



# wine women & shoes®

BENEFITING

RONALD MCDONALD HOUSE  
SOUTHERN NEW JERSEY

## *Sponsorship Opportunities*



Ronald McDonald House®  
Southern New Jersey

Keeping families close

## \$25,000 PLATINUM EXCLUSIVE PRESENTING SPONSOR

- Exclusive recognition as Presenting Sponsor with name or logo incorporated in all WW&S event marketing materials, press releases, and the Step and Repeat.
- Premium wines served at your table during dinner
- Name or logo placement on every centerpiece
- Name or logo placement on ALL event collateral including programs, signage, Save the Date, and Invitation
- Prominent recognition on e-blasts, and social networking campaigns (i.e., Facebook & Instagram) reaching over 21,000 RMHSNJ's followers
- Opportunity to provide a 30 second video OR have a company representative address the audience during the seated program
- Your company logo and website link on RMHSNJ 's WW&S website
- Opportunity to place a premier item in swag bag
- Two reserved, front row, 10-top VIP tables (20 guests and 20 Swag Bags)

## \$15,000 DIAMOND SPONSOR

- Logo placement in all press releases and event collateral including programs, signage, Save the Date, and Invitation
- First class wines served at your table during dinner
- Prominent recognition on e-blasts, and social networking campaigns
- On-stage verbal recognition during the seated program
- Your company logo and website link on RMHSNJ 's WW&S website
- Opportunity to place a premier item in swag bag
- One reserved, first row, 10-top VIP table with 10 Swag Bags

## \$10,000 THE VAULT SPONSOR

- THE VAULT is where guests can safely store their purchases until after the event
- Opportunity to promote at table throughout the event
- Logo placement in event public relations and advertising initiatives, programs, and signage
- Recognition on e-blasts, and social networking campaigns
- Your company logo and website link on RMHSNJ's WW&S website
- Opportunity to place a premier item in the swag bag
- 8 VIP tickets with 8 Swag Bags

## \$7,500 GOLD SPONSOR

- Opportunity to place a premier item in swag bag
- Logo placement on event signage
- Name in the event program & on event signage
- 6 VIP tickets with 6 Swag Bags

## Target Audience

- 80% women ages 30 to 65
- Current and retired C-level execs
- Daughters, Moms, and Chic G-Moms
- Young professionals
- Key influencers & trendsetters
- Philanthropic-minded socialites
- Wine Connoisseurs or Consumers
- Women who love luxury brands
- Fashionable women with flair

Our experience shows, on average, this demographic donates/spends \$200-\$600 per event

## Marketing Strategy

### Save the Date/Invitation:

Expected audience: 750

### Social Media:

Followers/Expected Audience: Over 15,000

### Eblasts:

Expected Audience: 7,600

### Program:

Expected audience: 300

### Reach:

Over 25,000 people

## Impact

Your generous contribution allows families to travel to receive the best care for their child.

Your support enables them to stay together for free at **Ronald McDonald House of Southern New Jersey.**

Thanks to you, their every need is met, from room & board to transportation; they only have to worry about the health of their loved ones.

## \$5,000 LIFE OF THE PARTY SPONSORSHIP OPPORTUNITIES

**SWAG BAGS** (1 available) Attendees receive a beautiful, reusable branded tote with your logo prominently placed.

**Benefits:** Your logo visibly displayed on a high-quality, cloth carryall; 4 VIP tickets; Opportunity to place premier item in swag bag

**WINE GLASS** (1 available) Grab attention with your logo on the wine glass given to each attendee as a gift to use while they “sip & stroll” the event. **Benefits:** Logo on each wine glass; 4 VIP Tickets; Opportunity to place premier item in swag bag

**SHOE GUYS** (1 available) Sponsor our charming “Shoe Guys” who work the room and engage more than 300 women. What a unique way to showcase your brand - on the “Shoe Guy” shirts! Your logo will ALSO appear on each Shoe Guy’s peer-to-peer virtual fundraising page and “thank you for your support” email! **Benefits:** Logo on shirts, signage, e-blasts; 4 VIP Tickets; Opportunity to place a premier item in swag bag

**KEY TO THE CLOSET** (2 available) One hundred keys for sale, \$100 each, and only one person will win what is hidden inside, valued at \$10,000! **Benefits:** Logo on specific signage, e-blasts, raffle materials; 4 VIP Tickets; Opportunity to place premier item in swag bag

**PHOTO BOOTH** (1 available) “Who is ready for their close-up?” Your logo will be shared on attendees’ social media!

**Benefits:** Logo on each photo, signage, and e-blasts; 4 VIP Tickets; Opportunity to place premier item in swag bag

## \$2,500 SPONSORSHIP OPPORTUNITIES

**JUDGE BEST IN SHOE** (3 available) Celebrate our attendees’ fabulous shoes by promoting a “Best in Shoe” award. Judges work the room, collectively vote, and later strut their stuff on stage to announce the winners as part of the live program.

**Benefits:** Everyone LOVES the Judges!; 2 General Admission tickets; Opportunity to place premier item in swag bag

**KEEP IT CLEAN** (1 available) Celebrating helping hands by spreading love, not germs. These branded individual hand sanitizers will be given to each attendee at the beginning of the event. How wonderful to get all of these fabulous ladies together to celebrate, shop, and sip wine, all while keeping them safe. **Benefits:** Logo on bottles; 2 General Admission tickets; Opportunity to place premier item in swag bag

**WALL OF WINE** (1 available) Just \$25 for a mystery bottle of wine! Will it be worth \$50? Or just \$15? It’s the exciting luck of the draw! Your logo will be prominently featured on the specific signage and display. **Benefits:** Logo placement plus 2 General Admission tickets

## \$1,750 CORPORATE VIP TABLE SPONSORSHIP

**Benefits:** early access to event, champagne upon arrival, special gift, VIP seating & premium wines at table.

## \$500 HONORARY COMMITTEE MEMBER

**Make a difference without the work.** **Benefits:** Name recognition in program and on event signage.



Ronald  
McDonald  
House®  
Southern  
New Jersey

# Sponsor Commitment



We Are Excited To Be a Part of the Event on Thursday May 5, 2022 at Tavistock Country Club!

- \$25,000 PLATINUM SPONSORSHIP
- \$15,000 DIAMOND SPONSORSHIP
- \$10,000 THE VAULT SPONSORSHIP
- \$7,500 GOLD SPONSORSHIP
- \$5,000 LIFE OF THE PARTY SPONSORHIP \_\_\_\_\_
- \$2,500 SPONSORSHIP \_\_\_\_\_
- \$500 HONORARY COMMITTEE MEMBER

Name for Sponsor Recognition Purposes: \_\_\_\_\_

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

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

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_

Unable to attend but here is a donation to RMHSNJ \$ \_\_\_\_\_

Check enclosed (made payable to RMHSNJ )

Charge my credit card: AMEX Discover Mastercard VISA

Send me an invoice for \$ \_\_\_\_\_

Card #: \_\_\_\_\_ EXP: \_\_\_\_\_ CVV: \_\_\_\_\_

Name on Card: \_\_\_\_\_

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

Return to Dorothy Lucca at [dorothy@rmhsnj.org](mailto:dorothy@rmhsnj.org) or by mail to:  
Ronald McDonald House of SNJ, 550 Mickle Blvd, Camden, NJ 08103  
By Friday, March 18, 2021

## RONALD MCDONALD HOUSE OF SOUTHERN NEW JERSEY

MISSION: To provide Hope, Help & Home for the families of seriously ill children.

*\*Your sponsorship contribution is tax deductible beyond goods and services provided.*