



wine women & shoes®

BENEFITING

CINCINNATI CANCER ADVISORS

Sponsorship Opportunities



The Perfect Pair...

CINCINNATI CANCER ADVISORS & WINE WOMEN & SHOES

Wine Women & Shoes has exploded across North America in the last decade, producing more than 500 fabulous fashion events that have helped net an impressive \$90 million for our nonprofit partners.

WW&S events are fun, festive, and full of feminine soul—community celebrations that bring women together around fine wine, great style, and causes that matter!

Join us!

Thursday, April 20, 2023

**6:30 PM – 10:30 PM at the
The Manor House**

WW&S AUDIENCE

- 80% women ages 30 to 55
- CEO moms and young professionals
- Key influencers, tastemakers, connectors
- Charity supporters, socially conscious, community minded
- Passionate about improving the health and wellbeing of our community
- Attend charitable and fashion events
- Represent the typical luxury brand consumer
- Women control two-thirds of consumer wealth in the U.S.
- 92% of these women will pass on information about deals or finds to others
- On average donors spend \$200-\$600 per event

Pair With Us!

“PAIR” WITH US AND HELP PROVIDE BETTER OUTCOMES FOR CANCER PATIENTS!

Cincinnati Cancer Advisors is not your typical oncology practice. For starters, we don't charge our patients for our services. And we don't even charge their insurance companies, because we don't want insurance companies getting in the way of patient care. We consult with patients – we don't take over their treatment – so we have no financial incentive to do anything other than work hand-in-glove with their treating oncologist. We slow the process down, spend as much time with patients as they need to understand their diagnosis, and therefore facilitate making better treatment choices.

“MATCH” YOUR GOALS TO OUR MISSION

Our mission is to lessen the suffering and mortality that often accompanies a cancer diagnosis and make Cincinnati the best city in the country to be if one must receive a cancer diagnosis. You can become a vital part of that mission by simply attending our event, having fun, if you see something you like, buy it and if you enjoyed the event, tell your friends!

THE “SOLE” PURPOSE OF WHAT WE WANT TO ACCOMPLISH

When you “pair with us” in 2023, you will help us raise funds so that we can continue to be among the most important resources in the life of a Greater Cincinnati cancer patient. Sadly, there are still 600,000 Americans that will succumb to this hideous disease each year and more than 11,000 Greater Cincinnatians will be newly diagnosed with cancer in 2023 alone. But...the cancer research pipeline offers many reasons to be optimistic about outcomes for future cancer patients. We want to continue to provide free consultative oncology services so patients understand their diagnosis, are advised of their treatment options, and are therefore empowered to make the best possible decisions about their care. Please join us in this important mission!



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, CCA 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 CCA webpage and online registration.

INVITATION

The full-color event invitation will be sent to CCA current sponsors of other events, specific donors and friends/guests 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 3,000 spread across social media outlets, CCA will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.

Expected audience: 3,000+

E-BLASTS

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

Expected audience: 300

PUBLICATIONS & BROADCAST

The estimated impressions of the following publications and broadcast stations combined is 3.4 million unique views and visitors.

WLWT • Cincy Lifestyle • Fox 19 • Fox 19 Morning Xtra • WCPO • Local 12 • Cincy Business Courier Enquirer • CityBeat • Soapbox • Venue Magazine • Cincinnati Magazine • City Lifestyle • Sophisticated Living

+ Much more!

PLATINUM PUMP PRESENTING - \$15,000 (Only one will be sold)

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 the Cincinnati Cancer Advisors Presented by "Your Company Name/Logo Here").

Platinum Pump Presenting sponsorship benefits also include:

- A \$15,000 charitable donation to Cincinnati Cancer Advisors
- Opportunity to welcome and thank the audience during the program portion of the event
- Opportunity to promote business with product placement, booth and customer liaison at event (booth/contents to be approved by the Cincinnati Cancer Advisors)
- Link to your company website from the Cincinnati Cancer Advisors and WW&S websites
- Opportunity to sponsor the premier gift item (event appropriate items only)
- Opportunity to nominate a Shoe Guy for participation
- Two VIP tables and premium gift item for twenty guests

SHINE LIKE A DIAMOND - \$10,000

This sponsorship puts your name in front of all the guests of Wine Women & Shoes. Your name/logo will have prominent placement on all collateral, event signage, social networking campaigns and webpages.

Shine like a Diamond sponsorship benefits also include:

- A \$10,000 charitable donation to Cincinnati Cancer Advisors
- On-stage verbal recognition
- Opportunity to promote business with product placement and customer liaison at event
- Link to your company website from the Cincinnati Cancer Advisors and WW&S websites
- Opportunity to sponsor a premier gift item (event appropriate items only)
- Opportunity to nominate a Shoe Guy for participation
- VIP table and premier gift for ten guests

GO FOR GOLD - \$7,500

Be in the forefront of this celebration bringing women together for an evening of fine wine, great style. You will receive recognition on on all collateral, event signage, social networking campaigns and webpages.

