



wine women & shoes®

BENEFITING

Ronald McDonald House Charities®
of Greater Chattanooga



Ronald McDonald
House Charities®
Greater Chattanooga

Sponsor Opportunities

April 21, 2022 | 6 - 10 PM | Stratton Hall & The Peyton

Sponsorship Opportunities

\$15,000 PLATINUM PUMP EXCLUSIVE PRESENTING

- Exclusive recognition as presenting sponsor with name or logo incorporated in Wine Women & Shoes event branding
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, and signage, Save the Date/Invitation
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook, Twitter, & Instagram) reaching RMHC's followers
- Link to your company website from the RMHC Chattanooga and WW&S websites
- Opportunity to provide a 30 second video OR have a company representative address the audience during the seated program
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Two reserved VIP tables for a total of 20 guests and 20 Swag Bags

\$7,500 DIAMOND STILETTO

- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, signage, Save the Date/Invitation
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e. Facebook, Twitter, & Instagram)
- On-stage verbal recognition during the seated program
- Link to your company website from the RMHC and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- One VIP table for 10 Guests with Swag Bags

\$5,000 GOLDEN HEELS

- 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 RMHC and WW&S websites
- Opportunity to place a premier item in the swag bag (event appropriate items only)
- Five (5) VIP tickets with Swag Bags

\$2,500 SILVER SLIPPERS

- Link to your website from the RMHC and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name in the event program & on event signage
- Two (2) General Admission tickets with Swag Bags

** Your sponsorship contribution is tax deductible beyond entertainment & marketing values.*

Our Audience

80% women ages 30 to 55

Retired executives to CEO
moms to 30-something
young professionals

Key influencers, tastemakers,
connectors

Charity supporters, socially
conscious and community
minded

Concerned about the health
and well-being of themselves
and others

Pay attention to fashion
and attend fashion events

Enjoy wine and attend
wine events

Represent the typical luxury
brand consumer

On average, donate/spend
\$200-\$600 per event

Marketing Strategy

Save the Date/Invitation

Expected audience: 600 -700+

Social Media

Followers/Expected
Audience: Over 8,800

Eblasts

Expected Audience: 5,600

Program

Expected audience: 350+



Menu of Additional Sponsorships

\$5,000 SPONSORSHIP OPPORTUNITIES

SWAG BAGS (1 available) Attendees receive a beautiful bag to take home with your logo on one side, which means they will be sporting your brand around town for years to come. Benefits Include: Your logo on one side of a high-quality shopping bag + 5 VIP tickets

WINE GLASS (1 available) Grab attention with your logo on the wine glass given to each attendee to use the night of the event and take home to enjoy for years to come. Benefits Include: Logo on each wine glass + 5 VIP Tickets

PAPARAZZI PHOTO BACKDROP (2 available) As lovely ladies mingle through the event, they are photographed in front of a Step and Repeat banner. Your sponsor logo will be splashed onto a vibrant banner backdrop (along with the WWS and RMHC logos), getting endless likes and shares! Benefits Include: Logo on Step & Repeat banner + 5 VIP Tickets

SHOE GUYS (1 available) Sponsor our charming “Shoe Guy’s” working the room and engaging more than 350 women. It’s a great opportunity to showcase your branding on the “Shoe Guy” shirts, plus your logo will appear on each Shoe Guy’s peer-to-peer fundraising page and donation thank you email! Benefits Include: Logo on shirts, signage, e-blasts + 5 VIP Tickets

\$2,500 SPONSORSHIP OPPORTUNITIES

KEY TO THE CLOSET (1 available) One hundred keys for sale, and only 1 will win the collective bounty. Your brand will be featured as the Key-to-the-Closet sponsor. Benefits Included: Logo on signage, e-blasts, and all raffle materials + 2 General Admission tickets

BEST IN SHOE (3 available) Celebrate our attendees’ fabulous shoes by promoting a “Best in Shoe” award. Judges work the room, choose the winners, and have the opportunity to strut on stage and announce the winners as part of the live program. Benefits Include: Logo recognition + 2 General Admission tickets

KEEP IT CLEAN (1 available) Celebrating helping hands by spreading love, not germs! These branded individual hand sanitizers will be handed out to each attendee at the beginning of the event. We love getting all these fabulous ladies together to celebrate, shop and sip wine, but no one needs to take home any unwanted guests. Benefits Include: Marketing benefits + 2 General Admission tickets

WALL OF WINE (1 available) For this WINE focused event, your logo will be prominently featured on the Wall of Wine signage and Wall of Wine display. Language on signs says, “Wall of Wine presented by XYZ Company”. Benefits include: Logo recognition + 2 General Admission tickets

\$1,000 SPONSORSHIP OPPORTUNITIES

HYDRATION STATION (1 available) Help our fabulous attendees hydrate at the water stations. Elegant signage at each hydration station throughout venue. Benefits Include: Logo recognition + 1 General Admission ticket

COCKTAIL NAPKIN (1 available) Be the logo prominently featured on all cocktail napkins for the event. Every best dressed lady needs somewhere to blot her lips! Benefits Include: Logo recognition + 1 General Admission ticket

MIRROR MIRROR (1 available) “Who’s the fairest of them all?” Underwrite the marketplace vendor mirrors and your logo will be placed throughout. Benefits Include: Logo recognition + 1 General Admission ticket



**Ronald McDonald
House Charities®
Greater Chattanooga**

The mission of Ronald McDonald House Charities® of Greater Chattanooga is to provide families with the care and resources they need when their child is sick and to offer programs and services that directly improve the health and well-being of children.



Sponsor Commitment

WE ARE EXCITED TO BE A PART OF THE EVENT ON APRIL 21, 2022
AND WOULD LOVE TO BE A SPONSOR AT THE LEVEL OF:

☐ \$15,000 PLATINUM PUMP EXCLUSIVE PRESENTING

☐ \$7,500 DIAMOND STILETTO

☐ \$5,000 GOLDEN HEELS

☐ \$2,500 SILVER SLIPPERS

☐ ADDITIONAL OPPORTUNITY _____

\$ _____

Name for Sponsor Recognition Purposes: _____

Contact Name: _____

Address: _____

E-mail: _____ Phone: _____

☐ Unable to attend but here is a donation to RMHC® of Greater Chattanooga of \$ _____

☐ Check enclosed (made payable to Ronald McDonald House Charities® of Greater Chattanooga)

☐ Charge my credit card: AMEX Discover Mastercard VISA

☐ Send me an invoice for \$ _____

Card #: _____ EXP: _____ CVV: _____

Name on Card: _____

Signature: _____

Return to Mary Pike at Mary.Pike@rmhchattanooga.com or by mail to:

Ronald McDonald House Charities® of Greater Chattanooga: 200 Central Ave., Chattanooga, TN 37403



Ronald McDonald
House Charities®
Greater Chattanooga