



  
wine  
women & shoes®

BENEFITING

 baptisthealth foundation

*Presented by*

 REGIONS

2022

*Sponsorship Opportunities*

THURSDAY, APRIL 28, 2022

5:30PM - 9:00PM

*at*

THE CLUB





### **“PAIR” WITH US**

For over 50 years, Baptist Health Foundation has provided charitable resources to improve healthcare, provide social assistance, and promote education and wellness in our community.

When you “pair” with us, you join our compassionate healing ministry dedicated to filling a gap in Birmingham’s medical community. We meet the needs of financially vulnerable patients, families, and our community through direct medical service, follow up care, transportation, and pastoral care.

### **“MATCH” YOUR GOALS WITH OUR MISSION**

Join us and **Regions** in 2022 as we boldly exceed our goals again in raising funds to support the quality of life improvements and support of healthcare heroes.

### **“The Perfect Fit” is Birmingham’s Wine Women and Shoes Audience!**

- 400+ Attendees representing 31 different zip codes in the greater Birmingham area (*top zip codes include: 35223, 35209, 35213, 35243 and 35242*)
- Our guests spend an average of \$300/individual on-site at the event
- Our 40+ Shoe Guys represent over 19 Businesses including some of Birmingham’s most influential CEOs, doctors, entrepreneurs and lawyers
- Your brand will be in front of women who are key influencers, young professionals, tastemakers and community minded charity supporters







# Marketing Strategy

## DIGITAL MARKETING

E-blasts announcing and promoting the event date and theme, as well as appropriate sponsors, will be distributed broadly to targeted lists of donors and attendees, as well as friends of the Baptist Health Foundation database.

## INVITATION - HARD COPY AND ELECTRONIC

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

An electronic version will be distributed to the Baptist Health Foundation donor base and the wider community.

## WEBPAGE

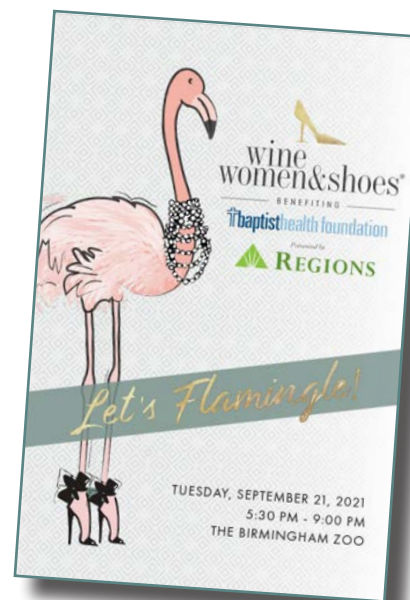
The Wine Women & Shoes website will be updated with event and sponsor information and include links to appropriate sponsor webpages. It will also link back to Baptist Health Foundation webpage and online registration.

## PROGRAM

The program book is distributed to all guests at the event. This book includes event details, sponsor recognition, Baptist Health Foundation information, paid advertisements, and live and silent auction item descriptions.

## SOCIAL MEDIA

Through multiple social media outlets, the Baptist Health Foundation, partners, and committee members will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.





## *Our 2022 Lead Sponsors*

*Thank you*

to our Presenting Sponsor, partner  
and supporter for 5 year,



# REGIONS

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Dazzling Automotive Sponsor, our partner and supporter of 3 years



Mercedes-Benz  
of Birmingham

# Gold Studded Sponsorship

With this unique sponsorship, you can engage directly with our 200(+) VIP guests, an amazing group of women leaders, decision makers, entrepreneurs, etc. Be in the forefront of this celebration bringing women together for an evening of fine wine, great style, and supporting a great mission.

## Your donation benefits include:

- A \$10,000 tax deductible investment in Baptist Health Foundation
- (1) reserved General Admission table for ten guests including 10 swag bags. *May be upgraded to VIP seating.*
- Recognition Logo placement in ALL event public relations and advertising initiatives, programs, and signage
- Prominent recognition on event website, blasts, and social networking campaigns
- Opportunity to promote business with product placement and customer liaison at event
- Link to your website from the Baptist Health Foundation and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name in the event program and on the invitations

SOLD

## Feature Sponsor Opportunity:

*A 2021 Committee & Guest Favorite!*



### SPARKLE SUNGLASS SPONSOR

Bring a little sparkle and shine to each VIP guests! Add your logo and/or company slogan to a pair of bling bling sunglasses!

