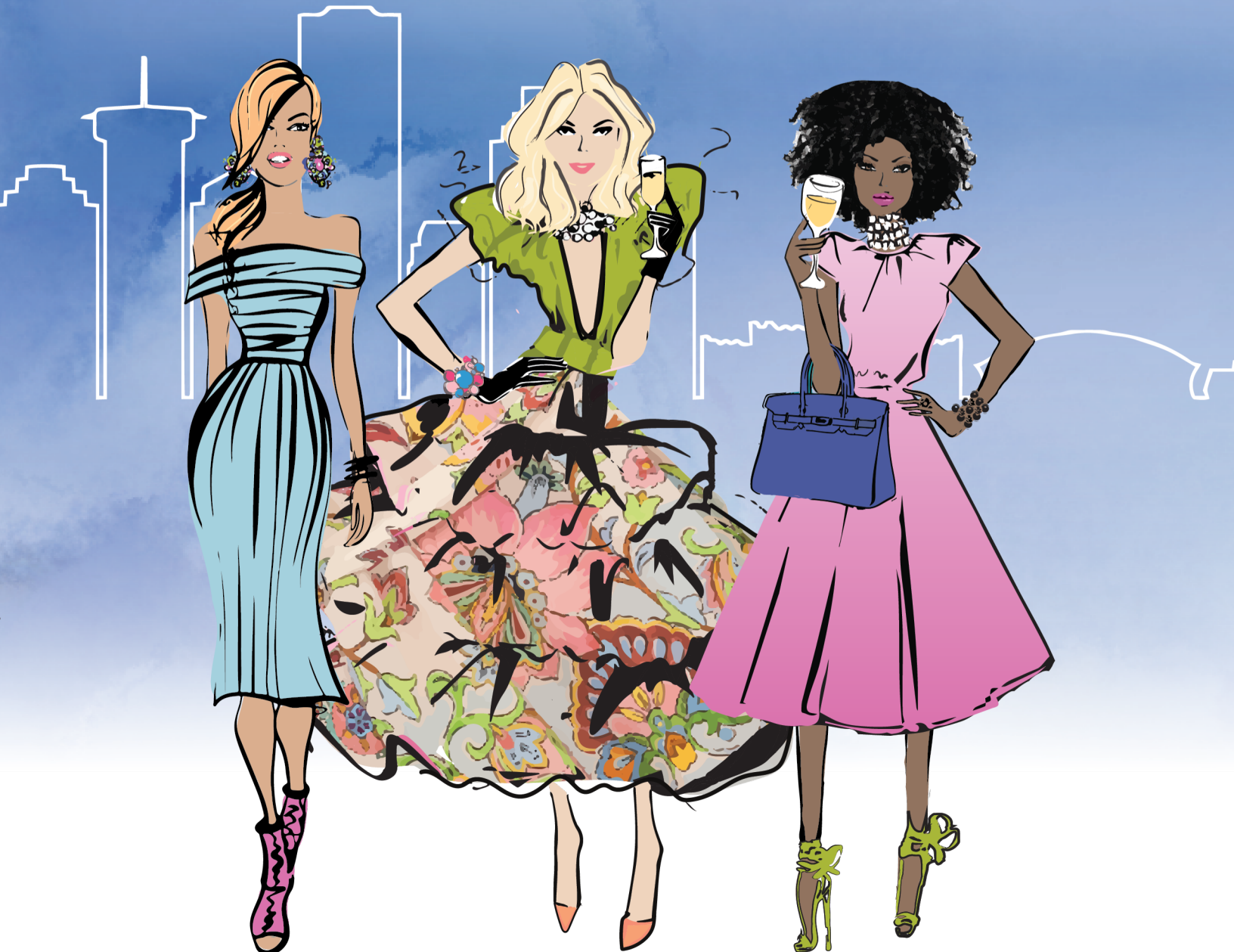


# wine women & shoes<sup>®</sup>

Benefiting Brightside Therapy Collective

501(c)(3) nonprofit

## *Sponsorship Opportunities*



# The Perfect Pair...

## BRIGHTSIDE THERAPY COLLECTIVE & 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 \$100 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!

