



# wine women & shoes<sup>®</sup>

Benefiting Bridge Communities, Inc.

## 2023 Sponsorship Opportunities



## THE PERFECT PAIR...BRIDGE COMMUNITIES AND WINE WOMEN & SHOES.

Few combinations evoke glamour and fun as much as the perfect pair of Wine Women & Shoes and Bridge Communities. On March 11, 2023, DuPage County's wine-savvy, shoe-loving women will kick up their heels and sip fine wines and bubbly while shopping the latest shoes and accessories from fabulous fashion vendors, all to support families experiencing homelessness in our community.

Visit: [winewomenandshoes.com/bridgecommunities](http://winewomenandshoes.com/bridgecommunities)

*Join us!*

**SATURDAY, MARCH 11, 2023**

**11 AM – 4 PM AT THE OAK BROOK HILLS RESORT**

### WW&S AUDIENCE

- 80% women ages 30 to 55
- CEO moms and business professionals
- Key influencers, tastemakers, connectors
- Charity supporters, socially conscious, community-minded
- Passionate about improving the health and wellbeing of our community and their families
- Attend charitable and fashion events
- Social media savvy
- 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 BRING HOPE TO FAMILIES FACING HOMELESSNESS**

Leveraging our full array of supportive services and a deep bench of partnerships, Bridge Communities helps families escape poverty, homelessness, and abuse to become self-sufficient. Over our 33-year history, Bridge has received numerous awards and recognitions, not only for what we do, but how well we do it. By helping Bridge bring hope to families experiencing homelessness in DuPage County, you will be aligning your brand with one of the area’s most respected and well-known non-profits.

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

Get **direct access** to a highly desirable target audience – CEO moms and business professionals in the Western Suburbs. Wine Women & Shoes events are designed to attract this key group of influencers and proven to bring out their inner consumer and philanthroper. How can you leverage this opportunity to help meet your 2023 goals? Let’s work together to identify a package or craft a sponsorship customized to your needs.

### **THE “SOLE” PURPOSE OF WHAT WE WANT TO ACCOMPLISH**

“Pair” with us in 2023 and share our vision of a community where all families are healthy, financially stable, and living in affordable housing. As a sponsor of one of Bridge Communities’ biggest fundraising events, you will be playing an important role in the success stories of over 100 families who will benefit from Bridge’s housing and mentoring services this year. It’s a win-win-win scenario!



# Marketing Strategy



## SAVE-THE-DATE

A postcard formally announcing the event date and theme, as well as appropriate sponsors, will be distributed to targeted lists of donors, and attendees through print mail.

## E-BLASTS

For 7 months starting in September, we will be promoting the event. At least 7 e-blasts will advertise all the fun and glamour and encourage ticket purchases. We'll also send at least 5 additional e-blasts to nearly 400 attendees to build excitement and provide must-read information to help everyone make the most of the event. Post-event e-blasts will recap winners, express gratitude, and prime the pump for next year's Wine Women & Shoes.

## SIGNAGE

Attendees will know who to thank when they see your logo ubiquitously featured on signage – both digital and print – posted throughout the venue.

## WEBPAGE

Sponsorship information will be available on both Bridge Communities and Wine Women & Shoes websites. Sponsor information will include links to appropriate sponsor pages.

## PROGRAM

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

## SOCIAL MEDIA

With an audience of 5,000+ spread across social media outlets, Bridge Communities will link guests/followers to our mission, our sponsors, and your messaging through dynamic, engaging, and fabulous content.

+ Much more!





## *Platinum Pump Exclusive Sponsor - \$20,000*



### **PUT YOUR BEST FOOT FORWARD! WE ARE OFFERING AN EXCLUSIVE SPONSORSHIP FOR THE PRESENTING RIGHTS TO WINE WOMEN & SHOES.**

This includes your name/logo incorporated into the official event logo as well as all collateral, event signage, and décor. Your company name will be associated with everything involving Wine Women & Shoes (i.e. Wine Women & Shoes benefiting Bridge Communities Presented by “Your Company Name/Logo Here”).