These dazzling sunglasses were coveted by all our VIP of our 2021 event. Guests were thrilled to find these glasses waiting for them at their placesetting!

(Sunglasses will be provided by WWS; color and look may vary).

- (Total of VIP guests - 200-220)

# Silver Stiletto Sponsorship

## Your donation benefits include:

- A \$5,000 tax deductible investment in Baptist Health Foundation
- Five event tickets at general admission table and five swag bags
- Logo placement in ALL event public relations and advertising initiatives, programs, and signage
- Recognition on event website, e-blasts, and social networking campaigns
- Link to your website from the Baptist Health Foundation website and WW&S website
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name in the event program and on the invitations



### PAPARAZZI PHOTO BACKDROP SPONSOR

As lovely ladies mingle through the event, they are 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 Baptist Health Foundation logos).

**- SOLD -**



### ETCHED (or PRINTED) WINE GLASS SPONSOR

Grab attention as the wine glass sponsor of the Marketplace. Each attendee will receive a wine glass, etched or printed with your logo, to use for sipping wine and to take home as a special souvenir. (will also include the WWS logo)

**- SOLD -**



### SHOE GUYS SPONSOR

Sponsor 40+ charming "Shoe Guys" working the room and engaging more than 400 women. It's a great opportunity to showcase your brand with your logo and branding exposure on the Shoe Guy attire.

**- SOLD -**



### BEST IN SHOE SPONSOR

Celebrate our attendees' fabulous footwear by promoting a "Best in Shoe" award. Judges work the room, choose the winners, and the sponsor announces the winner as a part of the live program.



### DINNER SPONSOR

Good food is all the sweeter when shared with friends. Each place setting will feature your logo on the evening's menu as guests take their seat in the ballroom for dinner.

**- SOLD -**

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- Recognition on event website, e-blasts, and social networking campaigns
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- Name in the event program and on the invitations

## Opportunities, continued ...



### VIP GIFT SPONSOR

Use this opportunity to WOW our VIP as the exclusive gift sponsor! Each VIP guest will be given a fabulous gift, sponsored by you, that is wrapped and placed at their place setting in the ballroom.

- (Total of 20 VIP tables = 200 guests)



### “SOLE SAVER” FLIP FLOP SPONSOR

Swoop in and save the night! At the end of the evening, every well-heeled guest will be trading in their stilettos for the “sole saver” flip flops printed with your logo.



### PHONE CHARGER SPONSOR

Be the power behind each phone! Your logo will be placed on cell phone chargers placed throughout the event, such as a station located in marketplace and on individual chargers placed on dinner tables. (Specific quantity and brand TBD)



# Kitten Heel Sponsorship

## Your donation benefits include:

- A \$2500 tax deductible investment in Baptist Health Foundation
- Two event tickets at general admission table and two swag bags
- Recognition on event website, e-blasts, and social networking campaigns
- Link to your website from the Baptist Health Foundation and WW&S website
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name or logo in the event program when secured 30 days prior to event



### MARKETPLACE SHOPPER SPONSOR

Guests will know who you are throughout the Marketplace. Your logo will be placed on a high-quality shopper bag given to the first 200 guests that enter the Marketplace. Help these lovely ladies carry home their coveted items.

**- SOLD -**

### KEY-TO-THE-CLOSET SPONSOR

A hundred keys for sale and only 1 person will hold the winning match to secure a fabulous trip and lovely accessories that will enhance the vacation. Your brand will be featured as the Key to the Closet sponsor and will be a hot spot for all the WWS guests.

**- SOLD -**

### MARKETPLACE CATERING

Sponsor the tasty food placed throughout the marketplace area (from 5:30-7:30). There is nothing a girl likes more than good food and good shopping!

