wine women&shoes®

- BENEFITING -

ALLIANCE FOR WOMEN AND CHILDREN

Sponsorship Opportunities

Alliance
for Women & Children

Get pumped!

ALLIANCE FOR WOMEN AND CHILDREN'S FOURTH ANNUAL WINE WOMEN & SHOES EVENT IS COMING!

There are few combinations that evoke glamour and fun as much as the perfect fit of Wine Women & Shoes. Abilene's wine-savvy, shoe loving women will kick up their heels and sip fine wines from participating wineries, savor delectable bites, and shop the latest shoes and accessories from fabulous fashion vendors all while supporting Alliance for Women and Children. Over the last eleven years, WWS has raised more than $100 million for women and children's causes.

Join us!

APRIL 20, 2023 | 6-9:30 PM
201 MESQUITE EVENT CENTER

WW&S AUDIENCE

- 80% women ages 30 to 55
- CEO moms, 30-something young professionals
- Key influencers, tastemakers, connectors
- Charity supporters, socially conscious and community minded
- Concerned about the health and well being of themselves and others
- Pay attention to fashion and fashion events
- Enjoy wine and attend wine events
- Represent the typical luxury brand consumer
- Donate/spend average of $200-$600 per event

Alliance
for Women & Children

SOARING TO NEW 'SHOE' HEIGHTS

Alliance for Women and Children relies on the generosity of our community to ensure that elementary school aged children in Abilene and the surrounding areas are in a safe and nurturing environment after school regardless of their family's ability to pay. Through Alliance After School Care, 550-600 children attend our program on a daily basis. Through the partnerships with donors and businesses within our community, we provided $200,000 in financial assistance and scholarships to families in need in 2021.

CREATING A WIN WIN!

Wine Women & Shoes fundraisers create an opportunity for partnerships between charities, wineries, shoe and accessory retailers, corporate sponsors, and women in the community. In addition to raising money, these events raise awareness for charities, increase sales for wineries and retail partners, and provide community exposure for corporate sponsors.

A GLIMPSE INTO OUR PROGRAMS

Alliance After School Care

Alliance After School Care is the Big Country's largest, most affordable, state licensed after school care program providing a safe and nurturing environment for school aged children on the campuses of their elementary schools. Our goal is that no child goes home alone.

Alliance Holiday Camps

Alliance After School Care provides holiday camps on school breaks, such as Thanksgiving, Christmas vacation, and Spring Break. These camps offer a boredom-free break while many of our parents have to go to work.

CHANGE YOUR SHOES.
CHANGE A CHILD'S LIFE!

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, and members through electronic mail.

Expected audience: 5,000+

Invitation

The full-color event invitation will be mailed 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.

Expected audience: 3,000+

Newsletters

Newsletters will be sent to the entire network (5,000+) of Alliance for Women and Children members, donors, volunteers, and friends with the latest news on event updates, activities, promotions, and more.

+ Much more!

Program

Distributed to all guests at the event. This book includes event details, sponsor recognition, Alliance for Women and Children program information, and live and silent auction item descriptions.

Expected audience: 300+

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 Alliance for Women and Children webpage and online registration.

Social Media

With an audience of over 2,000 spread across social media outlets, the Alliance for Women and Children will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

$10,000 PLATINUM STILETTOS SPONSOR

- Name or company logo headlined on invitation and program
- Name or company logo listed on event web pages
- Name or company logo featured on all electronic media and communications
- Can provide a 60 second video that will play during the live program
- Listed as Platinum Stilettos Sponsor on printed program
- Logo on step & repeat banner for pictures
- 1 VIP table (10 tickets) for the event

$5,000 GOLDEN HEELS SPONSOR

- Name or company logo listed on invitation
- Name or company logo listed on event web pages
- Listed as Gold Heels Sponsor on printed program
- 6 VIP tickets for the event

$2,500 SILVER SLIPPERS PACKAGE

- Name or company logo listed on invitation
- Name or company logo listed on event web pages
- Listed as Silver Slippers Sponsor on printed program
- 4 VIP ticket reservations for the event