Go for Gold benefits also include:

- A \$7,500 charitable donation to Cincinnati Cancer Advisors
- Link to your company website from the Cincinnati Cancer Advisors and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Opportunity to nominate a Shoe Guy for participation
- VIP table and premier gift item for eight guests



One-of-a-Kind Opportunities

SILVER SPARKLES - \$5,000 *(Benefits include: One GA table and gift item for 8, logo & link on webpages)*

GIRLFRIEND'S LOUNGE – Sponsor a luxe sitting area for the ladies to kick off their heels and sip wine. Your brand will be featured as the lounge sponsor.

SHOE GUYS – Sponsor 25 charming “Shoe Guys” working the room and engaging more than 300 women. It's a great opportunity to highlight your brand and willingness to make a positive impact by placing your logo and branding exposure on the “Shoe Guys” shirts.

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 the WWS and the Cincinnati Cancer Advisors logos) and will live on as those photos are liked and shared!

KEY-TO-THE-CLOSET – A hundred keys for sale and only one will hold the winning match to a collective bounty of donated treasures. The closet contains everything a woman wants and your brand will be featured as the Key to the Closet sponsor

WINE GLASS SPONSOR – See your logo in the hands of all 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.

BEST IN SHOE AWARDS – Celebrate our attendees' fabulous footwear by promoting the “Best in Shoe” award. Your judges work the room and choose the winner(s) for your fabulous prizes, plus have the opportunity to strut on stage and announce the winner(s) as a part of the live program.

FASHION SHOW – Sponsor the most fashionable moment of the evening by underwriting the Fashion Show Production.

MISSION MOMENT – An opportunity to tie your brand to the ultimate emotional moment at the event but 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 in any mission related eblasts, event slides and signage, continued post event impressions as video is shared on social sites.

LIVE AUCTION – Who doesn't want to be a part of the excitement of the Live Auction?! The Live Auction sponsorship guarantee 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.

IT'S ABOUT THE BLING - \$2,500 *(Benefits include: Two GA tickets and gift item, logo & link on webpages)*

GIFT BAG – Your logo will appear on the coveted gift bag gifted to all attendees. Soon your branded tote will be paraded all over town.

WALL OF WINE – 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”.

VALET SERVICE – Sponsor logo recognition on signage and logo item left in car. Signage at Valet Parking booth, branded item placed in valet parked cars (you must supply the item).

BAG CHECK – Stay top of mind by watching their bags, wine, and winnings! Your logo is printed on bag check tags, as well as signage.

Sold!

Sold!
Sold!

IT'S ABOUT THE BLING - \$2,500 *continued*

MARKETPLACE – As our guests shop the day away, this opportunity ensures they know who you are in every possible way. Sponsor may underwrite the marketplace and your signage will be placed throughout the marketplace area

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.













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 e-blast, social media posts, and on all silent auction description pages/bid sheets.

BEAUTIFUL EMBELLISHMENT - \$1,500 *(Benefits include: Two GA tickets and gift item)*

HYDRATION STATION - Help our fabulous attendees hydrate at the infused water station. Elegant signage and dispensers will draw a thirsty crowd. Benefits Include: Logo Recognition + 2 tickets to the event.

HONORARY COMMITTEE - \$500 All the glory, without all the work! Receive committee recognition for your life changing investment. Benefits Include: Name recognition in program + 1 individual ticket

Sponsorship Benefits at a Glance

Sponsorship Benefits	Tickets & Gift Item	Logo & Link Promo	Marketing Opportunities	On Stage Recognition	Two Tables for ten
Platinum Presenting - \$15,000	Two VIP Tables for 10 & premium gift item for twenty guests				
Shine Like a Diamond - \$10,000	VIP table & premier gift for ten guests				
Go For Gold - \$7,500	VIP table & premier gift item for eight guests				
Silver Sparkles - \$5,000	One GA table & gift item for 8				
It's About the Bling - \$2,500	Two GA tickets & gift item				
Beautiful Embellishment - \$1,500	Two GA tickets & gift item				

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: Diana Abbott at diana@cincinnatiadvisors.org or 513-658-7008

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



Put your best foot forward...

SPONSORSHIP OPPORTUNITIES

- Platinum Pumps Presenting - \$15,000 Shine Like a Diamond - \$10,000 Go for Gold - \$7,500
- Silver Sparkles (one-of-a-kind) - \$5,000 _____
- It's About the Bling - \$2,500 _____
- Beautiful Embellishment - \$1,500 _____
- Honorary Committee - \$500

CONTACT INFORMATION Name (For Recognition Purposes): _____

Phone Number: _____ Email Address: _____

PAYMENT INFORMATION

Send invoice to (Name & Address): _____

Enclosed is a check for \$ _____ made payable to Cincinnati Cancer Foundation

Please charge my CC for \$ _____

Choose one: VISA MasterCard AMEX Discover

Name as it appears on the card: _____

CC#: _____ Exp Date: _____ CVN: _____

Signature: _____ Date: _____

RETURN FORM VIA MAIL OR EMAIL TO Cincinnati Cancer Advisors

Mail: 4805 Montgomery Road, Suite 130, Cincinnati, OH 45212 | Email: diana@cincinnati-canceradvisors.org

PLEASE SEND LOGOS TO: jake@cincinnati-canceradvisors.org EPS or high-resolution jpg or png formats

