

MERCEDES-BENZ OF TAMPA  
PRESENTS



# wine women & shoes®

BENEFITING THE  
CHILDREN'S CANCER CENTER

*Brought to you by Watt Plastic Surgery*

## SPONSORSHIP OPPORTUNITIES



# PHOTOS FROM PREVIOUS YEARS



## About the Children's Cancer Center

The Children's Cancer Center is a non-profit organization dedicated to serving children and their families battling cancer or chronic blood disorders with the emotional, financial, and educational support necessary to cope with their life-threatening illness.



OVER

1,000

FAMILIES SERVED ANNUALLY



CHILDREN'S  
CANCER CENTER

helping children & families cope

92%

TOTAL YEARLY  
DONATIONS SPENT ON  
FAMILY PROGRAMS

29

PROGRAMS AND SERVICES

for all members of the family,  
through every step of their cancer  
journey

97%

OF CHILDREN DIAGNOSED  
with pediatric cancer in the Tampa  
Bay area yearly benefit from our  
programs and services



CHARITY NAVIGATOR

The Children's Cancer Center has  
received the highest rating from  
Charity Navigator

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## About Wine, Women & Shoes

Created for those who enjoy fine wine, great style, and supporting a noble cause, Wine Women & Shoes (WW&S) is one of the fastest-growing charity events in the country. Featuring wine tastings, a live and silent auction, high end fashion show, and walk-around boutique marketplace, WW&S is a highly successful national fundraising event.

# Thursday October 6th, 2022

## ARMATURE WORKS

# \$1.7 Million+

**RAISED IN THE PAST 8 WINE, WOMEN & SHOES FOR  
TAMPA CHILDREN AND FAMILIES BATTLING CANCER**

# 550+

**AFFLUENT WOMEN &  
MEN IN ATTENDANCE**

**2022 IS THE**

# 9th

**YEAR OF TAMPA'S  
WINE, WOMEN &  
SHOES**

# 80%

**OF ATTENDEES ARE  
AGED 30 - 60**

# MEDIA 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 collateral and social media platforms.

## PROGRAM

The program book is distributed to all guests at the event. This book includes event details, sponsor recognition, Children's Cancer Center information, paid advertisements, Sole Man information, and live and silent auction item descriptions.



## E-BLASTS

At least 5 e-blasts will be sent to over 500 attendees, as well as the Children's Cancer Center's database of over 12,000 individuals. Pre-event e-blasts will preview all the fun and excitement, as well as include 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!



## WEBPAGE

Sponsorship information will be available on both Children's Cancer Center's and Wine Women & Shoes' websites. Sponsor information will include links to appropriate sponsor pages.

## SOCIAL MEDIA

With an audience of over 4,000 spread across social media outlets, Bridge Communities will link guests/followers to our mission, our sponsors, and messaging through dynamic, engaging, and fabulous content.



# SPONSORSHIP OPPORTUNITIES

Sponsor Level	Cost	Details
<b>Presenting Sponsor</b> (Mercedes Benz of Tampa)	\$30,000 <b>SOLD</b>	The Presenting Sponsor is the highest level of recognition and brand exposure before, during and post-event. This event will be promoted on all marketing as the "Children's Cancer Center's Wine Women & Shoes, presented by _____". The Presenting Sponsor is also represented on all marketing materials throughout the event including the Marketplace, Fashion Show and After Party.
<b>Title Sponsor</b> (Watt Plastic Surgery)	\$25,000 <b>SOLD</b>	The Title Sponsor is an exclusive opportunity where your company name would be included in any place the event name is. Your company will become part of the title. Listed as "Mercedes Benz of Tampa's Wine, Women and Shoes Brought to you by _____". The Title Sponsor is also represented on all marketing materials throughout the event including the Marketplace, Fashion Show and After Party.
<b>Fashion Runway Sponsor</b>	\$25,000	The Fashion Runway Sponsor is an exclusive, visual branding opportunity when all eyes are on the stage for the <b>seated portion of the evening. Your logo will be prominently on the runway the entire show!</b>
<b>Entertainment Sponsor</b>	\$20,000	The Entertainment Sponsor is an exclusive, visual branding opportunity on the two large video screens located on the left and right side of the stage throughout the entire show and seated portion of the event!
<b>Step and Repeat Sponsor</b> (Two Opportunities Available)	\$15,000	The Step and Repeat Sponsors are a visual branding opportunity located at the entrance of the event. As guests arrive, they will be escorted by Sole Men to a platform where they'll be photographed. This is your chance to be featured in a high traffic area at the event, as well as in every guest photo upon their arrival. This opportunity is for two companies in which their logos will be prominently featured together, on a vibrant photo display paired with the Wine, Women and Shoes and Children's Cancer Center's logos.