$1,500 BRONZE PUMPS PACKAGE

- Name or company logo listed on invitation
- Name or company logo listed on event web pages
- Listed as Bronze Pumps Sponsor on printed program
- 2 VIP ticket reservations for the event

500 HONORARY COMMITTEE (40 AVAILABLE)

- Name recognition in printed program
- 1 VIP ticket for the event

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Mission Moment - $5,000 *(1 available)* Underwrite production costs for the heartfelt Mission Moment video. Benefits Include: Verbal recognition during the introduction of the mission video, highlighting of company name or logo in any mission related e-blasts, event slides and signage, opportunity to provide a 60 second video to be shared on Alliance social media, Facebook live with one of your staff about the event and your partnership held at your location + 2 VIP tickets.

Live Auction - $5,000 *(1 available)* Who doesn't want to be a part of the excitement of the Live Auction?! The Live Auction sponsorship guarantees just that! Benefits Include: Logo Recognition on Live Auction e-blasts and slides plus verbal recognition on stage during Live Auction, opportunity to provide a 60 second video to be shared on Alliance social media, Facebook live with one of your staff about the event and your partnership held at your location + 2 VIP tickets.

Sold

Wine Glass - $5,000 *(1 available)* 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! Benefits Include: Logo recognition on custom souvenir glasses, opportunity to provide a 60 second video to be shared on Alliance social media, Facebook live with one of your staff about the event and your partnership held at your location + 2 VIP tickets.

Sole Men- $5,000 *(1 available)* 20+ charming "Shoe Guys" working the room and engaging more than 300 women. Your business can sponsor the entire group of "Shoe Guys" in return for logo placement on their black t-shirts. Benefits Included: Logo on Shoe Guy shirts, opportunity to provide a 60 second video to be shared on Alliance social media, Facebook live with one of your staff about the event and your partnership held at your location + 2 VIP tickets.

Marketplace - $2,500 *(1 available)* As our guests shop the day away, this opportunity insures they know who you are in every possible way. Sponsor may underwrite the marketplace. Benefits Included: Logo recognition on signage throughout the marketplace, included on e-blast highlighting your sponsorship + 2 VIP tickets.

Volunteer - $2,500 *(1 available)* Be a part of encouraging the hardest working people in the room – our amazing volunteers! Benefits Included: Logo recognition on all volunteer shirts and on signage throughout the volunteer area, included on e-blast highlighting your sponsorship + 2 VIP tickets.

Sold

Key-to-the-Closet - $2,500 *(1 available)* One hundred keys for sale, and only 1 will win a collective bounty of donated items. What's in the closet? Fashion? Gift certificates? Your brand will be featured as the Key-to-the-Closet sponsor. Benefits Included: Logo on all raffle materials, included on e-blast highlighting your sponsorship + 2 VIP tickets.

Sold

Swag Bag - $2,500 *(1 available)* All 300+ attendees receive reusable tote bags to take home which means they will be carrying your brand with them as they are out around town. Benefits Include: Your logo on one side of a high-quality tote bag, included on e-blast highlighting your sponsorship + 2 VIP tickets.

Valet - $2,500 *(1 available)* A parting gift from your company that features a branded message will be placed in each car -valet parked. Benefits Include: Logo on signage and on e-blast highlighting your sponsorship + 2 VIP tickets.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Sanitation Station - $2,500 *(1 available)* Help spread love, not germs, with branded sanitizing stations. We love getting all these fabulous ladies together to celebrate, shop, and sip wine, but no one needs to take home any unwanted guests. Benefits Include: Logo on signage and on e-blast highlighting your sponsorship + 2 VIP tickets.

Sold **Signature Mocktail - $2,500** *(1 available)* Have a Mocktail named after you. Benefits Include: Logo on signage and on e-blast highlighting your sponsorship + 2 VIP tickets.

Wall of Wine - $2,500 *(1 available)* For this wine-focused event, guests will pull a cork to win a bottle of wine. Benefits Include: Logo on signage, display and on e-blast highlighting your sponsorship + 2 VIP tickets.

