



  
wine  
women & shoes®  
— Benefitting —  
Ronald McDonald House® of Delaware

*Sponsorship Opportunities*



Ronald  
McDonald  
House®  
of Delaware

# Get Pumped!

## THE RONALD MCDONALD HOUSE® OF DELAWARE'S 2<sup>ND</sup> ANNUAL WINE WOMEN & SHOES

There are few combinations that evoke glamour and fun as much as the perfect fit of *Wine Women & Shoes*. Wilmington's wine savvy, shoe loving women will kick up their heels and sip fine wines from participating wineries, savor delicious bites, and shop the latest shoes and accessories from fabulous fashion vendors all while supporting the *Ronald McDonald House of Delaware*.  
Visit: [winewomenandshoes.com/delaware](http://winewomenandshoes.com/delaware)

### Join us!

**THURSDAY,  
NOVEMBER 3, 2022**  
5:30 PM – 9:00 PM  
Chase Center on the Riverfront

### 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

# 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 list of donors, volunteers and friends through electronic email.

**Expected audience: 8,000+**

## WEBPAGE

The Wine Women & Shoes website will be updated with event and sponsor information and include links to appropriate sponsor webpages. It will also link back to the *Ronald McDonald House of Delaware* webpage and online registration.

## INVITATION

The full-color event invitation will be mailed to current sponsors, guests, targeted donors and supporters approximately 7-8 weeks before the event. The invitation will include recognition for appropriate sponsors and event details.

**Expected audience: 8,000**

## SOCIAL MEDIA

With an audience of over 10,000 spread across social media outlets, the *Ronald McDonald House of Delaware* will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.

## E-BLASTS

E-Blasts will be sent to the entire network (10,000+) of the *Ronald McDonald House of Delaware* members, donors, volunteers, and friends with the latest news on event updates, activities, promotions, and more.

## PROGRAM

Distributed to all guests at the event. This book includes event details, sponsor recognition, *Ronald McDonald House of Delaware's* program information, and live and silent auction item descriptions.  
**Expected audience: 400**

+ Much more!



# Sponsorship Opportunities

## **\$20,000 PRESENTING SPONSOR**

*Exclusive Presenting Sponsor – 1 Available*

- Exclusive title recognition as presenting sponsor
- Logo placement in ALL event public relations and advertising initiatives, and event collateral including save the dates, invitations, and programs
- Recognition in e-blasts and social networking campaigns (i.e., Facebook, Instagram and Twitter) reaching Ronald McDonald House of Delaware's 10,000+ followers
- On-stage verbal recognition and prominent signage with your logo at the event
- Logo placement and link to your company website from Ronald McDonald House of Delaware's WW&S event website
- Opportunity to place a branded item in swag bag (event appropriate items only)
- Opportunity to provide a Shoe Guy for the event
- Opportunity to have Honorary Chair welcome guests and speak at the event
- 20 VIP event tickets

## **\$15,000 TITLE SPONSOR**

*Exclusive Sponsor – 1 Available*

- Logo placement in ALL event public relations and advertising initiatives, and event collateral including save the dates, invitations and programs
- Recognition in e-blasts and social networking campaigns (i.e., Facebook and Twitter) reaching Ronald McDonald House of Delaware's 10,000+ followers
- On-stage verbal recognition and prominent signage with your logo at the event
- Opportunity to place a branded item in swag bag (event appropriate items only)
- 10 VIP event tickets



# Premium Marketing & Underwriting Opportunities

## **\$10,000 DIAMOND STILETTO SPONSOR** *Choose from the following:*

**ENTERTAINMENT** - The best part of the evening is supporting the children and families we serve at Ronald McDonald House AND all the entertainment enjoyment that will keep our guests on their toes. You'll help us delight our guests with unique entertainment pieces throughout the program portion of the evening.

*Sold*

**MARKETPLACE** - As our guests shop, this opportunity insures they know who you are in every possible way. Signage will be placed throughout the Marketplace.

### **Branding & Marketing Opportunities include:**

- 6 VIP Tickets
- Prominent recognition on: Invitation, program, event website, e-blasts, social media, day of event signage
- Corporate logo and link on WW&S website
- Verbal recognition during the event
- Inclusion of promotional item in Swag Bag

## **\$5,000 PLATINUM PUMP SPONSOR** *Choose from the following:*

*Sold*

**WINE GLASS** - With 400 guests and 6 wineries offering tastings, your logo will be featured on a wine glass placed in the hands of every guest as they arrive.

*Sold*

**SHOE GUYS** - With 30+ charming "Shoe Guys" working the room and engaging more than 400 women, this is 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. We encourage you to send 2 brand ambassadors to join as Shoe Guys.

*Sold*

**KEY TO CLOSET** - Limited keys for sale and only ONE will win a bounty of high fashion items. What's in the closet? Clothes and accessories? 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 Key to the Closet signage.

**WALL OF WINE** - For this wine focused event, your logo will be prominently featured on Wall of Wine signage and individual bags for wine bottles. Language on sign says, "Wall of Wine Presented by XYZ Company."

*Sold*

**MISSION MOMENT** - An opportunity to tie your brand to the ultimate emotional moment at the event by underwriting production costs for the heartfelt Mission Moment video. This high-impact sponsorship includes verbal recognition during the introduction of the video, logo impressions during playback positioned as, "Brought to you by....", highlighting of your company name or logo in any mission related eblasts, event slides and signage, and continued post event impressions as video is shared on social sites.

