



# wine women & shoes

— BENEFITING —  
CHILDREN'S HOSPITAL

*Sponsorship Opportunities*

2022

# Change your shoes. Change a child's life.

## CHILDREN'S HEALTH FOUNDATION'S INAUGURAL WINE WOMEN & SHOES

There are few combinations that evoke glamour and fun as much as the perfect fit of Wine, a few good Women (and men) and of course, some gorgeous Shoes! London's shoe loving charity supporters will kick up their heels (or house-shoes), Loubi's (or loafers) and sip fine wines from participating wineries, savor delicious bites, and shop the latest shoes and accessories from fabulous fashion vendors all while supporting Children's Hospital. Although the event is called Wine Women & Shoes, this is an inclusive event, everyone is welcome.

**VISIT:** [winewomenandshoes.com/london](http://winewomenandshoes.com/london)

### Join us!

**THURSDAY,  
JUNE 2<sup>ND</sup>, 2022**

7:00 PM – 10:00 PM  
Paradigm Spirits Co.

### WINE WOMEN & SHOES AUDIENCE:

- CEO's to stay at home parents to 30-something young professionals
- 80% attendees are predominantly women ages 30-55
- Influencers, tastemakers, and connectors
- Charity supporters, socially conscious and community minded individuals
- 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 luxury brand consumers
- On average, donate/spend \$200-\$600+ per event\*

*\*\*event audience based on similar events*

# Sponsorship Opportunities

## \$25,000 EXCLUSIVE PRESENTING SPONSOR

### Branding & Marketing Opportunities include:

- Exclusive title recognition as presenting sponsor
- Logo placement in ALL event public relations and advertising initiatives, and event collateral including invitations, and programs
- On-stage verbal recognition and prominent signage with your logo at the event
- Logo placement and link to your company website from Children's Health Foundation's WW&S event website
- Opportunity to place a branded item in swag bag (min. \$10 retail value per item)
- Opportunity to provide a Shoe Squad Member for the event
- Opportunity to have Honorary Chair welcome guests and speak at the event
- Name recognition in radio advertising
- 8 Tickets

## \$10,000 DIAMOND STILETTO SPONSOR

### Branding & Marketing Opportunities include:

- Prominent recognition on: Invitation, program, event website, e-blasts, WW&S social media, day of event signage
- Corporate logo and link on WW&S event website
- Verbal recognition during the event
- Recognition during Fashion Show with logo placement
- Inclusion of promotional item in Swag Bag (min. \$10 retail value per item)
- 6 Tickets

## \$7,500 PLATINUM PUMP SPONSOR

### Branding & Marketing Opportunities include:

- Prominent recognition on: Invitation, program, event website, e-blasts, WW&S social media, day of event signage
- Corporate logo and link on WW&S event website
- Verbal recognition during the event
- Inclusion of promotional item in Swag Bag (min. \$10 retail value per item)
- 5 Tickets



# Sponsorship Opportunities

## \$5,000 GOLDEN GLADIATOR SPONSOR

*Choose from the following:*

**WINE GLASS** - With 250 guests and up to five wineries offering tastings, you will be featured on a designed wine tag that will be added to all wine glasses with your company logo listed as the sponsor.

**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.

**SAFE RIDE HOME** - Solve the problem of safe transportation by offering a code to allow our guests to get home easily after our event.

**MISSION MOMENT** - 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...." Or, "This moment made possible by...", highlighting of company name or logo.

**LIVE AUCTION** - Who doesn't want to be a part of the excitement of the Live Auction?! Receive logo recognition on the Live Auction preview eblast, all Live Auction slides, Live Auction thank you acknowledgments and multiple verbal recognitions from stage during the Live Auction.

**PAPARAZZI PHOTO BACKDROP** - 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 WW&S and Children's Health Foundation logo) and will live on as those photos are liked and shared!

### Branding & Marketing Opportunities include:

- Recognition on: Program, event website, e-blasts, WW&S event social media, day of event signage
- Corporate logo and link on WW&S event website
- Verbal recognition during the event
- Inclusion of promotional item in Swag Bag (min. \$10 retail value per item)
- 4 Tickets



# Sponsorship Opportunities

## \$2,500 SILVER SLINGBACK SPONSOR

*Choose from the following:*

**“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 sponsoring the contest, your name/logo will be on signage at the event. In addition, you may provide a shoe judge from your company and participate in awarding the prizes on stage during the event. Optional opportunity to provide a prize basket for the winner.

**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!

**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.

**SHOE SQUAD** - With 10+ charming “Shoe Squad Members” working the room and engaging the guests, this is a great opportunity to showcase your brand in style. These volunteers are a targeted group of brand ambassadors who are guaranteed to be the hit of the event and your business can sponsor the entire group of them. We encourage you to send two brand ambassadors to join as Shoe Squad Members.

**VOLUNTEER** - 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 their volunteer shirts and displayed throughout volunteer areas.

**KEEP IT CLEAN** - Celebrating helping hands by spreading love, not germs! These branded individual hand sanitizers will be handed out to each attendee at the beginning of the event. We love getting all these fabulous ladies together to celebrate, shop and sip wine, but no one needs to take home any unwanted guests.

### Branding & Marketing Opportunities include:

- Recognition on: Program, event website, e-blasts, WW&S social media, day of event signage
- Inclusion of promotional item in Swag Bag (min. \$10 retail value per item)
- 3 Tickets

## \$1,000 BRONZE KNEE HIGH BOOTS SPONSOR

*Choose from the following:*

**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 keeping them hydrated.

**TOUCH UP SPONSOR** - Outfit the bathroom counters with hairspray, band aids, bobby pins and lotion for a wholesome and rejuvenating experience. Mirror clings could include positive phrases like, “you’re here and you’re fabulous,” while also including your logo.

### Branding & Marketing Opportunities include:

- Recognition on: Program, event website, day of event signage
- Inclusion of promotional item in Swag Bag (min. \$10 retail value per item)
- 2 Tickets

# Sponsor Registration



☐ **PRESENTING SPONSOR (\$25,000)**

☐ **DIAMOND STILETTO (\$10,000)**

☐ **PLATINUM PUMP (\$7,500)**

☐ **GOLDEN GLADIATOR (\$5,000)** Package name: \_\_\_\_\_

☐ **SILVER SLINGBACK (\$2,500)** Package name: \_\_\_\_\_

☐ **BRONZE KNEE HIGH BOOTS (\$1,000)** Package name: \_\_\_\_\_

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

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

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

☐ Please send an invoice

☐ Cheque enclosed for \$ \_\_\_\_\_ Payable to *Children's Health Foundation*

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

Please Circle:      Visa      MasterCard      American Express

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

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

Company Name: \_\_\_\_\_

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

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

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.**

Sponsorship questions: To request additional details regarding your uniquely crafted sponsorship investment contact  
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