Sold **Hydration Station - $1,500** *(1 available)* Help our fabulous attendees hydrate at the water station. Elegant signage and your logo on bottled water. Benefits Include: Logo on signage + 2 VIP tickets.

Napkin - $1,500 *(1 available)* As attendees sip and shop, your logo will be on the napkin they receive when visiting with each of our vintners and culinary partners. Benefits Include: Logo recognition + 2 VIP tickets.

Dessert - $1,500 *(1 available)* What better way to ensure they remember your company? Desserts will be provided during the event with your company logo on each table, with table signage or on the desserts! Benefits Include: Logo recognition + 2 VIP tickets.

Bag Check $1,500 Stay top of mind by watching their bags, and wine, and winnings! Your logo is printed on bag check tags as well as signage. Benefits Include: Logo inclusion on sign in front of bag check + 2 VIP tickets.

Sold **Mirror Mirror - $1,500** *(1 available)* "Who's the fairest of them all?" Underwrite the marketplace vendor mirrors and your logo will be placed throughout. Benefits Include: Logo recognition + 2 VIP tickets.

Sold **Best in Shoe Judge - $1,500** *(3 available)* Upon arrival, guests will pass by the shoe judges panel where 3 shoe judges will carefully evaluate our guests' shoe selection and pick the winners. Benefits Include: Your name or company logo recognition, you may provide a shoe judge from your firm and participate in awarding the prizes on stage during the luncheon + 2 VIP tickets.

Best Dressed Judge - $1,500 *(3 available)* The Best Dressed Judges will search the crowd to find the most fabulous fashion! Benefits Include: Your name or company logo recognition, you may provide a judge from your firm and participate in awarding the prizes on stage during the luncheon + 2 VIP tickets.

Sold **Spa - $1,500** *(1 available)* Pampering the attendees is a luxury well afforded with your name proudly displayed on spa products. Feature your company logo on lotions and soaps in venue restrooms and/or provide an attendant to assist with hand towels with company logo. Benefits Include: Name recognition in program + 2 VIP tickets.

SPONSOR REGISTRATION

EXCLUSIVE OPPORTUNITIES

[ ] Platinum Stiletto Sponsor $10,000
[ ] Golden Heels Sponsor $5,000
[ ] Silver Slippers Sponsor $2,500
[ ] Bronze Pumps Sponsor $1,500

ADDITIONAL OPPORTUNITIES

[ ] Mission Moment $5,000
[ ] Live Auction $5,000

~~[ ] Wine Glass $5,000~~
[ ] Sole Men $5,000
[ ] Marketplace $2,500
[ ] Volunteer $2,500
~~[ ] Key-to-the-Closet $2,500~~
~~[ ] Swag Bag $2,500~~
[ ] Valet $2,500
[ ] Sanitation Station $2,500
~~[ ] Signature Mocktail $2,500~~
[ ] Wall of Wine $2,500

~~[ ] Hydration Station $1,500~~
[ ] Napkin $1,500
[ ] Dessert $1,500
[ ] Bag Check $1,500
~~[ ] Mirror Mirror $1,500~~
~~[ ] Best in Shoe Judge $1,500~~
[ ] Best Dressed Judge $1,500
~~[ ] Spa $1,500~~
[ ] Honorary Committee $500

Name for Recognition Purposes: _____

Contact Name: _____

Address: _____

Email: _____ Phone: _____

[ ] Invoice me

[ ] Check enclosed for $ _____ Payable to Alliance for Women and Children
Mail to: 1350 N 10th St, Abilene, TX 79601

[ ] Charge my Credit Card for $ _____
Return form via MAIL to: 1350 N 10th St, Abilene, TX 79601

Please Circle: Visa MasterCard Amex Discover

CC#: _____ Exp.: _____ CVN: _____

[ ] I cannot attend. Please accept my donation of $ _____

Company/Address: _____

Email: _____ Phone: _____

Signature: _____

Alliance for Women & Children

DON'T SEE WHAT YOUR LOOKING FOR?

To request additional details regarding your uniquely crafted sponsorship investment, please contact
Toni Brockway toni@afwconline.org | 325.677.5321 x 102

** Sponsorships can be paid in monthly or quarterly donations*