



wine women & shoes®

— BENEFITING —

YWCA NASHVILLE & MIDDLE TENNESSEE

The largest provider of domestic violence services in Tennessee



SPONSORSHIP OPPORTUNITIES

April 23, 2022 | 11:00 AM | Renaissance Nashville Hotel

CELEBRATING **10 YEARS** OF SUCCESS

Eliminating Racism. Empowering Women.

YWCA programs serve the needs of women, children, and families living in Nashville and Middle Tennessee. We provide the tools needed to be safe, independent, and successful in work and life while promoting dignity and equality for all. At its heart, YWCA is a social justice organization. Social justice is embedded into the work we do internally as an organization and externally in the community with our clients and partner organizations. We advocate on behalf of our clients and educate the community on how we can work together to eliminate racism and empower women.

YWCA's services are trauma-informed, and we focus on incorporating this knowledge to help children who've faced adverse childhood experiences. In addition to providing a place of safety and healing for adults, children, and pets who are victims of domestic violence, we invest directly in the lives of girls and boys to prevent gender violence and promote healthy masculinity, respect, and tolerance. Knowing that education is the foundation for success, YWCA also operates one of the region's largest and most successful adult education and career services programs. Our programs and services are provided free of charge.

How Do Your Sponsorship Dollars Impact Our Community?

Your sponsorship dollars will benefit the programs and services that help families in our community each year, including:



DOMESTIC VIOLENCE SERVICES

WEAVER DOMESTIC VIOLENCE CENTER
24-HOUR CRISIS & SUPPORT HELPLINE
& TEXTLINE
RE-NEW AT THE YWCA
ABBIE'S SAFE HOME – PET SHELTER
CHILDREN & ADULT COUNSELING
SUPPORT GROUPS
TRANSITIONAL HOUSING
COMMUNITY EDUCATION



SOCIAL JUSTICE & ADVOCACY

LEGISLATIVE ADVOCACY
STAND AGAINST RACISM EVENTS
21 DAY CHALLENGE
YOUTH ADVOCACY SUMMITS



TOOLS FOR SUCCESS

DRESS FOR SUCCESS
CAREER SERVICES
FAMILY LEARNING CENTER



YOUTH DEVELOPMENT SERVICES

GIRLS INC. AT YWCA NASHVILLE &
MIDDLE TENNESSEE
AMEND TOGETHER

In FY 2021, YWCA had a significant impact on the community:

13,258 NIGHTS OF SAFETY AT WEAVER
DOMESTIC VIOLENCE CENTER

4,746 CALLS FOR HELP ANSWERED BY THE
24-HOUR CRISIS & SUPPORT HELPLINE

406 ADULTS & CHILDREN SERVED AT
WEAVER DOMESTIC VIOLENCE CENTER

132 TEXTS FOR HELP ANSWERED BY THE
24-HOUR CRISIS & SUPPORT TEXT LINE



Sponsorship Opportunities

\$40,000 PRESENTING SPONSOR (1 available)

Put your best foot forward! As the presenting sponsor, your name/logo will be prominently placed on all event materials including collateral, signage, and decor. Your company will be associated with all things regarding the event, and the event name will be titled "Wine Women & Shoes benefitting YWCA Nashville & Middle Tennessee presented by 'Company Name/Logo.'"

\$25,000 CALL TO THE HEART SPONSOR (1 available)

Tie your name to the heartfelt Mission Moment portion of the event by underwriting production costs for this emotional video seen by all attendees. This high impact sponsorship includes verbal recognition during the video introduction and logo impressions during playback listed as "Brought to you by..." or "This Mission Moment made possible by..." Your name will be highlighted in mission moment-related e-blasts, event slides and signage, as well as post-event materials shared on social sites.

\$15,000 SHOPPING BAG SPONSOR

Put your name/logo in the hands of all guests by sponsoring the fabulous branded shopping bags! Each guest will receive a shopping bag upon arrival to utilize as they sip and shop.

\$10,000 KEY TO THE CLOSET OR BEST IN SHOE SPONSOR

The coveted **Key to the Closet** is a feature like no other! This "closet" contains everything one would ever want - fashion, furniture, home decor, art, gift certificates, and so much more! Only one lucky attendee holds the key to this luxurious lot.

Our Best in Shoe contest highlights the most fabulous footwear at the event. As a sponsor, you receive one space on the judges panel, will help select the winners and watch them strut their stuff during the live program.

