- Premiere reserved seating at the fashion show.
- Opportunity to provide models and Sole Mate for the fashion show.
- Complimentary Space in the Marketplace for consulting and sales.

MARKETING TIP:

Double your impact by adding a sponsored fall fashion show prior to the Wine Women & Shoes Signature Luncheon. With proceeds going to the Northside Hospital Cancer Institute, it's a great opportunity to introduce your fall collection, meet guests and have Northside representing both brands.



Luxury Car Sponsor \$10,000

This sponsorship opportunity will receive optimal brand presentation to our guests by putting your best driving foot forward. This fabulous sponsorship package includes a \$10,000 investment in the Northside Hospital Cancer Institute, as well as:

EVENTS TICKETS

• 6 premium tickets with signage to The Signature Luncheon on Sunday, November 14, 2021

BRANDING & MARKETING OPPORTUNITIES

- Showcase your two luxury cars in front of the Grand Hyatt's entrance
- Two marketing representatives
- Opportunity to give out a special gift to the event participants
- Logo recognition: Facebook (Max 1 post), E-blasts, Banner, Program Book, Website, Screen at Luncheon, Wrap Video, Verbal recognition at the Signature Luncheon
- Full-page ad in program book
- Opportunity to provide marketing materials and/or gift in the coveted Swag Bag
- Opportunity to provide a Silent and/or Live Auction Item

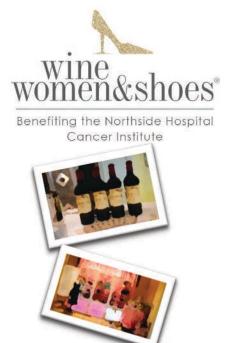


MARKETING TIP:

MARKETING TIP: Consider spicing up the entrance to the event with music or a photo shoot next to your most luxurious car. When asked to take a picture, have guests fill out their name and email addresses to add them to your e-newsletter mailing list. Post pictures from the event on your social media page, and let guests know they can visit your page after the event to find their photos. It drives traffic to your page after the event and will remind them of the amazing tone you set to start the event.



Other ways to Participate



On Sunday, November 14, 2021, the Northside Hospital Foundation will host a Wine, Women & Shoes fundraiser at the The Hotel at Avalon, Autograph Collection to raise money for the Northside Hospital Cancer Institute. Wine Women & Shoes offers donors a unique opportunity to place their business in front of 500 members of an ideal, but hard to reach demographic: affluent, savvy women.

SILENT & LIVE AUCTIONS

A fundraising highlight will be our live and silent auctions. Items are needed in several categories. Be creative! We would be delighted to include your business in this portion of our event. We will utilize online and mobile bidding to maximize your company's exposure!

"KEY TO THE CLOSET" RAFFLE

A signature component of this event is our "Key to the Closet" raffle where guests will purchase "keys" (raffle tickets) and one lucky winner will take home the entire "closet" – a collective bounty of donated fashion items and various treasures.

SWAG BAGS

A signature component of this event is our "Key to the Closet" raffle where guests will purchase "keys" (raffle tickets) and one lucky winner will take home the entire "closet" – a collective bounty of donated fashion items and various treasures.

The Northside Hospital Foundation is seeking product donations for these fundraising components of our event. Items may include, but are not limited to:

- Vacations & Getaways
- •Fashion merchandise
- Jewelry
- Tickets
- •Chefs' tables

- Celebrity "experiences"
- •Professional Services
- •Gift cards / certificates (retail,
- •spa, restaurant, gym, travel, etc.)
- •Furniture & home accessories / art



Should you wish to support our cause by generously donating an item, the Foundation will provide the following:

- •Marketing exposure for your company listed as donor in: online & mobile bidding (silent and live auction ONLY), programs, promotions, social media posts, etc.
- •In-kind letter for tax deduction purposes

Please arrange to have your item available for pickup no later than October 14, 2021. We will be happy to display the item with your logo, brochure, shopping bag, etc.

