wine women&shoes®

BENEFITING MARBLE FALLS
EDUCATION FOUNDATION

Sponsorship

OPPORTUNITIES

MARBLE FALLS
EDUCATION FOUNDATION



Get Pumped!

THE MARBLE FALLS EDUCATION FOUNDATION'S 3rd ANNUAL WINE WOMEN & SHOES EVENT

There are few combinations that evoke glamour and fun as much as the perfect fit of *Wine Women & Shoes*. Central Texas wine savvy, shoe loving women will kick up their heels and sip fine wines from participating wineries, and shop the latest shoes and accessories from fabulous fashion vendors all while supporting education.

Join us!

THURSDAY,
NOVEMBER 3rd, 2022
6:00 PM – 9:00 PM
Granite Ballroom at
Horseshoe Bay Resort



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

Why Support

The Marble Falls Education Foundation's purpose is connecting the goodness of people with the needs of students and those who serve them.

WHAT WILL WE DO WITH THE MONEY RAISED FROM THIS EVENT?

Funds raised from the Wine, Women & Shoes event will support our purpose as we invest in students and teachers throughout the Marble Falls ISD. Now more than ever, schools need outside resources to support academic and emotional success. Generosity from individuals like you enables the MFISD to offer social emotional learning curriculum that teaches character and leadership to ensure that every student has the opportunity to fulfill their potential in college, career and for life. Every dollar invested in our youth supports our future workforce. With your help we can continue to impact students through multiple programs such as:

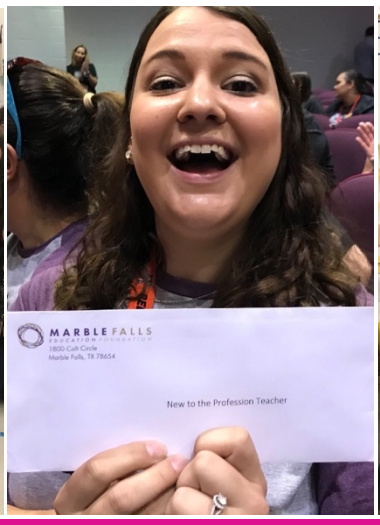
Grants 4 Great Ideas

Grants 4 Great Ideas are designed to encourage, facilitate, recognize and reward innovative and creative instructional approaches to the accomplishment of program objectives. The Marble Falls Education Foundation (MFEF) offers teachers, administrators and staff the opportunity to apply for grants that fund innovative programs or projects to support higher levels of student learning. The grants must enhance student academic performance and support the objectives, goals, and initiatives of the Marble Falls ISD. The MFEF granted over $122,000 through the Grants 4 Great Ideas program over the last two years.

Student Scholarships

The Marble Falls Education Foundation proudly supports Marble Falls ISD students who are moving forward with their education at a college, university, vocational program or institute of higher education. All scholarships offered through MFEF are available to Marble Falls ISD graduating seniors. MFEF accepts funds from alumni, businesses, and community donors to support the dreams of MFISD students by providing funding for higher education. For the Class of 2019, over $118,000 was awarded to seniors who applied through MFEF at Scholarship Awards Night on May 16, 2019. Each year the MFEF awards $750.00 to each Top 10% Honor's Student for the purchase of a computer. Proceeds from the event will help us continue to support academic excellence and achievement.







LEARN MORE AT WWW.MARBLEFALLSEF.ORG

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 lists of donors, community members, supporters and guests through electronic mail.

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 *Marble Falls Education Foundation's* webpage and online registration.

INVITATION

The full-color event invitation will be sent 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: 3,000+

SOCIAL MEDIA

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

Expected audience: 10,000+

NEWSLETTERS

Digital newsletters will be sent to the entire network (5,000+) of the Marble Falls Education Foundation alumni, parents, 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, Marble Falls Education Foundation program information, and live and silent auction item descriptions.

Expected audience: 300+

+ Much more!