**FRIDAY,  
MARCH 10, 2023**  
11:00 AM - 3:00 PM at  
Antoine's Restaurant

### WINE WOMEN & SHOES AUDIENCE:

- 80% women ages 30 to 55
- Retired executives to CEO moms to 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 attend fashion events
- Enjoy wine and attend wine events
- Represent the typical luxury brand consumer
- On average, donate/spend \$200-\$600 per event

# Mission

Provide affordable and accessible mental health services available to all along with community programs for children and adults with a focus on a holistic approach for both individual and community.

## WE OFFER INDIVIDUAL, FAMILY AND GROUP COUNSELING FOR EVERYONE TO INCLUDE THE UNDERSERVED. WE ALSO OFFER COMMUNITY PROGRAMING (EMPOWER and THE EMOTIONS OF FINANCE)

**New Orleans has become one of the most dangerous cities in the nation ranking among the top 40 out of 35,000 cities.** In the last year, our City had over **8000 violent crimes with 22 murders per 100,000 citizens** [www.nola.gov](http://www.nola.gov). Many studies have been done reviewing risk factors, such as crime rates, and how those factors influence individual and community development. One study of note, The Adverse Childhood Experience study (ACES), was conducted by the Center for Disease Control (CDC)-Kaiser Permanente and is one of the largest investigations of childhood abuse and neglect and household challenges as compared to later-life health and well-being. A follow up study done by the Child and Adolescent Health Measurement Initiative (CAMHI) in 2021, identified 46.7 percent of Louisiana children to have experienced one or more adverse childhood experience; this is approximately 1 in 5 children where large impacts are seen [www.childhealthdata.org](http://www.childhealthdata.org).

Data from the ACES involving over 17,000 Health Maintenance Organizations has shown that such crime rates occur in communities that have high rates of poverty, limited educational and economic opportunities and high levels of social and environmental disorder. The ACES data has also identified strategies to address these challenges by strengthening household financial security, promoting social norms that protect against violence and adversity and by offering mentoring programs and access to safe, engaging after school programs and activities [www.cdc.gov/violenceprevention/aces/index.html](http://www.cdc.gov/violenceprevention/aces/index.html).

In New Orleans, **Brightside Therapy Collective (BTC)**, a 501(c)(3) comprised of a group of mental health clinicians, has been addressing such issues over the last 3 years through individual, couples, family, and group counseling. Brightside hopes to expand its mission through its EMPOWER Program. **EMPOWER** group curriculum is designed to work with high school students grades 9-12 in schools in which most students occupy a low socioeconomic bracket with limited resources. The 10-week curriculum for EMPOWER was designed with the ACES community risk factors and prevention strategies as a backdrop. It engages participants in a variety of psycho education and emotional processing and creates a peer support network that facilitates the skill development of its participants resulting in: increased emotional stability, a positive outlook, a strong work ethic, healthy social and emotional boundaries, job seeking skills, resume building, interview skills, and professionalism and practical financial skills. All of the aforementioned are required for obtaining financial security. The Empower program is already having an impact on students/families facing the challenges ACES has identified and costs only \$443 per student for the entire 10-week program.

Similar data to above is relevant to **The EMOTIONS OF FINANCE** group which can be done with ages 15 and up but is target at an adult population whereas EMPOWER is targeted at teenage years through early adulthood (high school demographic).



# 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, 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 *Brightside Therapy Collective* webpage and online registration.

## INVITATION

The full-color event invitation will be sent 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.

## SOCIAL MEDIA

*Brightside Therapy Collective* will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content across social media platforms.

## NEWSLETTERS

Digital newsletters will be sent to the entire network of the *Brightside Therapy Collective* donors, community members, supporters and guests with the latest news on event updates, activities, promotions, and more.

## PROGRAM

Distributed to all 350+ guests at the event. This book includes event details, sponsor recognition, *Brightside Therapy Collective* program information, and live and silent auction item descriptions.

+ Much more!