For inquiries contact Janon Redmond 770-667-4047 Or Melissa Brown at 770-667-4007.



Fact Sheet: WINE WOMEN & SHOES

BENEFICIARY: Northside Hospital Cancer institute

DATE: Sunday, November 14, 2021 PLACE: The Hotel at Avalon, Autograph Collection, 1:00p.m.

MARTHA JO KATZ, LIFETIME CHAIR

winewomenandshoes.com/atlanta | give.northside.com

TICKETS PRICES

GENERAL ADMISSION \$150

Includes event, marketplace and performance access, wine tastings, seated lunch, and swag bag.

VIP ADMISSION \$250

Includes one VIP ticket, valet parking, a VIP swag bag, Sole Mate service at table.

FRIEND \$1000

Includes 2 VIP ticket, valet parking, a VIP swag bag, Friend Listing in program book, Includes donation.

VIP TABLE \$2500

10 VIP tickets with the most exclusive seating in the room, valet parking for each guest, A VIP swag bag for each guest, sole Mate service at your section, an entry to an exclusive raffle for each guest. This is for the woman and men ready to Rise Up for our survivors!

EVENT SCHEDULE -1:00 - 4:00 PM

Wine tastings from 12 California vintners, hors d'oeuvres, shopping with exclusive vendors (some national, some local), Silent Auction, Keys to the Closet tickets on sale, Instant Wine Cellar, Virtual Best in Shoe Judges nominating attendees, Late Lunch, King or Queen of Sole, Live Auction, Survivor Spotlights, Best in Shoe Winner, Fashion Show, Key to the Closet Winner.

ELEMENTS OF EVENT

- •Keys to the Closet—Raffle to win the "key" to the closet with over \$10,000 in gifts
- •Best in Shoe Contest—Attendees compete for who has the best shoe in several categories
- •Wine Tastings/Vintners—Wine reps come from California
- •Sole Mate—Competition for who raises the most money for charity. Winner is crowned "King or Queen of Sole"
- Silent & Live Auction

ABOUT

Wine Women & Shoes is a national non-profit from Napa Valley that partners with a charity in each major market to help raise money for women's, children and family causes. This is the 8th year Northside Hospital Foundation will be raising money for the Northside Hospital Cancer Institute. The Northside Hospital Foundation is a 501(c)3 not-for-profit organization dedicated to Northside Hospital and the enrichment of the communities we serve. It's philanthropic mission is to build strong and healthy communities

NORTHSIDE HOSPITAL





2021 Sponsorship Levels

NOVEMBER 14, 2021 THE HOTEL AT AVALON

PRESENTING

\$25,000

- 20 Exclusive tickets to The Holiday Marketplace Edition of Wine Women & Shoes Atlanta at its new location: The Hotel at Avalon, Autograph Collection on Sunday, November 14, 2021.
- Access to the Men's Bourbon Lounge.
- Signage at The Holiday Marketplace edition of Wine Women & Shoes Atlanta.
- Logo recognition: All social media platforms, e-blasts, banner, program book, website, screen presentation and verbal recognition at the Signature event.
- Logo in wrap up video.
- Full page ad in program book.
- Opportunity to supply two (2) Sole Mates represent your firm and interact with attendees.
- Opportunity to provide marketing materials and/or gift in the coveted Swag Bag.
- Opportunity to give out a special gift to the event participants.
- Logo on auction website before, during and after event.

PLATINUM

\$20,000

- 10 VIP tickets to the event
- A full page ad in the program Verbal recognition during the show
- Link to your website from WWS website and OneCause auction site Logo on signage & collateral, social media
- Opportunity to provide Shoe Guys & Swag Bag gifts with company logo, logo recognition in the promotional video.