#### **Presenting Sponsorship benefits include:**

- A \$20,000 tax deductible investment in Bridge Communities
- Exclusive title recognition as presenting sponsor
- During the program portion of the event, you will be given the opportunity to welcome and thank the audience and mention your business as the premier sponsor
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, and signage, invitations, and save-the-dates
- Prominent recognition on event websites, e-blasts, and social networking campaigns (i.e., Facebook, Twitter, and Instagram) reaching Bridge Communities’ followers
- Option to provide a video promoting your business and its support of WW&S to be featured in one day of dedicated posts on Facebook and Instagram (please provide video by February 1)
- Onstage verbal recognition and prominent signage at the event, including on the Paparazzi social media/photo backdrop
- Opportunity to promote your business with product placement, booth, and customer liaison at event (booth/contents to be approved by Bridge Communities)
- Link to your company website from the Bridge Communities and WW&S websites
- Opportunity to place a premier item in the swag bags (event appropriate items only)
- Full-page ad in the event program (artwork provided by you and due February 1)
- One mail or email follow-up to attendees distributed by Bridge with materials provided and cost covered by you.
- Up to 20 complimentary tickets (two full tables!)





## *Diamond Stiletto Exclusive Sponsor - \$15,000*



### **SHINE LIKE A DIAMOND AT WINE WOMEN & SHOES**

This exclusive sponsorship puts your name in front of all the guests of Wine Women & Shoes.

Your name/logo will be included on all collateral, event signage, and décor.

#### **Sponsorship benefits include:**

- A \$15,000 tax deductible investment in Bridge Communities
- Prominent logo placement on signage at the entrance of the event
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, and signage, invitations, and save-the-dates
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook, Twitter, and Instagram) reaching Bridge Communities followers
- Option to provide a video promoting your business and its support of WW&S to be featured in one day of dedicated posts on Facebook and Instagram (please provide video by February 1)
- Onstage verbal recognition and prominent signage at the event
- Opportunity to promote your business with product placement and customer liaison at event
- Link to your company website from the Bridge Communities and WW&S websites
- Opportunity to place a premier item in the swag bags (event appropriate items only)
- Full-age ad in the event program (artwork provided by you and due February 1 )
- Up to 10 complimentary tickets (one full table)







## *Gold Studded Sandal Sponsor - \$10,000*



### **GO FOR GOLD!**

Be in the forefront of this celebration bringing women together for an afternoon of fine wine and great style, while supporting the mission of Bridge Communities to transition families experiencing homelessness to self-sufficiency by working with partners to provide mentoring, housing, and supportive services.

#### **Sponsorship benefits include:**

- A \$10,000 tax deductible investment in Bridge Communities
- Recognition logo placement in ALL event public relations and advertising initiatives, programs, and signage
- Prominent recognition on event website, e-blasts, and social networking campaigns
- Link to your website from the Bridge Communities and WW&S websites
- Option to provide a video promoting your business and its support of WW&S to be featured in one day of dedicated posts on Facebook and Instagram (please provide video by February 1)
- Opportunity to place a premier item in the swag bags (event appropriate items only)
- Half-page ad in the event program (artwork provided by you and due February 1 )
- Up to 10 complimentary tickets (one full table)





## *Beverage Sponsor - \$10,000*



### **SIP, SIP, HOORAY!**

We can't have Wine Women & Shoes without the wine! Your sponsorship will help to cover the beverage costs for our event, including wine tasting stations, perhaps a specialty cocktail, and non-alcoholic beverages. Since this is such a large part of our event, your logo will be everywhere! Each tasting station will have your logo on the signs, you'll be featured in our printed program, on event signage, in the program slideshow, and on our event website. Your logo will also be shared on our social media event page and in pre-event e-blasts.

#### **Sponsorship benefits include:**

- A \$10,000 tax deductible investment in Bridge Communities
- Recognition logo placement in ALL event public relations and advertising initiatives, programs, and signage
- Prominent recognition on event website, e-blasts, and social networking campaigns
- Link to your website from the Bridge Communities and WW&S websites
- Option to provide a video promoting your business and its support of WW&S to be featured in one day of dedicated posts on Facebook and Instagram (please provide video by February 1)
- Opportunity to place a premier item in the swag bags (event appropriate items only)
- Half-page ad in the event program (artwork provided by you and due February 1 )
- Up to 10 complimentary tickets (one full table)





# Silver Stiletto Sponsors - \$5,000 EACH



**KEY-TO-THE-CLOSET SPONSOR** - 150 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.

**SOLE MATES SPONSOR** - Sponsor the charming “Sole Mates” working the room and engaging with the women. It's a great opportunity to showcase your branding on the “Soul Mates” shirts. Plus your logo will appear on each Sole Mates’ peer-to-peer fundraising page and donation thank you email.

**PAPARAZZI PHOTO BACKDROP SPONSOR** - As lovely ladies arrive at the entrance of the event, they are escorted to a red-carpet platform where 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 WW&S, Bridge Communities and presenting sponsor logos).

