



wine
women & shoes®

BENEFITING



Fresh Start
Women's Foundation

Helping Women Help Themselves



Helping Women Help Themselves!



We are honored to host Fresh Start Women's Foundation's fifth annual Wine Women & Shoes luncheon on Saturday, September 10, 2022 at Chateau Luxe. This luncheon is the Auxiliary Board's signature fundraising event for Fresh Start and includes a fabulous afternoon of sipping wine, shopping and mingling with friends – all for a good cause!

Fresh Start offers programming for life skills, career advancement, education, and support services for women in need. With your help, we hope to achieve our goal of raising the necessary funds and awareness to keep these resources available to women in our community.

We ask that you join us in supporting women to get a Fresh Start.

Samantha Burgett and Dominique Ladomato
Wine Women & Shoes Event Co-Chairs

How Do Your Sponsorship Dollars Help Women?

Fresh Start's clients come from all over the Phoenix Metropolitan area with different needs and goals. Whether a woman is seeking personal, professional, educational, or emotional support, Fresh Start designs an individualized plan to help her move forward.

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



**SOCIAL WORK
SERVICES**



**CAREER
SERVICES**



EDUCATION



**FAMILY LAW
SUPPORT**



**MENTORING
SERVICES**



**COMPUTER
TRAINING**

In Fiscal Year 2021, Fresh Start Served

3,300+ WOMEN

88% JOB LOSS DURING
PANDEMIC

66% HOUSEHOLD INCOME
<\$25K

69% DOMESTIC VIOLENCE
SURVIVORS

62% UNEMPLOYED OR
UNDEREMPLOYED

58% SINGLE MOTHERS

Fresh Start Women's Foundation is a 501(c)(3) nonprofit organization



SPONSORSHIP OPPORTUNITIES

PLATINUM PUMP PRESENTING SPONSOR - \$25,000 (1 Available)

Supports our goal of providing 150 women in the Advanced Impact Program with career and workforce training scholarships.

- Two Runway Champagne Tables for 10 at the event
- Exclusive Red Carpet Photo Backdrop - every guest will flash her best smile in front of the backdrop featuring your company logo along with Wine Women & Shoes and Fresh Start
- Listed as "Presenting Sponsor" on event collateral, press release, website, print program, e-blasts, & social media
- Special "Thank You" and verbal recognition during the luncheon
- One full-page ad in printed program
- Logo in printed program

CALL TO THE HEART SPONSOR - \$15,000 (1 Available)

Provides 75 women with ongoing, personalized employment coaching, ensuring she is the most competitive candidate she can be.

- One Runway Champagne Table for 10 at the event
- Exclusive branding of the Call to the Heart during the luncheon program, including branded bid cards
- Listed as "Call to the Heart Sponsor" on website & social media
- Full-page ad in printed program
- Logo in printed program

GOLD STILETTO SPONSOR - \$10,000 (3 Available)

Provides 50 women with ongoing social work sessions so she can set and follow through on her goals.

- One Runway Champagne Table for 10 at the event
- Listed as "Gold Stiletto Sponsor" on website & social media
- Full-page ad in printed program
- Logo in printed program

SHOE GUYS SPONSOR - \$10,000 (1 Available)

Sponsors 100 women through Jump Start, a month-long program where she will learn and engage across all pillars of the bridge.

- One Runway Champagne Table for 10
- Sponsorship of the Shoe Guys and competition during the event, including branded shirts
- Listed as "Shoe Guys Sponsor" on website & social media
- Half-page ad in printed program
- Logo in printed program

KEY TO THE CLOSET SPONSOR - \$7,500 *Sold!*

Covers the cost of 30 women getting her court documents prepared and filed by our Family Law Support Certified Legal Document Preparers.

- One preferred table for 10 at the event
- Branding on the Key to the Closet setup
- Listed as "Key to the Closet Sponsor" on website
- Verbal recognition during the Key to the Closet winner reveal at the luncheon
- Half-page ad in printed program
- Logo in printed program



SPONSORSHIP OPPORTUNITIES

BEST IN SHOE SPONSOR - \$7,500 (1 Available)

Provide 100 women with Resource Coaching, connecting her to critical community resources to address her basic needs.

- One preferred table for 10 at the event
- Listed as the “Best in Shoe Sponsor” on website
- Company to provide representative to serve as a Best in Shoe Contest judge
- Verbal recognition as “Best in Shoe Sponsor” during the winner reveal at the luncheon
- Half-page ad in printed program
- Logo in printed program

PHOTO WALL SPONSOR - \$7,500 (1 Available)

Covers the cost of 30 women getting assistance in signing up for Access and other social services that are otherwise difficult to navigate on her own.

- One preferred table for 10 at the event
- Listed as “Photo Wall Sponsor” on website
- Half-page ad in printed program
- Logo in printed program

SILVER SANDAL SPONSOR - \$5,000

Provides 100 women with ongoing financial coaching sessions.

- One table for 10 at the event
- Listed as “Silver Sandal Sponsor” on website
- Quarter-page ad in printed program
- Logo in printed program

FABULOUS FRIENDS SPONSOR - \$2,500

Provides 50 women with financial literacy workshops and webinars with trained staff and local professionals.

- 5 tickets to the event, seated together
- Listed as “Fabulous Friends Sponsor” on website
- Logo in printed program

PEARL PLATFORM SPONSOR - \$1,500

Provides 50 career workshops and webinars hosted by trained staff and local professionals.

- Opportunity to donate and underwrite for items to be purchased and used for:
 - Silent auction and raffle
 - Event decor and floral
 - Day of event materials
- Logo in printed program





WINE WOMEN & SHOES COMMITMENT FORM

Company Name: _____

Contact Person: _____

Address: _____

City, State, Zip: _____

Phone Number: _____

Email: _____

Preferred Listing for Recognition: _____

SPONSORSHIP OPPORTUNITIES

☐ Platinum Presenting: \$25,000

☐ Call to the Heart: \$15,000

☐ Gold Stiletto: \$10,000

☐ Shoe Guys: \$10,000

☐ ~~Key to the Closet: \$7,500~~ *Sold!*

☐ Best in Shoe: \$7,500

☐ Photo Wall: \$7,500

☐ Silver Sandal: \$5,000

☐ Fabulous Friends: \$2,500

☐ Pearl Platform: \$1,500

☐ Purchase an Individual Ticket: \$175

I am unable to participate, but please accept my 100% tax-deductible donation of:

☐ \$100

☐ \$250

☐ \$500

☐ OTHER \$ _____

Enclosed is my check in the amount of \$ _____ (payable to Fresh Start Women's Foundation)

Please charge my: ☐ Visa ☐ MasterCard ☐ American Express

Account Number: _____ Expiration Date: _____ CCV: _____

Name as it appears on card: _____

Billing Zip Code: _____ Signature: _____

Thank you for your sponsorship commitment. Please return your commitment form to:
Fresh Start Women's Foundation | Dept # 880500 | PO Box 29650, Phoenix, AZ 85038-9650
For more information contact: vhorne@fswf.org