*Sold*

**STEP & REPEAT** - Unleash the power of the paparazzi with a red carpet moment as guests enter and flash their best smiles in front of a backdrop splashed with your logo. And the moment lives on in social media.

**TECHNOLOGY** - We're doing away with paper and pen and bringing all our fabulous silent auction items into a mobile bidding platform that can feature your logo.

### **Branding & Marketing Opportunities include:**

- 4 VIP Tickets
- Recognition on: Program, event website, e-blasts, social media, day of event signage
- Corporate logo and link on WW&S website
- Verbal recognition during the event
- Inclusion of promotional item in Swag Bag

## **\$2,500 GOLDEN WEDGE SPONSOR** *Choose from the following:*

*Sold* **"BEST IN SHOE" AWARDS** - Upon arrival, guests will pass by the shoe judge's panel where they will carefully evaluate our guests shoe selection and pick the winners. By underwriting the contest, your name or company logo will be featured on signage at the event. In addition, you may provide a shoe judge from your firm and participate in awarding the prizes on stage during the event. Optional opportunity to provide a prize basket for the winner.

*Sold* **SWAG BAG** - It's all in the bag! Your logo will appear on the coveted swag bag gifted to all attendees at the event. Hundreds of local tastemakers will soon be parading your bag all around town!

*Sold* **COCKTAIL NAPKIN** - Be in the hands of every guest! All guests will be visiting the food and wine tasting tables in the marketplace reception. Each table will be supplied with a cocktail napkin with your logo

*Sold* **VOLUNTEER** - Be part of encouraging the hardest working people in the room. Your logo will be featured on the volunteer shirts worn during the event.

*Sold* **LIVE AUCTION** - Be a part of the excitement of the Live Auction! Receive logo recognition on the Live Auction preview eblast, all Live Auction slides and thank you acknowledgment from stage during the Live Auction.

*Sold* **SIGNATURE DRINK** - Have your name as the sponsor of our Signature Cocktail station. Guests will delight in this unique beverage creation and fun flavor combination. An elegant display with tasteful signage will make sure to get everyone's attention.

*Sold* **VIP WINE TAG** - A specialty designed wine tag will be added to all the VIP wine glasses with your company name or logo listed as the sponsor.

### **Branding & Marketing Opportunities include:**

- 2 VIP Tickets
- Recognition on: Program, event website, e-blasts, social media, day of event signage
- Corporate logo and link on WW&S website
- Verbal recognition during the event
- Inclusion of promotional item in Swag Bag

## **\$1,000 SILVER SLINGBACK SPONSOR** *Choose from the following:*

*Sold* **HYDRATION STATION** - help our fabulous attendees hydrate at the water station. Signage at the water station featuring your company logo will let our guests know you are underwriting this station.

*Sold* **MIRROR, MIRROR** - "Who's the fairest of them all?" Sponsor will underwrite the marketplace mirrors and their logo as well as phrases like "You look mah-vellous!" will be placed throughout the venue.

*Sold* **RESTROOM SPONSOR** - Make the ladies feel their best by supplying the restroom with lotions, potions, and encouraging words. Mirror clings could include positive phrases like, "you're here and you're fabulous," while also including your logo. Outfit the bathroom counters with hairspray, Band-Aids, bobby pins and lotion for a wholesome and rejuvenating experience.

*Sold* **BAG CHECK** - Assure confidence in the safety of valuables by sponsoring the Bag Check station. Guests will know that if they can trust you with their bags, they can trust you with their business.

*Sold* **SANITATION STATION** - Guests are putting their health in your hands by putting your sanitizer on their hands. We'll add your logo to each sanitizer bottle placed around the event.

### **Branding & Marketing Opportunities include:**

- 2 General Admission Tickets
- Recognition on: Program, event website, e-blasts, social media, day of event signage
- Corporate logo on WW&S website
- Verbal recognition during the event
- Inclusion of promotional item in Swag Bag

# Sponsor Registration Form

☐ **PRESENTING SPONSOR (\$20,000)**

☐ **TITLE SPONSOR (\$15,000)**

☐ **DIAMOND STILETTO (\$10,000)** Package name: \_\_\_\_\_

☐ **PLATINUM PUMP (\$5,000)** Package name: \_\_\_\_\_

☐ **GOLDEN WEDGE (\$2,500)** Package name: \_\_\_\_\_

☐ **SILVER SLINGBACK (\$1,000)** Package name: \_\_\_\_\_

**TICKET OPTIONS:** ☐ VIP - \$150 ☐ VIP Table for 8 - \$1,100 ☐ Single - \$100 ☐ Table for 8 - \$725

Company Name for Recognition Purposes: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

☐ Check enclosed for \$ \_\_\_\_\_ Payable to *Ronald McDonald House of Delaware*.  
Mail to: 1901 Rockland Road, Wilmington, Delaware 19803

☐ Charge my Credit Card for \$ \_\_\_\_\_

Please Circle:      Visa      MasterCard      Amex      Discover

CC#: \_\_\_\_\_ Exp.: \_\_\_\_\_ CVV: \_\_\_\_\_

☐ I cannot attend. Please accept my donation of \$ \_\_\_\_\_

Company/Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Signature: \_\_\_\_\_