**MISSION MOMENT SPONSOR** - An opportunity to tie your brand to the ultimate emotional moment at the event by underwriting production costs for the heartfelt Mission Moment presentation. This high-impact sponsorship includes verbal recognition during the introductory comments, logo impressions on screen and in any mission-related e-blasts, event slides, and signage, and continued post-event impressions as video is shared on social sites.

**BEST IN SHOE SPONSOR** - Celebrate our guests' fabulous footwear by promoting a “Best in Shoe” award. You'll have the opportunity to work the room, choose the winners, and announce and award the winner as a part of the live program.

*Sold!*

**SWAG BAG SPONSOR** - Your logo will appear on the coveted swag bag gifted to all attendees. Soon your branded tote will be paraded all over town.

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

**ENTERTAINMENT SPONSOR** - Your sponsorship will help wow and impress our guests! Not only will your sponsorship help cover our necessary AV costs, we're also excited to bring in a new entertainment element for the event this year that will further elevate the energy and excitement of this event.

**FASHION SHOW SPONSOR** - The highlight of our event is the Fashion Show! Your sponsorship will be featured on all pre-event fashion show e-blasts and social media posts, on our event website, on signage at the event, and will be included in both the printed program and the program slideshow.

## Sponsorship benefits include:

- A \$5,000 tax deductible investment in Bridge Communities
- Logo placement in ALL event public relations and advertising initiatives, programs, and signage
- Recognition on event websites, e-blasts, and social networking campaigns
- Link to your website from the Bridge Communities and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Option to provide a video promoting your business and its support of WW&S to be featured in one day of dedicated posts on Facebook and Instagram (please provide video by February 1)
- Quarter-page ad in the event program (artwork provided by you and due February 1)
- Up to 4 complimentary tickets

# One of a Kind Sponsorships - \$2,500 Each



*Sold!*

**LIVE AUCTION SPONSOR** - Who doesn't want to be a part of the excitement of the 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.

*Sold!*

**SIGNATURE MOCKTAIL SPONSOR** - Have your name as the presenter of The Signature Mocktail, **exclusive to our event**. Guests will delight in this unique beverage creation and fun flavor combination. An elegant display with tasteful signage and dispensers will make sure to get everyone's attention.

*Sold!*

**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.

**MIRROR, MIRROR SPONSOR** - "Who's the fairest of them all?" You may underwrite the marketplace mirrors, which will be placed throughout venue, to reach a captive audience. Includes your logo, as well as phrases like "You look mah-vellous."

**SAFE RIDE SPONSOR** - Help make sure all the lovely ladies get to and from the event safely. Grateful guests will be offered a code prearranged with a ride share provider.

**HAND SANITIZER SPONSOR** - We love getting all these fabulous ladies together to celebrate, shop, and sip wine, but no one needs to take home any unwanted guests. Branded individual hand sanitizers will be handed out to each attendee at the beginning of the event and located throughout the marketplace.

**MOBILE BIDDING SPONSOR** - We're doing away with paper and pen and bringing all our fabulous silent auction items into a mobile bidding platform, that will feature your logo!

**CENTERPIECE SPONSOR** - Your logo will be present on each table with the centerpiece, as well as on the event website.

**VIP GIFT SPONSOR** - Delight our VIP guests with a special gift just for them, placed at their individual place settings. Your logo will be placed on the gift, included on the event website, on social media.

*Sold!*

**LOUNGE SPONSOR** - With high heels comes high expectations... and a need for elegant lounge seating! Help sponsor a beautiful seating area inside of the bustling Marketplace for guests to take a seat for a few moments before rejoining the action.

**SELFIE STATION SPONSOR** - Selfies will be a must at this well photographed event so why not be a feature in every selfie the guests take at this station?! Your visibility would reach far beyond the event when the photos are shared on social media.

## Sponsorship benefits include:

- A \$2,500 tax deductible investment in Bridge Communities
- Recognition on event websites, e-blasts, and social networking campaigns
- Link to your website from the Bridge Communities and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Logo in the event program
- Up to 2 complimentary tickets



# Additional Opportunities



**\$1,500 COAT & BAG CHECK SPONSOR** - Stay top-of-mind by watching their coats, bags, wine, and winnings! Your logo is printed on bag check tags, as well as signage. **Benefits Include:** Logo recognition in event program and on event websites, e-blasts, and social networking campaigns.

**\$1,500 BATHROOM SPA AND ESSENTIALS KIT SPONSOR** - Pampering guests is a luxury well afforded with your name proudly displayed on spa products. Feature your company logo on lotions, potions, and soaps in venue restrooms OR provide an attendant to assist with hand towels that include your company's logo. **Benefits Include:** Logo recognition in event program and on event websites, e-blasts, and social networking campaigns.

