



## How to Support our Event

**THURSDAY, NOVEMBER 3, 2022**

5:30 PM – 9:00 PM | Chase Center on the Riverfront

### BECOME A SPONSOR

We have limited sponsorships still available, visit [winewomenandshoes.com/delaware](http://winewomenandshoes.com/delaware) for opportunities to promote your organization to our audience. We encourage you to suggest ideas for crafting the perfect sponsorship for your objectives. Everything is customizable to meet your needs and interests.

### DONATE TO KEY TO THE CLOSET or AUCTION

We are hopeful that you can help make this event even more successful by donating to the Auction or the “Key to the Closet,” a bounty of incredible items that one of our lucky guests will win! Your donation will have a great impact on the Ronald McDonald House® of Delaware’s ability to support our local community and will provide your business an opportunity to be featured in front of a room full of influential decision-makers. It’s a win-win for everybody!

### CONTRIBUTE TO OUR SWAG BAGS

Given the targeted, niche demographic of women in attendance, these events present an exceptional opportunity for the right consumer brands seeking to market to this audience in a unique, very special way by sending them home with a special something. Popular items include: coupons, lip balm, nail files, face towel, socks or similar items to place in each of the 400 swag bags.

### SUPPORT SMALL BUSINESSES (MINI SPONSOR)

As you know, small businesses and nonprofits in our community fight for every dollar on a good day. We are offering you the opportunity to help support both with a quick, easy, minimal investment. We are requesting a \$250 to \$999 donation from you to be used to purchase auction items from local small businesses in our community to help raise funds for our mission at our Wine Women and Shoes event through onsite fundraising. With this sponsorship you will have the opportunity to place a discount card or other promo card in all swag bags.

**Contact Dawn Brooks [d.brooks@rmhde.org](mailto:d.brooks@rmhde.org) or (302) 547-3624 to discuss ways to get involved with this one-of-a-kind Delaware event.**

## WINE WOMEN & SHOES AUDIENCE

- CEO moms, 30-something young professionals
- 80% women ages 30-55
- 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



**Ronald  
McDonald  
House®  
of Delaware**