### WALL OF WINE SPONSOR

For this WINE focused event, your logo will be prominently featured on the Wall of Wine signage and Wall of Wine display. Language on signs says, "Wall of Wine presented by XYZ Company".

**- SOLD -**

### RING ROAMER PHOTO OPP

Everyone loves to have their picture taken with their friends! Be the logo that adorns their photos that night as a "Selfie Ring Roamer" take pictures of our beautiful guests as they enjoy the evening!



# Kitten Heel Sponsorship

## Your donation benefits include:

- A \$2500 tax deductible investment in Baptist Health Foundation
- Two event tickets at general admission table and two swag bags
- Recognition on event website, e-blasts, and social networking campaigns
- Link to your website from the Baptist Health Foundation and WW&S website
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name or logo in the event program when secured 30 days prior to event



### WATER BOTTLE SPONSOR

Sponsor the custom labeled water bottle placed in each guest swag bag. Be the winner at the end of the night when everyone could use good hydration. *(bottle size tbd)*

**- SOLD -**



### SILENT AUCTION SPONSOR

Everyone loves a silent auction! Guests will see your logo prominently displayed with the Silent Auction as they shop and bid onsite at the event and days prior to the event as silent auction is posted online.



### DJ SPONSOR

Any good party needs great entertainment! Let your brand bring the party to life as the sponsor of the Marketplace DJ. A new and lively addition to this year's fun, this sponsorship is sure to get all the women's toes tapping!



### GUEST FAN SPONSOR

Every guest will receive a fan upon arrival -- Your logo will be on one side and the event "Must Do's" on the other making this the "must have" to keep each guest cool and on track during the evening.



### 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.

**- SOLD -**

# Kitten Heel Sponsorship

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- A \$2500 tax deductible investment in Baptist Health Foundation
- Two event tickets at general admission table and two swag bags
- Recognition on event website, e-blasts, and social networking campaigns
- Link to your website from the Baptist Health Foundation and WW&S website
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name or logo in the event program when secured 30 days prior to event



### LIVE AUCTION SPONSOR

The live auction is highly anticipated by all guests! Trips to fabulous destinations or unique experiences make up many of our packages and you could be the name that “Sponsors” these live auction lots. Let your logo be in lights onstage.



### GLOW STICK SPONSOR

Help the room “Show Their Glow” as the sponsor of the Wine Women and Shoes Glow Sticks. These sticks will feature your logo and will be given to each attendee (400) during the seated portion of the event. What a bright way

**- SOLD -**



### COFFEE BAR SPONSOR

Guests can enjoy a good cup of coffee in your sponsored cup. The Coffee Bar will be set up during the seated portion of the event for all guests to enjoy and will remain open at the end of the event so guests may grab coffee to-go.



### HAND SANITIZER SPONSOR

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 and placed on everyone's table during the seated portion (400 total).

**- SOLD -**

# Additional Opportunities

## Other ways to Participate & Support

**\$1,500**

### HYDRATION STATION SPONSOR

Help our fabulous attendees hydrate at the infused water station. Elegant signage and dispensers will draw a thirsty crowd.

**- SOLD -**

### MIRROR, MIRROR SPONSOR

"Who's the fairest of them all?" Sponsors may underwrite the Marketplace vendor mirrors with their logo, as well as, phrases like "Let's look mah-vellous!", which will be placed throughout venue.

**- SOLD -**

### Your donation benefits include:

- A \$1500 tax deductible investment in Baptist Health Foundation
- Name or logo onsite & in the event program when secured 30 days prior to event
- One general admission ticket to the event



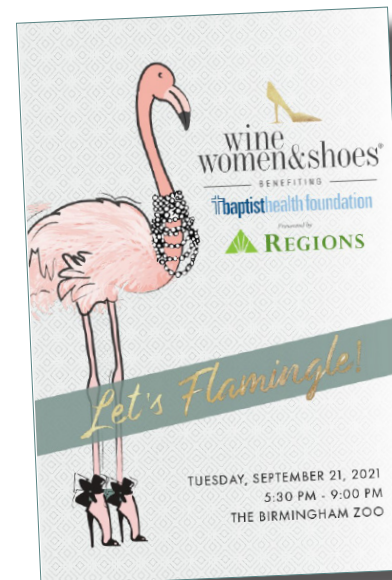
**\$500/\$250**

### WWS EVENT PROGRAM AD

Show your support without the work!

