

BALLAD HEALTH FOUNDATION PRESENTS



wine
women & shoes®

BENEFITING BREAST CANCER SCREENING PROGRAMS

Sponsorship

OPPORTUNITIES

TAKE THE OPPORTUNITY TO BE FABULOUS

GET PUMPED!

The 7th ANNUAL WINE WOMEN & SHOES EVENT IS COMING SOON!

Wine Women & Shoes is the brainchild of Napa Valley vintner, Elaine Honig. While chatting with a girlfriend about the growing popularity of wine and food pairing events, they jokingly said, “wine and shoe pairings would be a lot more fun!” And they were right. WW&S events are now in over 60 cities across North America, and they have raised more than \$112,000,000 for various causes.

Join us!

SATURDAY, APRIL 15, 2023
**THE LODGE & PAVILION AT THE OLDE
FARM | 1 – 4 PM**

WW&S AUDIENCE

- 90% women ages 30-70
- CEO moms, 30-something young professionals, executives, retirees, etc.
- 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



SOARING TO NEW 'SHOE' HEIGHTS

Ballad Health's Women's Health Services provide access to care for underinsured or uninsured women in our region. Our innovative approach to cancer prevention and treatment along with our team-driven model of care is about saving lives one woman at a time.

1,097

total screening mammograms

24%

provided at no cost through the foundation funds

37%

Medicaid insured

62%

vulnerable- uninsured or underinsured

62%

provided in rural designated counties (HRSA designation)

58 YEARS OLD

Average age of patients

Several patients with a positive mammogram that were diagnosed with breast cancer within the year

WOMEN'S HEALTH SERVICES SUCH AS:

New Ballad Mobile Mammography Health Coach

This new 33 foot mobile mammography unit will provide screening events throughout Ballad Health's service area in 10 counties in Northeast Tennessee and 11 counties in Southwest Virginia. The total cost for both the new mobile coach and 3D mammography unit is \$1,045,742 and funds raised at Wine Women & Shoes will go directly toward funding this.

ABC - Project Access to Breast Care

This program offers free mammograms to women identified as "under-served" due to financial barriers, lack of insurance or are insured with high deductibles and/or high co-pays.

UPGRADE IN TECHNOLOGY

Currently the mobile unit has a two-dimensional (2D) scanner that was state-of-the-art when it was put into service over 7 years ago. Medical technology has advanced so that three-dimensional (3D) scanners are now readily available that provide much clearer images. **Some medical experts believe the early detection of cancer increases as much as 27-50% with a 3D machine over a 2D.**

With the improved imaging, studies have shown a 15-30% decrease in women needing to come back for additional imaging due to the clarity of the 3D image.

With the transportation issues for this patient population who attend the mobile mammography screening events, getting the best images the first time is paramount. Many patients will have to travel 2-3 hours round trip to a facility that can provide the advance screenings, so the chances of the patient returning declines significantly.

CREATING A WIN WIN!

Wine Women & Shoes fundraisers create an opportunity for partnerships between charities, wineries, shoe and accessory retailers, corporate sponsors and women in the community. In addition to raising money, these events raise awareness for charities, increase sales for wineries and retail partners, and provide community exposure for corporate sponsors.

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, members, and previous WWS supporters and guests through print mail in January 2023.

Expected audience: 5,000+

INVITATION

The full-color event invitation will be mailed 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.

Expected audience: 5,000+

NEWSLETTERS

Newsletters will be sent to the entire network (16,000+) of Ballad Health Foundation members, donors, volunteers, and friends with the latest news on event updates, activities, promotions, and more.



PROGRAM PADDLE

The program paddle is distributed to all guests at the event and includes the bidder number on one side and event details, sponsor recognition, and live auction lineup on the other side.

Expected audience: 300+

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 Ballad Health Foundation's webpage and online registration.

SOCIAL MEDIA

With an audience of over 5,000 spread across social media outlets, the Ballad Health Foundation will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.

+ MUCH MORE!