# Sponsorship Opportunities

## AUDUBON PARK | PRESENTING SPONSOR - \$25,000

- A \$25,000 tax deductible investment in Brightside Therapy Collective
- Exclusive recognition as presenting sponsor with name or logo incorporated in Wine Women & Shoes event branding
- 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, & Instagram) reaching Brightside Therapy Collective followers
- Link to your company website from the Brightside Therapy Collective and WW&S websites
- Opportunity to provide a 30 second video OR have a company representative address the audience during the seated program
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Two reserved VIP tables for a total of sixteen guests
- Swag Bags for sixteen guests

## CITY PARK | TITLE SPONSOR - \$20,000

- A \$20,000 tax deductible investment in Brightside Therapy Collective
- Exclusive recognition as presenting sponsor with name or logo incorporated in Wine Women & Shoes event branding
- 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, & Instagram) reaching Brightside Therapy Collective followers
- Link to your company website from the Brightside Therapy Collective and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Two reserved VIP tables for a total of sixteen guests
- Swag Bags for sixteen guests

## CRESENT PARK SPONSOR - \$15,000

- A \$15,000 tax deductible investment in Brightside Therapy Collective
- Exclusive recognition as presenting sponsor with name or logo incorporated in Wine Women & Shoes event branding
- Logo placement in event public relations and advertising initiatives, press releases, and event collateral including programs, and signage, invitations and save the dates
- On-stage verbal recognition during the seated program
- Recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook, Twitter, & Instagram) reaching Brightside Therapy Collective followers
- Link to your company website from the Brightside Therapy Collective and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- One reserved VIP table for a total of ten guests
- Swag Bags for ten guests



# Sponsorship Opportunities

## PELICAN SPONSOR - \$10,000

- A \$10,000 tax deductible investment in Brightside Therapy Collective
- Logo placement in event public relations and advertising initiatives, press releases, and event collateral including programs, signage, invitations and save the dates
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e. Facebook, Twitter, & Instagram)
- On-stage verbal recognition during the seated program
- Link to your company website from the Brightside Therapy Collective and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- One VIP table for 8 Guests
- Swag bags for 8 guests

## MAGNOLIA SPONSOR - \$7,500

- A \$7,500 tax deductible investment in Brightside Therapy Collective
- Logo placement in event public relations and advertising initiatives, press releases, and event collateral including programs, signage, invitations and save the dates
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e. Facebook, Twitter, & Instagram)
- On-stage verbal recognition during the seated program
- Link to your company website from the Brightside Therapy Collective and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- One VIP table for 8 Guests
- Swag bags for 8 guests

## ALLIGATOR SPONSOR - \$5,000

- A \$5,000 tax deductible investment in Brightside Therapy Collective
- Logo placement in ALL event public relations and advertising initiatives, programs, and signage
- Recognition on event website, e-blasts, and social networking campaigns
- Link to your website from the Brightside Therapy Collective and WW&S websites
- Opportunity to place a premier item in the swag bag (event appropriate items only)
- Four (4) VIP Tickets
- Swag Bags for 4 guests

## TULIP SPONSOR - \$2,500

- A \$2,500 tax deductible investment in Brightside Therapy Collective
- Link to your website from the Brightside Therapy Collective and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name in the event program & on event signage
- Two (2) General Admission tickets
- Swag bags for 2 guests



# One-of-a-Kind Opportunities

**SWAG BAGS - \$5,000** Attendees receive a beautiful bag to take home with your logo on one side, which means they will be sporting your brand around town for years to come. Benefits Include: Your logo on one side of a high-quality shopping bag + 4 VIP tickets

**WINE GLASS - \$5,000**

(1 available) Grab attention as the Wine Glass sponsor with your logo on the wine glass given to each attendee to use the night of the event and take home to enjoy for years to come. Benefits Include: Logo on each wine glass + 4 VIP Tickets

**PAPARAZZI PHOTO BACKDROP - \$5,000** (2 available) As lovely ladies mingle through the event, 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 WWS and Brightside Therapy Collective logos) for the event entry photo opp, getting endless likes and shares! Benefits Include: Logo on Step & Repeat banner + 4 VIP Tickets

**SHOE GUYS - \$5,000** (1 available) - Sponsor our charming "Sole Men" working the room and engaging more than 350 women. It's a great opportunity to showcase your branding on the "Sole Men" shirts, plus your logo will appear on each Sole Mans peer-to-peer fundraising page and donation thank you email! Benefits Include: Logo on shirts, signage, e-blasts + 4 VIP Tickets.

