



wine women & shoes®

BENEFITING OPPORTUNITY HOUSE

TAKE THE OPPORTUNITY TO

*Become a
sponsor!*



Opportunity
House



Please join us!

WHEN & WHERE

Thursday, May 18, 2023

5:30-9:00 PM

TICKET PRICE

Ticket Price: \$200

Honorary Committee: \$500

Expected Attendance: 250

MARKETING PLAN

Social Media: With an audience of 7,000+ spread across social media outlets, Opportunity House will link followers to our mission, appropriate sponsor webpages and their messages through engaging content.

Webpage: The Wine Women & Shoes website and Opportunity House event registration page will showcase event information and include links to appropriate sponsor webpages.

E-blasts: Will be sent to the entire network of 5,000+ in the Opportunity House database including members, donors, volunteers, and friends.



Opportunity
House

PRESENTS WINE WOMEN & SHOES 2023

This event will support programs that improve the quality of life for children, families and adults right here in Berks County.

Opportunity House Programs Include:

- Emergency shelter program
- Second Street Learning Center
- Reuse & Recycle Programs (OppShop)

Wine Women & Shoes presents a unique opportunity to target affluent, well-educated, charity-minded women. Cash & In-kind sponsorships underwrite all event costs.

100% of every ticket sale directly supports children, families and adults who face obstacles to independent living here in Berks County.

Be there. Be fabulous!





Presenting Sponsor

\$15,000 sponsorship

The Presenting Sponsor will receive the highest level of recognition and brand exposure to our guests and through pre- and post-event media campaigns.

As the presiding Presenting Sponsor, your business will be strategically promoted as “**XYZ Company Sponsors Wine Women & Shoes 2023**”. Your logo will be included with the official Wine Women & Shoes (WW&S) logo and Opportunity House logo on all marketing and media materials including invitations, e-blasts, press releases, etc. In addition, a link to your company website will be included on the Wine Women & Shoes Opportunity House website.

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 Presenting Sponsor. Your logo will appear prominently at the entrance to the event and at the program podium. You will also have the opportunity to promote your business through a marketing booth or other mutually agreed upon display.

Presenting Sponsor will also receive 10 tickets to the event.





Marketplace Sponsor

\$7,500 sponsorship

As our guests shop the evening away, this opportunity insures they know who you are in every possible way. The sponsor will underwrite the marketplace and your signage will be prominently featured at both the entrance and the exit of the marketplace. Additionally, the marketplace sponsor will receive a 1/2 page advertisement in our program and be able to put something in 300 swag bags. Includes 7 VIP tickets to the event.





Step and Repeat Sponsor

\$5,000 sponsorship

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. Sponsor logos will be splashed onto a vibrant banner backdrop (along with the WW&S and Opportunity House logos).

The photos are the exclusive use of the Step and Repeat Sponsor and the Opportunity House. As a Step & Repeat Sponsor, you can also choose to ask guests for their email addresses as they enter. The week after the event, each guest will receive an email message from you, thanking them. This is a great way to reinforce your brand and remind guests about the wonderful evening! You will also receive 5 tickets to the event.





Table Favor Sponsor

\$5,000 sponsorship

Everyone loves something a little extra special and what better way to do that than through table favors?! As a table favor sponsor, your company will get recognition on the menus and in the program. Guests will be thrilled when they get to their tables and receive the goodies you have sponsored. You will also receive 5 tickets to the event.





Key to the Cellar

\$1,000 sponsorship

As the exclusive sponsor, everyone who purchases a raffle ticket will carry your name with them on their key for the evening. Your brand will be prominently featured at the “cellar” display of everything wine related. You will also receive 2 tickets to the event.

Key to the Closet

\$1,000 sponsorship

A hundred keys for sale, and only one will be the winning key to a collective bounty of donated treasures. The “closet” contains everything a woman wants—fashion, furniture, jewelry, experiences, and gift certificates for services like massage and facials. Your brand will be featured as the exclusive Key to the Closet sponsor. You will also receive 2 tickets to the event.



Additional Sponsorship Opportunities

\$3,000 WINE GLASSES SPONSOR The perfect opportunity for you to leave a fabulous impression as they sip away, and as they relive memories from this magical evening when they take this glass home with them. Includes 4 tickets to the event.

\$3,000 SWAG BAG SPONSOR (2 available) It's all in the Bag!!! Your logo will be attached to the coveted swag bag gifted to all attendees. Hundreds of local tastemakers will soon be parading your branded tote all over town. Swag Bags are delivered by the Shoe Guys to all attendees at the end of the event. This is a high-energy feel-good moment at the event. Every woman loves presents – especially those that are vibrantly presented and filled with goodies. Includes 4 tickets to the event.

\$2,500 REGISTRATION SPONSOR As the Registration Sponsor, your company will receive plenty of on-site signage, including directional signage pointing guests in the right direction as they arrive, and signage at the registration tables. Includes 3 tickets to the event.

\$2,500 FASHION SHOW SPONSOR With this unique sponsorship opportunity your brand will be the belle of the ball! The centerpiece of the room – the stage – will showcase your company as the presenter of the show. Includes 3 tickets to the event.