# SPONSORSHIP OPPORTUNITIES

## Sponsor Level

## Cost

## Details

**Sole Men T-Shirt Sponsor**  
(Meat Market)

\$7,500

**SOLD**

The Sole Men T-shirt Sponsor is a visual branding opportunity for your logo to be placed on the back of the 60+ t-shirts worn by the event's famous volunteers, the Sole Men. Sole Men are engaged in every portion of the event for all 550 guests to see at every glance.

**Key to the Closet Sponsor**  
(Style Me New)

\$5,000

**SOLD**

All 550+ attendees have the opportunity to purchase multiple chances to win all of the items featured in the coveted closet. The closet is filled with high end items from partners in our community such as boutique gift cards, hotel stays, and so much more all valued at \$20,000+. The Key to the Closet Sponsor will have a dedicated visual branding opportunity around the closet and will be mentioned on stage when the winner is announced. This on-stage feature will be accompanied by logo placement as well.

**Swag Bag Sponsor**  
(Westshore Diamond)

\$5,000

**SOLD**

Make a lasting impression on our 550+ guests as you enrich their experience by becoming the Swag Bag Sponsor. Swag bags are given to guests the night of and utilized for days/years to come making this a great opportunity for marketing & visibility.

**Bar Sponsor**

\$5,000

**SOLD**

The Bar Sponsor is a visual branding opportunity for your logo to be displayed at all bars in the Marketplace area of the event. Every time guests come to and from the bar to refresh their drink, they will see your logo. With 550+ guests the Bar Sponsor is a high visibility sponsorship.

**Wine Glass Tag Sponsor**  
(Rabble Wines)

\$5,000

**SOLD**

The Wine Glass Tag Sponsor is a visual branding opportunity for your logo to be placed on each wine glass throughout the evening. The logo will be viewed time and time again as guests sip their way through different vintners, and as their glasses are refreshed during the fashion show.



# SPONSORSHIP OPPORTUNITIES

## Sponsor Level

## Cost

## Details

**Live Auction  
Sponsor  
(Perfectly Bare)**

\$3,500

**SOLD**

The Live Auction Sponsor is an opportunity to have your logo displayed prominently on each slide of the live auction for all guests to see. Your logo will be placed alongside each luxurious vacation home that is being auctioned off during one of the most anticipated parts of the event!

**Champagne Bar  
Sponsor  
(Clean Juice)**

\$3,000

**SOLD**

An exclusive, visual branding opportunity for your logo to be featured on the Champagne Bar. The Champagne Bar is a dedicated bar for bubbles that is always a hit among guests and inevitably ends up being a great place to snap cute photos.

**Photo Booth  
Sponsor  
(Driven Fit)**

\$3,000

**SOLD**

The Photo Booth Sponsor is an opportunity to feature your logo on every photo booth picture taken throughout the evening for 550+ guests. This sponsor logo will be on every photo that is physically printed and digitally sent to guests to share with their friends after the event.

**Mirror Positivity  
Sponsor  
(Merissa Larson)**

\$2,500

**SOLD**

The Mirror Positivity Sponsor is an opportunity to have your logo featured on all the mirrors throughout the Marketplace. While ladies freshen up their lipstick or snap a photo, this sponsor will be visible along with a positive saying inspiring confidence among guests. Some men will be nearby serving compliments to all the attendees that visit the mirrors as well.

**Make Your Bid  
Sponsor  
(Forever Young Aesthetics)**

\$2,500

**SOLD**

The Make Your Bid Sponsor is a branding opportunity for your logo to be featured across the entire back of every event program that the 550+ guests receive upon arrival and use during the much anticipated live auction portion of the event.



# SPONSORSHIP OPPORTUNITIES

Sponsor Level	Cost	Details
<b>Silent Auction Sponsor</b>	\$2,500	The Silent Auction Sponsor is a visual branding opportunity for your logo to be displayed in a high traffic area alongside the curated silent auction items. The entire Children's Cancer Center database will receive the silent auction link including your logo, via email prior to the event.
<b>Water Bottle Sponsor (The Lewkowicz Team)</b>	\$2,500	The Water Bottle Sponsor will be featured throughout the entire event from the Marketplace to the Fashion Show and the After Party. As the attendees of Wine, Women & Shoes enjoy the event, they will be thirsty for some refreshing water while eating fine foods, sipping wonderful wines, shopping with exclusive retailers, and bidding on auction items.
<b>Napkin Sponsor (The Giving Girls)</b>	\$2,000	The Napkin Sponsor is a visual branding opportunity for your logo featured on beverage napkins displayed at every bar throughout the Marketplace and in the VIP private lounges complimenting each drink throughout the evening.
<b>After Party Sponsor</b>	\$2,000	The After Party Sponsor is an exclusive opportunity to have your logo/signature prominently on all signage as guests arrive at the glamorous After Party leaving a lasting impression at this
<b>Custom Sponsor</b>	TBD	<b>DIDN'T SEE ANYTHING THAT FITS YOUR COMPANY?</b> Contact our Assistant Director of Development and Community Engagement, Gracie Goltermann, to discuss how we can create a unique sponsorship opportunity which will meet your company's specific needs! 813-367-5437 ext 8 ggoltermann@childrenscancercenter.org