As a sponsor, these elements will be listed as "Key to the Closet brought to you by..." or "Best in Shoe brought to you by..." and your company will be associated with all materials listing this event feature.

\$7,500 SWAG BAG OR WALL OF WINE SPONSOR

Distribute custom logoed Swag Bags to event attendees at the conclusion of the event. (Bags provided by the Swag Bag Sponsor and requires committee approval.)

Place your name/logo on the ever popular "Wall of Wine." This will include signage and/or branded wine bags.











\$5,000 PLATINUM SPONSOR

Shine like a star at Wine Women & Shoes by supporting women and girls who desire to create a better quality of life for themselves and their families. This sponsorship puts your name/logo in front of all guests through strategic placement and promotion.

\$2,500 SILVER SPONSOR

Be at the forefront of bringing women together to enjoy fine wine and fashion, all while supporting the mission of YWCA Nashville & Middle Tennessee. This sponsorship puts your name/logo in front of all guests through strategic placement and promotion.

Sponsorship Deliverables Chart

	\$40,000 PRESENTING	\$25,000 CALL TO THE HEART	\$15,000 SHOPPING BAG	\$10,000 KEY TO THE CLOSET OR BEST IN SHOE	\$7,500 SWAG BAG OR WALL OF WINE	\$5,000 PLATINUM SPONSOR	\$2,500 SILVER SPONSOR
Event titled "2022 Wine Women & Shoes presented by (company name)"							
Quote from company executive in event press release							
Opportunity for a company representative to serve as event co-chair							
Logo recognition on exclusive items given to all attendees	Wine glasses, Bid cards, Shopping bags	Bid cards, Shopping bags	Shopping bags				
On-stage opportunities and recognition	Company representative shares on-stage message with 500+ influential attendees	Verbal and logo recognition during Mission Moment/ Stand Up for Change	Verbal recognition from emcee during program	Verbal and logo recognition from emcee during Best in Shoe OR Key to the Closet segment			
Table(s)/ticket(s)	3 tables (30 tickets)	2 tables (20 tickets)	1 table (10 tickets)	1 table (10 tickets)	6 tickets	4 tickets	2 tickets
Event Signage	Prominent logo placement	Prominent logo placement	Prominent logo placement	Logo	Logo	Logo	Logo
Printed Program	Full-page Color Ad	Full-page Color Ad	Full-page B/W Ad	Full-page B/W Ad	Half-page B/W Ad	Half-page B/W Ad	Quarter-page B/W Ad
Logo recognition on marketing & media materials including website, e-blasts, socials, event ads, etc.							

Packages, Tables, & Tickets

GIRLFRIENDS PACKAGE – \$2,500

- One table (10 tickets) at the event, premium seating
- VIP Swag Bags for each ticket holder (10)
- Recognition in the printed program, signage, and on event website

HONORARY CIRCLE – \$500

- One (1) VIP ticket with VIP seating
- VIP Swag Bag
- One entry for Key to the Closet
- Recognition in the printed program, signage, and on event website

INDIVIDUAL TICKET – \$150

Includes event, marketplace, wine tastings, seated lunch, and swag bag

**FOR MORE INFORMATION, VISIT:
WWW.WINEWOMENSHOES.COM/NASHVILLE**



Sponsor Registration

SPONSORSHIP OPPORTUNITY: _____

SPONSORSHIP TOTAL \$ _____

Name for Recognition Purposes: _____

Contact Name: _____

Address: _____

Email: _____ Phone: _____

Check enclosed for \$ _____ Payable to YWCA
Nashville & Middle Tennessee. Mail to: 1608 Woodmont Blvd, Nashville, Tennessee 37215

Charge my Credit Card for \$ _____
Return form via MAIL to: 1608 Woodmont Blvd, Nashville, Tennessee 37215

Please Circle: Visa MasterCard Amex Discover

CC#: _____ Exp.: _____ CVN: _____

I cannot attend. Please accept my donation of \$ _____

Company/Address: _____

Phone: _____ Email: _____

Signature: _____

**eliminating racism
empowering women**
ywca
Nashville & Middle Tennessee

We encourage you to suggest ideas for crafting the perfect sponsorship for your objectives. Everything is customizable.

For additional information, contact Shannon Lapsley at
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