\$2,500 MISSION MOMENT SPONSOR Opportunity to have your logo featured in the Mission Moment video with the words “mission moment brought to you by (your logo)”. Also includes recognition on e-blast and social network. Includes 3 tickets to the event.



Additional Sponsorship Opportunities

\$1,500 SHOPPING BAG SPONSOR (2 available) Lots of room available to carry treasures purchased at the event. Your logo will appear on a shopping bag that the ladies will carry all evening and take home with them. Includes 2 tickets to the event.

\$1,500 COCKTAIL NAPKIN SPONSOR All evening long our guests will taste some of the finest wines. Place your company logo on the napkin they receive when visiting with each of our vintners. Includes 2 tickets to the event.

\$1,000 WATERING HOLE SPONSOR Help our fabulous attendees hydrate at the infused water station. Elegant signage and dispensers will draw a thirsty crowd. Includes 2 tickets to the event.

\$1,000 COFFEE BAR SPONSOR The perfect pick me up is for guests to caffeinate at the coffee bar. Elegant signage and dispensers will draw a thirsty crowd. Includes 2 tickets to the event.

\$1,000 SILENT AUCTION SPONSOR Elegant signage will be displayed next to the silent auction area. Includes your name listed in the program and 1 ticket to the event.

\$1,000 LIVE / PREMIUM AUCTION SPONSOR Your logo will be displayed during live auction. Each item in the premium auction is worth over \$1,000. Includes your name listed in the program and 1 ticket to the event.

\$1,000 POWDER ROOM SPONSOR Pampering the attendees is a luxury well afforded. Feature your company logo on lotions and soaps in venue restrooms (lotions and soaps provided by sponsor). Includes 1 ticket to the event.

\$500 BEST IN SHOE CONTEST JUDGE SPONSOR (4 positions available) The Best in Shoe Contest Judges roam around the event evaluating and looking for the best shoes in several categories. This is a networking dream for the right sponsor – assuring one-on-one connection with each attendee. Logo will appear in the program and the judges get to address the entire audience, announce the winners and give awards. Includes 1 ticket to the event.

\$500 SOLE SUPPORTER Support Opportunity House at this level which includes your name in the program and 1 ticket to the event.

DON'T SEE WHAT YOU ARE LOOKING FOR? Small cosmetic bags, lip balm, and hand sanitizer are also available. Wine Women & Shoes offers a great opportunity to reach an untapped, coveted demographic in our community. We can work with you to develop a customized sponsorship package. Thank you for your consideration.

Individual Opportunities

\$1,000-\$5,000 sponsorships

Diamond Slipper Sponsor

\$5,000 SPONSORSHIP

Includes 5 tickets to the event

Ruby Slipper Sponsor

\$2,500 SPONSORSHIP

Includes 3 tickets to the event

Emerald Slipper Sponsor

\$1,000 SPONSORSHIP

Includes 2 tickets to the event





Sponsorship Agreement

YES! I would like to participate in Wine Women & Shoes, May 18, 2023, as:

- | | |
|--|---|
| <input type="checkbox"/> Presenting Sponsor (\$15,000) | <input type="checkbox"/> \$1,500 Sponsorships |
| <input type="checkbox"/> Step & Repeat Sponsor (\$5,000) | <input type="checkbox"/> Shopping Bag <input type="checkbox"/> Cocktail Napkin |
| <input type="checkbox"/> Mask Sponsor (\$5,000) | <input type="checkbox"/> Key to the Cellar Sponsor (\$1,000) |
| <input type="checkbox"/> Table Favor Sponsor (\$5,000) | <input type="checkbox"/> Key to the Closet Sponsor (\$1,000) |
| <input type="checkbox"/> Sanitizer Sponsor (\$3,000) | <input type="checkbox"/> \$1,000 Sponsorships |
| <input type="checkbox"/> \$2,500 Sponsorships | <input type="checkbox"/> Watering Hole <input type="checkbox"/> Coffee Bar <input type="checkbox"/> Silent Auction <input type="checkbox"/> Live Auction <input type="checkbox"/> Powder Room |
| <input type="checkbox"/> Registration <input type="checkbox"/> Fashion Show <input type="checkbox"/> Mission | <input type="checkbox"/> \$500 Sponsorships |
| <input type="checkbox"/> \$3,000 Sponsorships | <input type="checkbox"/> Best in Shoe Judge <input type="checkbox"/> Sole Supporter |
| <input type="checkbox"/> Wine Glass <input type="checkbox"/> Swag Bag | |

Individual Opportunities

☐ Diamond Slipper (\$5,000) ☐ Ruby Slipper (\$2,500) ☐ Emerald Slipper (\$1,000)

☐ Unable to sponsor, but would like to make a donation of: \$ _____

NAME: As you would like it to appear for recognition purposes _____

Contact Name _____ Contact Phone _____

Contact Email _____

☐ Please send invoice to the following name and address:

Name: _____ Email: _____

☐ Check enclosed for \$ _____ payable to *Opportunity House*

☐ Pay online at www.opphousewvs.givesmart.com

Please mail all forms to Opportunity House Attn: WWS, P.O. Box 12303 North Second Street, Reading, PA 19612

Please email your logo as a JPEG and a high-resolution file to sperlaki@opphouse.org

For more information contact Stacy Perlaki at (610) 374-4696, ext. 231 - or - visit www.opphouse.org