Sponsorship Opportunities

$15,000 DIAMOND D'ORSAY PRESENTING SPONSOR

Includes your name/logo incorporated into the official event logo that's displayed on all collateral, event signage, social networking campaigns, and webpages. Your company name will be associated with everything involving Wine Women & Shoes (i.e. Wine Women & Shoes benefiting Marble Falls Education Foundation Presented by "Your Company Name/Logo Here")

- Name recognition on: Invitation, Program, Event Website, E-Blasts, Social Media, Screen at the Seated Dinner, and Event Signage
- Exclusive opportunity to include a 1 minute pre-recorded video or a 2 minute live address for inclusion in the seated portion of the event
- Inside Front or Inside Back Full Page Color Ad in Program
- Sponsor logo displayed on screen during fashion show
- Opportunity to purchase/provide promotional items in the coveted swag bag
- Preferred VIP valet parking for 4 cars
- 1 VIP table with champagne service (16 VIP tickets total)



Premium Marketing & Underwriting Opportunities

$10,000 SASSY STILETTO SPONSOR

Choose from the following:

Marketplace - As our guests shop the evening away, this opportunity ensures they know who you are in every possible way. Sponsor may underwrite the Marketplace, the first half of the event, and your signage will be placed throughout the venue and prominently featured on a banner at the entrance of the designated Marketplace area.

Program Sponsor (formerly Decor) - Leave a lasting impression at each table with upscale décor for our 300 prominent guests. This sponsorship includes a centerpiece chosen by event organizers at each table, with your name or company logo, as well as additional signage throughout the seated dinner.

Mission Moment - An opportunity to tie your brand to the ultimate emotional moment at the event by underwriting the costs for the heartfelt Mission Moment. This high impact sponsorship includes verbal recognition during the mission moment, logo impressions on the slides that will be showcased, and receiving logo recognition on mission-related e-blasts, event slides and signage.

Your Generous Premium Underwriting Donation Includes:

- Name recognition on: Invitation, Program, Event Website, E-Blasts, Social Media, Screen at the Seated Dinner, and Event Signage
- Full page ad in program
- Opportunity to purchase/provide promotional items in the coveted Swag Bag
- Preferred VIP valet parking for 3 cars
- 1 VIP table with champagne service (10 tickets total)



Premium Marketing & Underwriting Opportunities

$5,000 PERFECT PUMP SPONSOR

Choose from the following:

Shoe Guys - 25+ charming "Shoe Guys" working the room and engaging more than 300 women. It's 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.

Silent Auction - As guests bid to their heart's content on fabulous Silent Auction packages your logo would be represented in this prime location! Receive logo recognition on the silent auction preview eblast, social media posts, all silent auction description pages, and on our website.

Key to the Closet - 100 keys for sale and only ONE will win a bounty of donated items. A beautiful display of all items will be present at the event. Your brand will be featured as the "Key to the Closet" sponsor with your name or company logo on all raffle materials.

Wall of Wine - For this wine-focused event, your logo will be prominently featured on the Wall of Wine signage, individual bags for wine bottles and Wall of Wine display. Language on sign to say, "Wall of Wine Presented by XYZ Company."

Live Auction - Who doesn't want to be a part of the excitement of the Live Auction?! The Live Auction sponsorship guarantees just that! Receive logo recognition on the Live Auction preview e-blast, all Live Auction slides, and more.

Wine Glasses - See your logo in the hands of all of our fabulous Wine Women & Shoes guests! These glasses are used on event day for all wine samples and guests are invited to take them home to display in their glassware cabinets!

Automobile Sponsor - Drive the ladies wild by promoting your vehicles at Wine Women & Shoes. Display cars indoors or out while working the room at the Signature Event. Photo opps abound, especially if you park on the red carpet.

Parparazzi Photo Backdrop Sponsor - As lovely ladies arrive at the entrance of the event, they are escorted to be 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 the Marble Falls Education Foundation logos) and will live on as those photos are liked and shared!

Swag Bag Sponsor - Your logo will appear on the coveted swag bag gifted to all attendees. Soon your branded tote will be paraded all over town.

Your Generous Premium Underwriting Donation Includes:

- Name recognition on: Invitation, Program, Event Website, E-Blasts, Social Media, Screen at the Seated Dinner, and Event Signage
- Half Page Ad in Program
- Opportunity to purchase/provide promotional items in the coveted Swag Bag
- Preferred VIP valet parking for 2 cars
- 6 complimentary VIP tickets to the event

Premium Marketing & Underwriting Opportunities

$2,500 BEAUTIFUL BOOT SPONSOR:

Choose from the following:

"Best In Shoe" - Celebrate our guests' fabulous footwear by sponsoring this coveted award. During the seated portion of the program, when all eyes are on the stage, the sponsor will announce the winner and award "Best in Shoe!"