**\$500 participants** receive: Full-page company ad or name recognition in the event program given to all 400 guest, **PLUS** 1 general admission ticket

**\$250 participants** receive: Half-page company ad or name recognition in the event program give to all 400 guest





# 2021 Wine Women & Shoes Sponsorship Agreement

**YES! I WOULD LIKE TO PARTICIPATE IN THE FOLLOWING WAY ...**

## **\$25,000 PRESENTING SPONSOR**

## **\$15,000 DAZZLING AUTOMOTIVE**

## **\$10,000 GOLD STUDDED SLINGBACK**

\_\_\_ ~~VIP Sparkle Sunglasses~~

## **\$5,000 SILVER STILETTO SPONSOR**

\_\_\_ ~~Paparazzi Photo Backdrop~~

\_\_\_ ~~Etched (or printed) Wine Glass~~

\_\_\_ ~~Shoe Guys~~

\_\_\_ ~~Best in Shoe Awards~~

\_\_\_ ~~Dinner~~

\_\_\_ ~~VIP Gift~~

\_\_\_ ~~“Sole Saver”~~

\_\_\_ ~~Phone Charger~~

## \_\_\_ **\$500 EVENT PROGRAM AD**

## \_\_\_ **\$250 EVENT PROGRAM AD**

## **\$2,500 KITTEN HEEL SPONSOR**

\_\_\_ ~~MarketPlace Shopper~~

\_\_\_ ~~Key-to-the-Closet~~

\_\_\_ ~~Wall of Wine~~

\_\_\_ ~~Cocktail Napkin~~

\_\_\_ ~~DJ~~

\_\_\_ ~~Ring Roamer Photo Opp~~

\_\_\_ ~~Water Bottles~~

\_\_\_ ~~Marketplace Catering~~

\_\_\_ ~~Live Auction~~

\_\_\_ ~~Guest Fans~~

\_\_\_ ~~Coffee Bar~~

\_\_\_ ~~Live Auction~~

\_\_\_ ~~Silent Auction~~

\_\_\_ ~~Glow Stick~~

\_\_\_ ~~Hand Sanitizer~~

## **\$1,500 SPONSOR OPPORTUNITIES**

\_\_\_ ~~Hydration Station~~

\_\_\_ ~~Mirror, Mirror~~

**Name** *(As you would like it to appear for recognition purposes):* \_\_\_\_\_

\_\_\_ **Please send invoice to:**

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

\_\_\_ **Check enclosed for \$** \_\_\_\_\_ **payable to Baptist Health Foundation**

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

Name as it appears on the card: \_\_\_\_\_

Please Circle:      Visa      MasterCard      Amex      Discover

CC#: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVN: \_\_\_\_\_

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

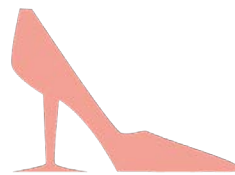
## **RETURN FORM VIA MAIL or EMAIL TO**

Baptist Health Foundation 1130 22nd St. South, Suite 3200, Birmingham, AL 35205 or Kate.Gillespie@bhsala.org

## **ARTWORK STATEMENT**

Send artwork to Amanda.Robinson@bhsala.org or Kate.Gillespie@bhsala.org in EPS format no later than 3/1/21.

*\*the tax deductibility of donations will be determined after sponsorship is finalized.*



**[baptisthealthfoundation.com](http://baptisthealthfoundation.com)**

### **FIND THE PERFECT FIT**

We encourage you to suggest ideas for crafting the perfect sponsorship for your objectives such as special events, exclusive perks for your customers, or something that enhances the guest experience overall. Everything is customizable to meet your needs and interests, please contact:

Kate Gillespie at 205.715.5022 or [Kate.Gillespie@bhsala.org](mailto:Kate.Gillespie@bhsala.org)

*\*the tax deductibility of donations will be determined after sponsorship is finalized.*