



wine  
women & shoes®

Benefiting

**RAISE THE BARR**

SPONSORSHIP OPPORTUNITIES

*Tackling poverty two heels at a time!*



**RAISE THE BARR**

*Join us!*

THURSDAY,  
DECEMBER 1, 2022  
6:30 – 9:30 PM  
1923 CLUB

Wine Women & Shoes is the brainchild of Napa Valley vintner Elaine Honig and has raised more than \$100 million for charities in 60+ cities around the United States and Canada.

The 1<sup>st</sup> annual Wine Women & Shoes benefiting Raise the Barr will take place on Thursday, December 1<sup>st</sup> and will include wine tasting, incredible auction and raffle items, designer shopping, culinary delights and more!

We have a variety of sponsorship opportunities to fit your company's charitable strategy. With YOUR help, we can continue our mission to increase opportunity and economic mobility for single-parent families through education.



**RAISE THE BARR**

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## ABOUT US

Raise The Barr is a 2Gen nonprofit organization led by a 2Gen team on a mission to maximize the potential of every individual. Raise the Barr is committed to increasing opportunity and economic mobility for low-income single parent students and their children through education. We place single-parent students at the center of our work and strive to find every opportunity to elevate their voices. All our work is approached with racial equity and intersectional lens.

Co-founded by NFL Pro Bowl Linebacker, 2021 Walter Payton Man of the Year nominee, and UCLA All-American Anthony Barr and his mother Lori Barr, Raise The Barr was inspired by their lived experiences. Lori became pregnant with Anthony at the age of 19, while she was a college student. She quickly had to learn how to raise a child on her own, while still learning how to raise herself. Three years later, including hours away from her young son, working low-wage part-time jobs, and accruing thousands of dollars of student debt, Lori graduated. Lori and Anthony founded Raise The Barr to provide support and resources to families like their own with a fierce commitment to elevating single-parent voices on campuses across the country. When you Raise The Barr for one, you Raise The Barr for all.

## *\$35,000 Platinum Pump Exclusive Presenting Sponsor*

*Provides 10 or more annual completion scholarships for single-parent students who are in the final two semesters of their education and have run out of other financial aid.*

- Exclusive title recognition as presenting sponsor
- Prominent recognition in all pre-event marketing campaign
- Logo with link on Raise the Barr and WW&S webpages
- On-stage verbal recognition during the seated program
- Prominent recognition throughout the event on signage and on stage
- Logo recognition on post-event thank you materials
- Four (4) dedicated Presenting Sponsor social media posts on Anthony's Instagram (168K) and Twitter (104K)
- Opportunity to place a premier item in swag bag
- Two reserved VIP tables for a total of 20 guests and 20 swag bags

## *\$20,000 Diamond Stiletto Exclusive Sponsor*

*Provides 15 or more grants for students who are in crisis (unsafe or unstable housing, at risk of utilities being shut off, lacking food for their family).*

- Recognition in all pre-event marketing campaign and post-event thank you materials
- Logo with link on Raise the Barr and WW&S webpages
- Recognition throughout the event on signage and on stage
- On-stage verbal recognition during the seated program
- Acknowledgement before and after the event on social media on Anthony's Instagram (168k) and Twitter (104k)
- Opportunity to place a premier item in swag bag
- One VIP table for 10 guests with 10 swag bags

## *\$15,000 Golden Cleat Exclusive Sponsor*

*Provides compensation to a part-time licensed social worker to work with single-parent students in crisis.*

- Recognition in all pre-event marketing campaign and post-event thank you materials
- Logo with link on Raise the Barr and WW&S webpages
- Logo recognition during the seated program and on select signage
- Acknowledgement before and after the event on social media on Anthony's Instagram (168k) and Twitter (104k)
- Opportunity to place a premier item in swag bag
- 8 VIP tickets and 8 swag bags

## *\$10,000 Silver Sandal Sponsor*

*Provides 20 or more emergency grants to single-parent students who have one-time unexpected expenses.*

- Recognition in all pre-event marketing campaign and post-event thank you materials
- Logo with link on Raise the Barr and WW&S webpages
- Logo recognition during the seated program and on select signage
- One (1) dedicated social media post
- Opportunity to place a premier item in swag bag
- 6 VIP tickets and 6 swag bags

## \$7,500 Runway Sponsorship

Provides compensation to a single-parent student in the role of part-time consultant to RTB programs for one year.

*Benefits Include:* Logo placement on event webpage, name on post-event communication, name/logo recognition on social networking campaigns, name recognition on event e-blasts, and 5 VIP tickets and swag bags.

