



wine  
women & shoes®  
*Benefiting* FOREVER FAMILIES

*Sponsorship Opportunities*

THURSDAY, OCTOBER 6, 2022  
AT CHANDELIER FARMS | 6:00 - 10:00 PM



# Get Pumped!

## FOREVER FAMILIE'S 1<sup>ST</sup> ANNUAL WINE WOMEN & SHOES EVENT

Wine Women & Shoes (WW&S) is one of the fastest-growing charity events in the country, created for those who enjoy the fine wine and food, poses great style, and support a life changing cause. This event features wine tastings, fabulous fare, live auction, marketplace boutique, and a high-end fashion show.

WW&S is a highly successful recognized national fundraising event that has raised over ONE HUNDRED MILLION DOLLARS for non-profits.

As a sponsor of this event, you will a unique opportunity to highlight your business in front of more than three hundred affluent guests.

*Join us!*

**THURSDAY,  
OCTOBER 6, 2022**

**6:00 PM – 10:00 PM**  
*at Chandelier Farms*  
8866 FM 2727,  
Terrell, Texas 75161

### ATTENDEE PROFILE

- Wine Women & Shoes attracts 300+ affluent, educated, professional guests.
- Eighty percent of attendees are ages 30 to 60, ranging from CEOs to young professionals who define the luxury brand consumer market:
- Key influencers, taste makers and connectors in their communities
- Philanthropic, socially conscious and community minded
- Voracious fashion consumers
- Enjoy and consume luxury wine and fine food
- Decision makers for themselves and their families

# Why Support

Celebrate Forever Families is a faith-based non-profit who is committed to empowering women and children who are victims of domestic abuse by giving them safety, hope and healing. Domestic abuse includes physical, mental, emotional and financial means of controlling someone else.

Our program empowers abuse victims by providing shelter, basic needs and a comprehensive faith-based program that enables them to take back their lives. Through case-management, rehabilitative courses and individual counseling, clients can gain knowledge and self-esteem that allows them to overcome their abusive past and prepare for a future free from violence.

- 30-day emergency shelter
- 12-month residential program
- Outreach services and classes

Our network of community partners offers victims the necessary resources to recover and provide their children with a stable environment free from exposure to abuse. Our support groups and classes aim to educate and bring awareness not only to victims, but to those with in our community.



# 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 *Forever Families* 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.

## SOCIAL MEDIA

With an audience of over 2,000 spread across social media outlets, *Forever Families* will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.

## E-BLASTS

Digital newsletters will be sent to the entire network of the Forever Families 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, *Forever Families* program information, and live and silent auction item descriptions.

+ Much more!



## Become An Official Sponsor

OF THE 1<sup>ST</sup> ANNUAL WINE WOMEN & SHOES BENEFITING FOREVER FAMILIES  
THURSDAY, OCTOBER 6, 2022 AT CHANDELIER FARMS

	<b>Platinum Pump Exclusive Presenting Sponsor \$25,000</b>	<b>Diamond Stiletto Sponsor \$15,000</b>	<b>Golden Heels Sponsor \$10,000</b>	<b>Silver Slipper Sponsor \$5,000</b>
Exclusivity ( <i>one available</i> )				
Unique speaking opportunity at event				
Designated Sole Man throughout the event				
On-stage verbal recognition during the seated program				
Mention in all media including press release, social media, e-blasts				
Name/Logo featured on invitation, program and event signage				
Link to your company website from the WW&S website				
Opportunity to place a premier item in swag bag (event appropriate items only)				
Ad in program	<i>Full page ad in program, logo on the front page of event program, half page ad within the program</i>	<i>Half-page ad on the inside back cover of the program, additional ad within the program</i>	<i>Half page ad in the program</i>	<i>Quarter page ad/logo in the program</i>
Tickets	<i>Reserved VIP for 16 + swag bags for 16</i>	<i>Reserved VIP for 8 + swag bags for 8</i>	<i>Reserved VIP for 4 + swag bags for 4</i>	<i>Reserved VIP for 2 + swag bags for 2</i>
Tax deductible investment in Celebrate Forever Families	\$25,000	\$15,000	\$10,000	\$5,000

# Menu of Additional Sponsorships

## **Stride & Ride - \$7,500** (1) Available

Exclusive opportunity to sponsor our valet stand featuring your logo, visual branding opportunity for guests to rev up their excitement while taking a fun photo next to your dealership's car! Logo will be displayed on Celebrate Forever Families and WW&S event website, quarter page ad in event program, logo featured in social media posts and email blasts, opportunity to provide a Swag Bag item + 2 reserved VIP tickets.