SPONSORSHIP OPPORTUNITIES

SHINE LIKE A DIAMOND SPONSOR \$15,000

- Welcome remarks from company representative
- Two prominent tables with seating for 6 guests each (12 total) and 12 swag bags
- Logo on the invitations when secured 45 days prior to the event
- Logo placement in ALL event public relations and advertising initiatives, press releases, event collateral including program paddle, signage and paparazzi glam photo backdrop
- Acknowledgement as the Diamond Sponsor and logo on all print and electronic promotional materials
- On-stage verbal recognition and prominent signage at the event
- Opportunity to promote business with booth at event (booth/contents to be approved by Ballad Health Foundation)
- Opportunity to nominate two “Shoe Guys” for the event
- Post-event thank you e-blast to all attendees featuring your logo

PLATINUM PUMP SPONSOR \$10,000

- One prominent table with seating for 6 guests and 6 swag bags
- Logo on the invitations when secured 45 days prior to event
- Acknowledgement as the Platinum Pump Sponsor and logo on print and electronic promotional materials
- Logo placement on the program paddle
- On stage verbal recognition and prominent signage at the event
- Opportunity to nominate two “Shoe Guys” for the event

\$5,000 GOLD STILETTO SPONSOR

- A \$5,000 investment in Ballad Health
- Logo on the invitations when secured 45 days prior to event
- On-stage verbal recognition and prominent signage at the event
- Opportunity to promote business with product placement at event
- Opportunity to nominate one “Shoe Guy” for the event
- Logo placement on the program paddle
- 4 VIP tickets and 4 swag bags

\$2,500 SILVER SLING-BACK SPONSOR

- A \$2,500 investment in Ballad Health
- Logo on the invitations when secured 45 days prior to event
- Opportunity to nominate one “Shoe Guy” for the event
- Logo placement on the program paddle
- 2 VIP tickets and 2 swag bags

MENU OF ADDITIONAL OPPORTUNITIES

All unique sponsorship opportunities will include your logo placed on our event website and company name listed on the program paddle at the event.

SILENT AUCTION - \$5,000 We're doing away with paper and pen and bringing all our fabulous silent auction items into a mobile bidding platform that could feature your logo! As guests bid to their heart's content on fabulous Silent Auction packages your logo would be represented in this prime location. Benefits include: Your logo on silent auction mobile bidding platform, preview e-blast, social media posts, and on our website + 4 VIP tickets.

FASHION SHOW - \$5,000 Take it to the catwalk! All eyes are on the runway during the climactic fashion show. Benefits include: Your logo on stage, preview e-blast, social media posts, and on our website, a model from your business + 4 VIP tickets.

PAPARAZZI GLAM PHOTO - \$5,000 Ladies will receive a 5x7 souvenir photograph. Benefits include: Your logo (along with WWS & Ballard Health) on the photograph + 4 VIP tickets.

SWAG - \$5,000 No bag – it's all about the swag. All attendees will receive a unique themed item featuring your company logo. Benefits include: Your logo on featured item + 4 VIP tickets.

SHOE GUYS - \$3,500 20+ "Shoe Guys" working the room and engaging more than 300 women. It's a great opportunity to showcase your brand. These men are a targeted group of brand ambassadors who will be the hit of the event. Benefits include: Your logo and branding exposure on the "Shoe Guys" T-shirts + 2 VIP tickets.

BUY-A-SPOT - \$3,500 150 spots available to purchase a chance to win a high-end accessory. A company rep can be on stage to pull the winning ticket and announce the winner. Benefits include: Logo on all raffle materials and event signage + 2 VIP tickets.

BEST IN SHOE AWARDS - \$3,500 We will celebrate our guests' fabulous footwear by promoting shoe awards. Sponsor may provide the judges. Judges have the opportunity to come on stage and announce the winner after the fashion show. Benefits include: Logo recognition on judge badges and on stage + 2 VIP tickets.

WINE GLASS - \$3,500 Each guest receives a souvenir wine glass. The perfect opportunity for you to leave a fabulous impression as they sip away, and as they relive memories from this magical day when they take this glass home with them. Benefits include: Logo on souvenir glass + 2 VIP tickets.