**Shoe Guys** (1 available) Sponsor our charming "Shoe Guys" working the room and engaging with more than 350 attendees. It's a great opportunity to showcase your branding on the "Shoe Guy" t-shirts, plus your logo on each "Shoe Guy's" peer-to-peer fundraising page and donation thank you email!

**Swag Bags** (1 available) Attendees receive a beautiful bag to take home with your logo on one side, which means they will be rocking your brand around town for years to come.

**Paparazzi Photo Backdrop** (2 available) Our lovely attendees are photographed in front of a Step and Repeat banner with your sponsor logo splashed onto a vibrant banner backdrop (along with the WWS and Raise the Barr logos), getting endless likes and shares!

## \$5,000 Sole Proprietor Sponsorships

Provides laptop/tablet and high-speed internet for two families.

*Benefits Include:* Logo placement on event webpage, recognition on event communication and social networking campaigns, and 2 VIP tickets and swag bags.

**Keep it Clean** (1 available) Spread hope, not germs! These branded individual hand sanitizers will be handed out to each attendee at the beginning of the event to help keep our guests safe and healthy!

**Wall of Wine** (1 available) For this wine focused event, your logo will be prominently featured on the Wall of Wine signage and Wall of Wine display. Language on sign says, "Wall of Wine presented by YOUR COMPANY."

**Best in Shoe Awards** (4 available) Celebrate our attendees' fabulous shoes by promoting a "Best in Shoe" award. Judges work the room, choose the winners, and have the opportunity to strut on stage and announce the winners as part of the live program.

**Cocktail Napkin** (1 available) Be the logo prominently featured on all cocktail napkins for the event.

**Key to the Closet** (1 available) One hundred keys for sale, and only 1 will win the collective bounty. Your brand will be featured as the Key to the Closet sponsor.

## \$2,500 Style Icon Sponsorships

Provides "Quality of Life" grants that support growth and healing from traumatic life experiences.

*Benefits Include:* Name placement on event webpage, recognition on event communication and social networking campaigns, and 1 VIP ticket and swag bag or 2 general admission tickets and 2 swag bags.

**Call to the Heart** (6 available) The most heartfelt part of the night – sponsor one gift level for our emotional mission moment and tie your brand to our mission.

**Mirror, Mirror** (1 available) Underwrite the marketplace vendor mirrors and your logo will be placed throughout.

## \$1,000 Glass Slipper Sponsorship

Small business owners serve as special ambassadors for our event and cause. Let us help bring more exposure to your business in appreciation for your passion in helping boost a family in need higher.

*Benefits Include:* Name placement on event webpage, recognition on event communication and social networking campaigns, and 1 general admission ticket and swag bag.

# Sponsorship Commitment

**YES! I would like to attend/sponsor Wine Women & Shoes on December 1<sup>st</sup>, 2022!**

**More information available online at [winewomenandshoes.com/rtbla](http://winewomenandshoes.com/rtbla)**



## SPONSORSHIP OPPORTUNITIES

- ☐ Platinum Pump Exclusive Presenting Sponsor \$35,000
- ☐ Diamond Stiletto Exclusive Title Sponsor \$20,000
- ☐ Golden Cleat Exclusive Sponsor \$15,000
- ☐ Silver Sandal Sponsor \$10,000
- ☐ Runway Sponsorship \$7,500 **Name of Sponsorship** \_\_\_\_\_
- ☐ Sole Proprietor Sponsorship \$5,000 **Name of Sponsorship** \_\_\_\_\_
- ☐ Style Icon Sponsorship \$2,500 **Name of Sponsorship** \_\_\_\_\_
- ☐ Glass Slipper Sponsorship \$1,000

## REGISTRATION INFORMATION

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

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

## PAYMENT INFORMATION

- ☐ Check enclosed payable to Raise The Barr
- ☐ Charge my:    ☐ Visa    ☐ Mastercard    ☐ AMEX    ☐ Discover
- ☐ Please invoice me \_\_\_\_\_
- Name on Card \_\_\_\_\_
- Billing Address \_\_\_\_\_
- Credit Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_ CVV \_\_\_\_\_
- Signature \_\_\_\_\_ Date \_\_\_\_\_
- ☐ I am unable to participate but would like to donate to Raise The Barr \$ \_\_\_\_\_

To ensure your company logo is included in event day materials, please mail or email this form to the address below by September 15, 2022. Partners wanting this benefit must submit electronic logos in .EPS/.JPG format at a minimum of 300 dpi in color, and black and white. Please make checks payable to Raise The Barr and send to: 2851 W. 120<sup>th</sup> St. E339, Hawthorne, Ca 90250

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