Freshen Up Station - Pampering the attendees is a luxury well afforded with your name proudly displayed next to baskets filled with toiletries (lotions, nail files, hand towels, hairspray, bandaids, and other essentials) in all of the restroom facilities. Include your logo and sassy sayings on the restroom mirrors, too. Who doesn't love a mirror selfie?

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!" which will be placed throughout the venue.

Valet - Valet will be a popular choice for our guests at this venue. With your logo at the valet station, there will be visibility from 300 + attendees. As a special parting gift from your company, place a branded message in each car that is valet parked.

Wine Station Sponsor - Who doesn't love the WINE in Wine Women & Shoes?! Your logo would be featured at these prime locations during the event, as well as in the vintner preview e-blast, vintner-specific social media posts, and more. Sip, sip, hooray!

Volunteer Sponsor - Be a part of encouraging the hardest working people in the room - our amazing volunteers! Be associated with this generous group with your logo highlighted on a volunteer lanyard or name tag.

Cocktail Napkin Sponsor - Be the logo prominently featured on all cocktail napkins for the event. Every best dressed lady needs somewhere to blot her lips.

Hydration Station Sponsor - Help our fabulous attendees hydrate at the infused water/beverage station. Your logo will be represented with elegant signage for all attendees to see.

Your Generous Premium Underwriting Donation Includes:

- Name recognition on: Program, Event Website, E-Blasts, Social Media, Screen at the Seated Dinner, and Event Signage
- Quarter page ad in program
- Opportunity to provide promotional items in the coveted swag bag
- 2 Complimentary VIP tickets to the event

Premium Marketing & Underwriting Opportunities

$1,000 FABULOUS FLAT SPONSOR

Choose from the following:

Keep it Clean Sponsor - Celebrating helping hands by spreading love, not germs! We'll include your logo on placed hand sanitizer bottles throughout the Marketplace. We're grateful to be gathering in person, but no one needs to take home any unwanted germs.

Support Local - With your donation of $1,000, we'll reinvest $500 back into our local community to create custom "Support Local" auction packages. The other $500 will directly support Marble Falls ISD Education Foundation. Your support will be recognized on the auction packages, local businesses will get recognition and sales, and Marble Falls ISD Education Foundation will benefit from your donation and the sale of the auction item. It's a win-win-win all around!

Your Generous Premium Underwriting Donation Includes:

- Name Recognition on: Program, Event Website, E-Blasts, Social Media, Screen at the Seated Dinner, Event Signage
- Opportunity to provide promotional items in the coveted swag bag
- 1 Complimentary ticket to the event

500 SWAG BAG ENTRY: Slip your product into the coveted swag bags handed out to each guest. Logos can also be printed on items such as nail files, key chains, note pads, wine totes etc. Your brand stays handy for months or years after the event. *Note: to avoid duplication, all products must be approved by event organizers.

DON'T SEE WHAT YOU ARE LOOKING FOR?

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

wine women&shoes®
BENEFITING MARBLE FALLS EDUCATION FOUNDATION

Sponsor Registration

[ ] Diamond D'orsay Presenting Sponsor ($15,000)

[ ] SASSY STILETTO SPONSOR ($10,000) *Package name:*_____

[ ] PERFECT PUMP SPONSOR ($5,000) *Package name:*_____

[ ] BEAUTIFUL BOOT SPONSOR ($2,500) *Package name:* _____

[ ] FABULOUS FLAT SPONSOR ($1,000) *Package name:*_____

[ ] SWAG BAG ENTRY ($500)

Name for Recognition Purposes: _____

Contact Name: _____

Address: _____

Email: _____ Phone: _____

[ ] Check enclosed for $_____Payable to Marble Falls Education Foundation.
Mail to: Marble Falls Education Foundation, 1800 Colt Circle, Marble Falls, TX 78654

[ ] Charge my Credit Card for $ _____
Return form via MAIL to: MF Education Foundation, 1800 Colt Circle, Marble Falls, TX 78654 or
Visit: www.winewomenandshoes.com/event/mfef/

Please Circle: Visa MasterCard Amex Discover

CC#: _____Exp.: _____CVN: _____

[ ] I cannot attend. Please accept my donation of $_____

Company/Address: _____

Email: _____ Phone: _____

Signature: _____

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

For additional information, contact Jeanna Jette @ foundation@mfisd.txed.net or call 830.798.3588