WALL OF WINE - \$3,500 Everyone's a winner! Guests will purchase a ticket to pull a bottle from the Wall of Wine. Bottle values range from \$25 to \$100. Benefits include: Logo on signage, bags, and display + 2 VIP tickets.

KEY TO THE CLOSET- \$3,500 Only one will win a collective bounty of donated items. What's in the closet? Wine? Fashion? Jewelry? Gift Certificates? All will be revealed the day of the event. Your brand will be featured as the Key to the Closet sponsor and a company rep can be on stage to pull the winning ticket and announce the winner. Benefits include: Logo on all raffle materials+ 2 VIP tickets.

Sold!

Sold!



MENU OF ADDITIONAL OPPORTUNITIES

All unique sponsorship opportunities will include your logo placed on our event website and company name listed in the printed program at the event.

MARKETPLACE SPONSOR - \$2,500 Bring your brand front and center as the event begins! Your brand will be prominently featured on the on the bottom of each vendor sign throughout the marketplace where guests will mingle, sip, and shop for the entire first half of the evening. Benefits include: Logo recognition + 2 individual tickets.

COCKTAIL NAPKIN - \$2,500 As attendees sip and shop your logo will be on the napkin they receive when visiting with each of our vintners. Benefits include: Logo recognition + 2 individual tickets.

MISSION SPONSOR - \$2,500 Make an impact by helping us communicate our mission to every guest. Our mission will be printed on a card and placed at each seat at the event. Benefits include: Your logo on each mission card + 2 individual ticket.

LIVE AUCTION SPONSOR - \$2,500 Who doesn't want to be a part of the excitement of the Live Auction?! The Live Auction sponsorship guarantee just that! Benefits include: Your logo 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 + 2 individual ticket.

BEVERAGE STATION - \$2,500 Help our fabulous attendees hydrate at the water/tea station. Elegant signage and your logo on water bottles. Benefits include: Logo recognition +1 individual ticket.

WINE TAG SPONSOR - \$1,500 Grab attention as the Wine Tag sponsor with a custom-designed tag slipped around the bottom of the wine glasses. Tags act as a business card advertisement placed in the hand of every attendee. Benefits include: Logo recognition +1 individual ticket.

Sold!



**DON'T SEE
WHAT YOU'RE
LOOKING FOR?**

To request additional details regarding your uniquely crafted sponsorship investment

Please Contact Tiffany Willis at

tiffany.willis@balladhealth.org

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



SPONSOR REGISTRATION

- SHINE LIKE A DIAMOND \$15,000** **SILVER SLING-BACK \$2,500**
 PLATINUM PUMP \$10,000 **LEVEL \$ _____**
 GOLD STILETTO \$5,000 **SPONSORSHIP _____**

Name for Recognition Purposes: _____

Contact Name: _____

Address: _____

Email: _____

Phone: _____

CHECK ENCLOSED FOR \$ _____
payable to Ballad Health Foundation. Please mail to: 1019 W. Oakland Avenue, Suite 2, Johnson City TN 37604

CHARGE MY CREDIT CARD FOR \$ _____
Return form via MAIL to: Ballad Health, 1019 W. Oakland Avenue, Suite 2, Johnson City TN 37604

PLEASE CIRCLE: Visa MasterCard Amex Discover

CC#: _____ Exp. Date: _____ CVN: _____

Billing Zip Code: _____

Signature: _____

TO DISCUSS YOUR SPONSORSHIP & CUSTOMIZATION OPTIONS, PLEASE CONTACT:

Tiffany Willis tiffany.willis@balladhealth.org

We encourage you to suggest ideas for crafting the perfect sponsorship for your objectives such as special events and exclusive perks for your customers. Everything is customizable to meet your needs and interests.

All donations are tax deductible to the extent allowed by law. Ballad Health Foundation is a 501(c)3 nonprofit tax ID #58-1594191