**FASHION SHOW - \$5,000** (1 available) – Take it to the catwalk! All eyes are on the stage during the climactic fashion show, and that moment could be brought to the guests by you! Benefits included: Verbal recognition on stage prior to fashion show beginning Logo on signage, e-blasts + 4 VIP Tickets.

**MISSION MOMENT SPONSOR - \$5,000** (1 available) - 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 e-blasts, event slides and signage, continued post event impressions as video is shared on social sites. Benefits Include: Logo recognition, e-blasts + 4 VIP Tickets.

**LIVE AUCTION SPONSOR - \$5,000** (1 available) - 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 e-blast, all Live Auction slides, Live Auction thank you acknowledgments and multiple verbal recognitions from stage during the Live Auction. Benefits Include: Logo recognition, e-blasts + 4 VIP Tickets.

**MARKETPLACE SPONSOR - \$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 and your signage will be placed throughout the marketplace area. Benefits Include: Logo recognition + 2 GA tickets.

**VOLUNTEER SPONSOR - \$2,500** (1 available) - 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. Benefits Include: Logo recognition + 2 GA tickets.

**SILENT AUCTION SPONSOR - \$2,500** (1 available) - 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. Benefits Include: Logo recognition + 2 GA tickets

**KEY TO THE CLOSET SPONSOR - \$2,500**

(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. Benefits Included: Logo on signage, e-blasts, and all raffle materials + 2 GA tickets.



# One-of-a Kind Opportunities

## **BEST IN SHOE SPONSOR - \$2,500**

(3 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 a part of the live program. Benefits Include: Logo recognition + 2 GA tickets.

## **KEEP IT CLEAN SPONSOR - \$2,500**

(1 available) Celebrating helping hands by spreading love, not germs! These branded individual hand sanitizers will be handed out to each attendee at the beginning of the event. 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: Marketing benefits + 2 General Admission tickets.

## **WALL OF WINE SPONSOR - \$2,500**

(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 signs says, "Wall of Wine presented by XYZ Company". Benefits include: Logo recognition + 2 GA tickets

## **HYDRATION STATION SPONSOR - \$1,000**

(1 available) Help our fabulous attendees hydrate at the water stations. Elegant signage at each hydration station throughout venue. Benefits Include: Logo recognition + 1 GA ticket.

## **COCKTAIL NAPKIN SPONSOR - \$1,000**

(1 available) Be the logo prominently featured on all cocktail napkins for the event. Every best dressed lady needs somewhere to blot her lips! Benefits Include: Logo recognition + 1 GA ticket.

## **MIRROR MIRROR SPONSOR - \$1,000**

"Who's the fairest of them all?" Underwrite the marketplace vendor mirrors and your logo will be placed throughout. Benefits Include: Logo recognition + 1 individual ticket.

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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: Elise Johns at [e.johns@thetherapycollective.org](mailto:e.johns@thetherapycollective.org)**







Benefiting Brightside Therapy Collective

501(c)(3) nonprofit

*Put your best foot forward...*

### SPONSORSHIP OPPORTUNITIES

- |   |  |
|---|--|
| <input type="checkbox"/> Audubon Park   Presenting Sponsor - \$25,000 | <input type="checkbox"/> Magnolia Sponsor - \$7,500  |
| <input type="checkbox"/> City Park   Title Sponsor - \$20,000         | <input type="checkbox"/> Alligator Sponsor - \$5,000 |
| <input type="checkbox"/> Crescent Park Sponsor - \$15,000             | <input type="checkbox"/> Tulip Sponsor - \$2,500     |
| <input type="checkbox"/> Pelican Sponsor - \$10,000                   | <input type="checkbox"/> One-of-a-Kind _____         |

**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 Brightside Therapy Collective

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

Choose One:     ☐ Visa     ☐ MasterCard     ☐ Amex     ☐ Discover

Name as it appears on the card: \_\_\_\_\_

CC# : \_\_\_\_\_ Exp. : \_\_\_\_\_ CVN : \_\_\_\_\_

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

### RETURN FORM VIA MAIL OR EMAIL TO BRIGHTSIDE THERAPY COLLECTIVE

**Mail:** 3801 Canal St Ste 301, New Orleans LA 70119

**Email:** e.johns@thetherapycollective.org

**PLEASE SEND LOGOS TO:** e.johns@thetherapycollective.org  
in EPS or high-resolution jpg or png formats