**\$1,500 SWAG BAG INSERT SPONSOR** - Slip your product into the coveted swag bags handed out to each guest at the end of our event. Logos can be printed on items such as nail files, key chains, notepads, wine totes, etc. Your brand stays handy for months or years after the event. **Benefits Include:** Logo recognition in event program and on event websites, e-blasts, and social networking campaigns.

**\$1,500 HYDRATION STATION SPONSOR** - Help our fabulous attendees hydrate at the water station. Elegant signage and dispensers will draw a thirsty crowd. **Benefits Include:** Logo recognition in event program and on event websites, e-blasts, and social networking campaigns.

*Sold!*

**\$1,500 VALET PARKING SPONSOR** - Valet will be a popular choice for most of our guests at this venue. With your logo at the valet station, there will be visibility from not only our attendees but other guests of the resort as well. **Benefits Include:** Logo recognition in event program and on event websites, e-blasts, and social networking campaigns. Also includes the opportunity to provide a leave-behind placed by valets in guests' cars.

**\$1,500 FASHION ILLUSTRATOR SPONSOR** - As guests stroll the marketplace this is the perfect opportunity to commemorate their fabulous afternoon. With your logo at the illustration station and on the illustration card your visibility doesn't end at the event. These are sure to be a social media worthy share and will reach far beyond our guests into their social networks. **Benefits Include:** Logo recognition in event program and on event websites, e-blasts, and social networking campaigns.

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## 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:

**Jenifer Bystry at 630.403.5095 or [Jenifer.Bystry@bridgecommunities.org](mailto:Jenifer.Bystry@bridgecommunities.org).**

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



## Sponsorship Agreement

### YES! I WOULD LIKE TO PARTICIPATE WITH THE FOLLOWING...

- ☒ ~~\$20,000 Platinum Pump Exclusive~~
- ☒ ~~\$15,000 Diamond Stiletto Exclusive~~
- ☐ \$10,000 Gold Studded Sandal Sponsor
- ☒ ~~\$10,000 Beverage Sponsor~~
- ☐ \$5,000 Silver Stiletto Sponsors
  - ☐ Key-to-the-Closet
  - ☐ Sole Mates
  - ☐ Paparazzi Photo Backdrop
  - ☐ Mission Moment
  - ☐ Best in Shoe Awards
  - ☒ ~~Swag Bag~~
  - ☐ Wine glasses
  - ☐ Entertainment
  - ☐ Fashion Show
  - ☐ Custom: \_\_\_\_\_

- ☐ \$2,500 One-of-a-Kind
  - ☒ ~~Live Auction~~
  - ☒ ~~Signature Mocktail~~
  - ☒ ~~Cocktail Napkin~~
  - ☐ Mirror, Mirror
  - ☐ Safe Ride
  - ☐ Hand Sanitizer
  - ☐ Mobile Bidding
  - ☐ Centerpiece
  - ☐ VIP Gift
  - ☒ ~~Lounge~~
  - ☐ Selfie Station
- ☐ \$1,500 Additional Opportunities
  - ☐ Coat & Bag Check
  - ☐ Bathroom Spa & Essentials Kit
  - ☐ Swag Bag Insert
  - ☐ Hydration Station
  - ☒ ~~Valet Parking~~
  - ☐ Fashion Illustrator

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

☐ **Please send invoice to:**

Name: \_\_\_\_\_ Mobile Phone Number : \_\_\_\_\_

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

☐ **Check enclosed for \$** \_\_\_\_\_ *payable to Bridge Communities*

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

**For Credit Card Only:** Name as it appears on the card: \_\_\_\_\_

**Please Circle:**          Visa          MasterCard          Amex          Discover

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

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

**RETURN FORM VIA MAIL or EMAIL to** Bridge Communities, 505 Crescent Blvd., Glen Ellyn, IL 60137 or [Jenifer.Bystry@bridgecommunities.org](mailto:Jenifer.Bystry@bridgecommunities.org).

**FOR MORE INFORMATION VISIT** [winewomenandshoes.com/bridgecommunities](http://winewomenandshoes.com/bridgecommunities)

**ARTWORK STATEMENT** Confirm your link-to URL and send artwork to [Andrew.Baumann@bridgecommunities.org](mailto:Andrew.Baumann@bridgecommunities.org) in both EPS and JPEG formats as soon as possible to get the fullest value of your sponsorship!