# CUSTOM SPONSORSHIP OPPORTUNITIES

## FIND THE PERFECT FIT FOR YOUR BRAND BELOW!

<b>Show Stopper</b>	\$5,000	The Show Stopper sponsor is an exclusive opportunity to have your logo featured on lighted foam sticks that will be given to every guest during the entertainment portion of the event. Includes 2 tickets to the event.	<b>Koozie</b>	\$1,500	The Koozie sponsor is an exclusive opportunity to have your logo featured on custom Koozies placed in each attendee's swag bag.
<b>After Party Slipper</b>	\$3,000	The After Party Slipper sponsor is an exclusive opportunity to have your logo featured on signage in the after party where guests will receive slippers to change into. Includes 1 ticket to the event.	<b>Lint Roller</b>	\$1,500	The Lint Roller sponsor is an exclusive opportunity to have your logo featured on custom Lint Rollers placed in each attendee's swag bag.
<b>Coaster</b>	\$2,500	The Coaster sponsor is an exclusive opportunity to have your logo featured on all coasters used at the event. Includes 1 ticket to the event.	<b>Lasting Impression</b>	\$TBD	The Lasting Impression sponsor is an exclusive opportunity to have your logo featured on the special take away gift at the end of the event.
<b>Valet</b>	\$2,000	The Valet sponsor is an exclusive opportunity to have your logo featured on valet signage at the main entrance of the event. Includes 1 ticket to the event.	<b>Shoe Horn</b>	\$1,000	The Shoe Horn sponsor is an exclusive opportunity to have your logo featured on custom Shoe Horns placed in each attendee's swag bag.
<b>Back of Phone Wallet</b>	\$2,000	The Back of Phone Wallet sponsor is an exclusive opportunity to have your logo featured on phone wallets placed in each attendee's swag bag. Includes 1 ticket to the event.	<b>Sober Up Station</b>	\$1,000	The Sober Up Station sponsor is an exclusive opportunity to have your logo featured at the after party's Sober Up Station.
<b>Lip Balm</b>	\$1,500	The Lip Balm sponsor is an exclusive opportunity to have your logo featured on custom lip balms placed in each attendee's swag bag.	<b>Stain Removal Pen</b>	\$1,000	The Stain Removal Pen sponsor is an exclusive opportunity to have your logo featured on custom Stain Removal Pens placed in each attendee's swag bag.

If you're interested in discussing custom sponsorship opportunities to better fit your company's needs -or- if you're interested in becoming more involved in the Children's Cancer Center's signature events on an annual basis, please contact Gracie Goltermann, Assistant Director of Development and Community Engagement, directly at 813-367-5437 ext 8 or by email at [ggoltermann@childrenscancercenter.org](mailto:ggoltermann@childrenscancercenter.org)



	Inclusivity Across All Branding	Cobranding at event	Industry Exclusivity	Company Shoutout During Show	Featured on Event Signage	Logo on Website	Program Ad	Tickets Included
Presenting Sponsor							Full Page	10
Title Sponsor							Full Page	8
Runway Sponsor							Full Page	6
Entertainment Sponsor							Full Page	4
Step and Repeat Sponsor							Full Page	3
Sole Men T-Shirt Sponsor							Half Page	3
Key to the Closet Sponsor							Half Page	2
Swag Bag Sponsor							Half Page	2
Bar Sponsor							Half Page	2
Wine Glass Tag Sponsor							Half Page	2
Live Auction Sponsor							Quarter Page	1
Champagne Bar Sponsor							Quarter Page	1
Photo Booth Sponsor							Quarter Page	1
Mirror Positivity Sponsor							Quarter Page	1
Make Your Bid Sponsor							Quarter Page	1
Silent Auction Sponsor							Quarter Page	1
Water Bottle Sponsor							Quarter Page	1
Napkin Sponsor							Company Listed	1
After Party Sponsor							Company Listed	1

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