## **Swag Bags - \$5,000**

Attendees receive a beautiful bag to take home with your logo on one side, which means they will be sporting your brand around town for years to come. Benefits Include: Your logo on one side of a high-quality shopping bag + 2 reserved VIP tickets

## **Wine Glass - \$5,000** (1) Available

Grab attention as the Wine Glass sponsor with your logo on the wine glass given to each attendee to use the night of the event and take home to enjoy for years to come. Benefits Include: Logo on each wine glass + 2 reserved VIP tickets

## **Mission Moment - \$5,000** (1) Available

An opportunity to 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 company XYZ" Or "This moment made possible by company XYZ." Your company name and logo will be highlighted in all mission related eblasts, event slides and signage, as well as post event viewership when the video is shared on social sites. Benefits include: opportunity to provide an appropriate Swag Bag item + 2 reserved VIP tickets.

## **Live Auction Sponsor - \$5,000** (1) Available

Who doesn't want to be a part of the excitement of a Live Auction?! The Live Auction sponsorship guarantees just that! 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. Benefits include: opportunity to provide an appropriate Swag Bag item + 2 reserved VIP tickets.

## **Paparazzi Photo Backdrop - \$4,000** (1) Available

As guest mingle through the event, they are photographed in front of a step and repeat backdrop. Your sponsor logo will be splashed onto a vibrant banner backdrop (along with the WWS and Celebrate Forever Families logos) for the event entry photo, getting endless likes and shares! Benefits Include: Logo on step & repeat banner + 2 reserved VIP tickets.

## **Sole Men - \$4,000** (1) Available

Sponsor our charming Sole Men working the room and engaging 350+ event goers. It's a great opportunity to showcase your branding on the Sole Men shirts, plus your logo will appear on each Sole Mans peer-to-peer fundraising page and donation thank you email! Benefits Include: logo on shirts, signage, e-blasts + 2 reserved VIP tickets.

## **Key to the Closet - \$4,000** (1) Available

Attendees of the event will be able to purchase "keys" to win all the items featured in the closet (valued at \$10,000+) • Visual branding opportunity around the closet and mentioned on stage when winner is announced. Logo displayed on Celebrate Forever Families and WW&S websites, quarter page ad in event program, logo in social media posts and email blasts, opportunity to provide Swag Bag item + 2 reserved VIP tickets.



**Celebrate Forever Families** serves to empower victims of domestic abuse by giving them safety, hope and healing.

# Menu of Additional Sponsorships

## **Diva Den - \$2,500**

Feature your logo in this perfectly posh place centered in the middle of the action with plush seating, champagne and a dedicated Sole Man, making these Diva's the envy of the room. Signage will display, "Diva Den presented by XYZ Company." Benefits Include: Logo recognition + 2 event tickets

## **Best In Shoe Awards - \$2,500**

Celebrate our attendees' fabulous shoes by promoting a "Best in Shoe" award. Judges work the room, choose the winners, and can strut on stage to announce the winners as part of the live program. Benefits Include: Logo recognition + 2 event tickets

## **Wall of Wine - \$2,500**

At 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." Benefits include: Logo recognition + 2 event tickets

## **Hydration Station - \$1,500**

Help our fabulous attendees hydrate with bottled water. Logo/signage at each hydration station and on each bottle of water. Benefits Include: Logo recognition + 2 event tickets.

## **Cocktail Napkin Sponsor - \$1,500**

Your logo will be featured on one side of all cocktail napkins for the event. Every best dressed lady needs somewhere to blot her lips! Benefits Include: Logo recognition + 2 event tickets.

## **Mirror Mirror - \$1,000**

"Who's the fairest of them all?" Underwrite the marketplace vendor mirrors and your logo will be placed throughout the marketplace. Benefits Include: Logo recognition + 2 event tickets.



**Celebrate Forever Families** serves to empower victims of domestic abuse by giving them safety, hope and healing.



## Sponsor Commitment

WE ARE EXCITED TO BE A PART OF THE EVENT ON OCTOBER 6, 2022  
AND WOULD LOVE TO BE A SPONSOR AT THE LEVEL OF:

- \$25,000 PLATINUM PUMP EXCLUSIVE PRESENTING
- \$15,000 DIAMOND STILETTO
- \$10,000 GOLDEN HEELS
- \$5,000 SILVER SLIPPER
  
- \$7,500 STRIDE & RIDE
- \$5,000 SWAG BAG
- \$5,000 WINE GLASS
- \$5,000 MISSION MOMENT
- \$5,000 LIVE AUCTION
- \$4,000 PAPARAZZI PHOTO BACKDROP
- \$4,000 SOLE MEN
  
- \$4,000 KEY TO THE CLOSET
- \$2,500 DIVA DEN
- \$2,500 BEST IN SHOE AWARD
- \$2,500 WALL OF WINE
- \$1,500 HYDRATION STATION
- \$1,500 COCKTAIL NAPKIN
- \$1,000 MIRROR MIRROR

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

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

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

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

Unable to attend but here is a donation to Forever Families of \$ \_\_\_\_\_

Check enclosed (made payable to Forever Families)

Charge my credit card:      AMEX                  Discover                  Mastercard      VISA

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

Card #: \_\_\_\_\_

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

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

Return to [melanie@foreverfamilies.org](mailto:melanie@foreverfamilies.org), or by mail to:  
Forever Families, P.O. Box 216 Kaufman, TX 75142