GOLD

\$15,000

- 8 VIP tickets to the event Full page ad in program
- Verbal recognition during the show Logo onsignage & collateral
- Opportunity to provide Swag Bag gifts with company logo

SILVER

\$10,000

- 6 VIP tickets to the event
- 1/2 page ad in the program Logo on signage & collateral
- Opportunity to provide Swag Bag gifts with company logo

RUBY

\$5,000

- 4 VIP tickets to the event
- 1/4 page ad in the program Company logo on signage
- Opportunity to provide Swag Bag gifts with company logo

PATRON

\$2,500

- 2 VIP tickets to the event Patron listing in program
- Opportunity to provide Swag Bag gifts with company logo





Sponsorship Agreement

NOVEMBER 14, 2021 THE HOTEL AT AVALON

Yes! I would like to support the Women's Cancer and Leukemia programs at the Northside Hospital Cancer Institute by participating in Wine Women & Shoes Atlanta on November 14, 2021!

Presenting (\$25,000)
Platinum (\$20,000)
Gold (\$15,000)
Silver (\$10,000)
Luxury Car (\$10,000)
Technology (\$10,000)
Plastic Surgery (\$7,500)
Swag Bag (\$6,500)
Ruby (\$6,000)
Sole Men (\$5,000)
Valet (\$5,000)
Instant Wine Cellar (\$3.750)

Bronze (\$2,750)

Best In Shoe (\$2,500)

VIP Swag Bags (\$2,500)

Volunteers (\$2,500)

Live Auction Paddle (\$1,500)

Cocktail Napkin (\$1,500)

Bag Check (\$1,500)

Coffee (\$1,500)

Foot Massage Station (\$1,500)

Restroom (\$1,000)

Mirror, Mirror (\$500) 8/8 spots

Best in Shoe Judge (\$500) 5/5 spots

Best Dressed Judge (\$500)

Spa (\$2,500)

Wine Tags (\$2,500)

Cheese Station (\$2.500)

Facebook (\$500) 4/4 spots
Non-Alcoholic Station (\$500) 2/2
In Kind:
Entry to the Swag Bag
Silent /Live Auction

Sole Men Prizes Lunch for Volunteers & Sole Men Custom Logo Stemless Wine Glass Signage Sponsor Printing Sponsor Flower Sponsor

Phone Charging Station
Fashion Show Partner

Name, as you would like it to appear for recognition purposes:
Contact Name & Number:
Contact Email:
Company Address:
Type of Sponsorship:
Payment Info:
☐ Check enclosed for \$payable to Northside Hospital Foundation
□ Will mail check by (add date):
Signature:

Please mail form to Northside Foundation, 3400-C Old Milton Parkway, Suite 170, Alpharetta, GA 30005

If your sponsorship package includes website and/or program recognition, please email your logo as a jpeg, gif or eps file to janon.redmond@northside.com. All program ads are due by Oct. 1, 2021.

Copies of Northside Foundation's 501(c)3 status & tax exempt letters are furnished upon request. All contributions go to the organization.







2021 Donation Form

NOVEMBER 14, 2021 THE HOTEL AT AVALON

OFFICE USE ONLY
Form Rovd: _/_/_
Item Rovd: _/_/_
Location:

Thank you for donating to Wine Women & Shoes, a stylish event for a great cause benefiting the Northside Hospital Cancer Institute. We appreciate your support!

onated service or item:	
escription (be specific; include special instructions):	
estrictions/expiration date (certificates should be redeemable for up to one year after 11/14/2022:	
timated value:	
onor (for recognition purposes):	
ame of person to be thanked:	
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All Items Due to Northside Foundation by October 14th.

3400 Old Milton Pkwy, Bldg C Suite 170, Alpharetta, Ga. 30005. If you need us to pick up your donation, please contact Melissa Brown at 770.667.4007.

The Northside Hospital Foundation is a 501(c)(3) not-for-profit organization dedicated to Northside Hospital and the health and wellness of the communities we serve. Federal Tax ID # 58-1653541. For more information about our programs, to join our mailing list or to make a donation, go to give.northside.com or call 770.667.4483 (GIVE).

