



wine women & shoes

BENEFITING  KANSAS Children's FOUNDATION

Sponsorship Opportunities





Get Pumped!

KANSAS CHILDREN'S FOUNDATION 6th ANNUAL WINE WOMEN & SHOES

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

VISIT: winewomenandshoes.com/wichita

Join us!

SATURDAY, OCTOBER 15, 2022

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

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.

Expected audience: 5,000+

WEBPAGE

The Wine Women & Shoes website will be updated with event and sponsor information and include links to appropriate sponsor webpages. winewomenandshoes.com/Wichita

SOCIAL MEDIA

With an audience of more than 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.

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, event details and other ways to engage.

Expected audience: 1,500

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 and silent auction item descriptions, and serves as auction paddle.

Expected audience: 400+

+ *Much more!*

Prestige Sponsorship Opportunities

\$15,000 Platinum Stiletto 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 - ONLY 1 LEFT!

- 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



Premium Underwriting Opportunities

\$5,000 Golden Slippers

CHOOSE FROM THE FOLLOWING:

Sold!

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.

Sold!

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.

Sold!

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.

Sold!

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.

Sold!

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 displayed on signage placed throughout auction items and on the big screen multiple times during important auction moments.

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

Sold!

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.

Sold!

Swag Bag: It's all in the bag!! Your name or company logo will appear ON the exclusive VIP swag bag gifted to 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, 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 Heats

CHOOSE FROM THE FOLLOWING:

Sold!

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.

Sold!

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.

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.

Sold!

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, 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

CHOOSE FROM THE FOLLOWING:

Sold!

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.

Sold!

Mirror, Mirror in the Restrooms: Event organizers will provide static mirror clings with your name or company logo to be placed in the 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.

YOUR GENEROUS PREMIUM UNDERWRITING DONATION INCLUDES:

- Name recognition on invitation, program, 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 ticket 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.



Have an
Idea!

Share your ideas for crafting the perfect sponsorship that meets your company marketing & community initiatives. Contact Celia Cayless at celia@kschildren.org to put together your perfect sponsorship fit.

Premium Underwriting Opportunities



Prestige

~~PLATINUM STILETTO (\$15,000)~~

DIAMOND HEELS (\$10,000) **Only 1 left!**

GOLDEN SLIPPER (\$5,000) _____

SILVER FLAT (\$2,500) _____

BRONZE LOAFER (\$1,500) _____

SWAG BAG ENTRY (\$500)

Premium

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: 15410 Windham Circle, Wichita, KS 67230

Charge my Credit Card for \$ _____
Email to celia@kschildren.org

Please Circle: Visa MasterCard Amex Discover

CC#: _____ Exp.: _____ CVV: _____

I cannot attend

Please accept my tax deductible donation of \$ _____
to provide assistance to families struggling with treatment expenses for their sick or injured child.



For additional information, email celia@kschildren.org