



wine women & shoes®

— BENEFITING —

RONALD MCDONALD HOUSE CHARITIES®
OF CENTRAL IOWA

Presented by Bakeris Roofing

2023 Sponsorships



Ronald McDonald
House Charities®
Central Iowa

Get Pumped and Join us!

Wine Women & Shoes, benefiting Ronald McDonald House Charities® of Central Iowa, Inc., will take place on Thursday, April 20, 2023 and will feature amazing fashions, fine wines, an incredible auction, fabulous raffles, shopping marketplace and fun! We have a variety of sponsorship options to fit your company's charitable giving strategy. With YOUR help, we can continue to keep families together near the care their children need.

Be there. Be fabulous!

THURSDAY, APRIL 20 • From 5:00 - 9:00 PM

Scottish Rite Consistory

519 Park St, Des Moines, Iowa 50209

Ronald McDonald House Charities of Central Iowa, Inc. **enhances the healthcare experience for families and children through comfort, care, and supportive services.** Each year, hundreds of families whose children are receiving medical care throughout Central Iowa are served through our programs. Find more information at rmhdesmoines.org.



Keeping families close

[WINEWOMENANDSHOES.COM/DESMOINES](https://winewomenandshoes.com/desmoines)

[RMHDESMOINES.ORG](https://rmhdesmoines.org)



Sponsorship Opportunities

Sold

\$15,000 DIAMOND STILETTO PRESENTING *(one available)*

- Exclusive recognition as presenting sponsor. Includes your name/logo incorporated into the official event logo that's displayed on all collateral, event signage, social media campaigns, and webpages. Your company will be associated with everything involving WW&S
- Name and/or logo placement in all event public relations and advertising initiatives, press releases, and event collateral including programs, signage, save-the-date and invitation
- Prominent recognition on event website, e-blasts, and social networking campaigns reaching followers of RMHCCI.
- Link to your company website from the RMHCCI 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 (2) reserved VIP tables for a total of sixteen (16) tickets with swag bags

\$10,000 PLATINUM PUMP SPONSOR

- Name and/or logo placement in all event public relations and advertising initiatives, press releases, and event collateral including programs, signage, save-the-date and invitation
- Prominent recognition on event website, e-blasts, and social media campaigns reaching followers of RMHCCI
- Link to your company website from the RMHCCI and WW&S websites
- On-stage verbal recognition during the seated program
- Opportunity to place a premier item in swag bag (event appropriate items only)
- One (1) VIP table for a total of eight (8) tickets with swag bags

KEY-TO-THE-CLOSET: One hundred and fifty keys for sale and only one will hold the winning match to a collective bounty of donated treasures. The closet contains everything a woman wants, and your brand will be featured as the Key-to-the-Closet sponsor.

\$5,000 GOLD GLADIATOR SPONSOR

- Name and/or logo placement in all event public relations and advertising initiatives, event programs, and signage
- Recognition on event website, e-blasts, and social media campaigns
- Link to your company website from the RMHCCI and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Five (5) tickets with swag bags

MARKETPLACE: Be one of the first impressions for guests at the event. Boutique shopping vendors, delicious wine tastings, a photograph station, Key-to-the-Closet, Wall of Wine and a few more surprises are all areas that are featured as part of the fun.

MISSION MOMENT: Tie your brand to the ultimate emotional moment at the event by 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...", highlighting of your company name or logo in any mission related e-blasts, event slides and signage, and continued post-event impressions as video is shared on social sites.

SOLE MEN: Charming men will be working the room, pampering guests. Your logo will be placed prominently on Sole Men shirts.

SWAG BAGS: Your logo will appear on the coveted swag bag gifted to all attendees. Your branded tote will be paraded all over town.

WINE GLASS: Each guest receives a wine glass with your logo when they arrive. The perfect opportunity for you to leave a fabulous impression as attendees sip away, and as they relive memories from this magical event when they use this glass at home.

ENTERTAINMENT: Your sponsorship will help wow and impress our guests! Not only will your sponsorship help cover our necessary A V costs, it will further elevate the energy and excitement of this event too.

Sold
Sold
Sold

Sponsorship Opportunities

\$2,500 SILVER SLINGBACK SPONSOR

- Name and/or logo placement in all event public relations and advertising initiatives, event programs, and signage
- Recognition on event website, e-blasts, and social media campaigns
- Link to your company website from the RMHCCI and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Two (2) tickets with swag bags

Sold

BEST IN SHOE: Celebrate our guests' fabulous footwear by promoting the "Best in Shoe" award. You'll have the opportunity to work the room, choose the winners, and announce and award the winner as part of the live program.

TABLE CENTERPIECE: Be the logo prominently featured on all table centerpieces during the seated program.

VOLUNTEER: Be the logo prominently featured on t-shirts that will be worn by volunteers working the event, including Marketplace Men and Here to Serve Men.

CHAMPAGNE AND STRAWBERRIES: Your logo will be on the screen while auctioning the Champagne and Strawberries. The winner will receive the purchase on a silver platter including a congratulations note from your company and delivered by our Sole Men.

WINE (2 available): Bring body, sweetness, appreciation and a lot of fun to the party! Wine sponsors will have logos prominently featured at each wine station.

\$1,000 SUPPORTING SANDAL SPONSOR

- Logo placement in event programs, and signage
- Recognition on event website, e-blasts, and social media campaigns
- Link to your company website from the RMHCCI and WW&S websites
- One (1) ticket with swag bag

RESTROOM: Pampering the attendees is a luxury well afforded with your name displayed on spa products. Feature your logo on lotions and soaps in the venue restrooms.

Sold

HYDRATION STATION: Be the logo prominently featured on water bottles that will be put into the gift bags and a sign at the Hydration Station.

Sold

KEY RING BLING: Be the sponsor for the key tags for the Key to the Closet drawing.



Marketing Strategy

EVENT WEBPAGES

Wine Women & Shoes website and RMHCCI event page continually updated with event and sponsor information, sponsor links included on event website.

SOCIAL MEDIA ENGAGEMENT

With a social media audience of more than 22,000 followers, RMHCCI will promote sponsor information across appropriate channels through engaging content.

E-BLASTS

E-blasts will be sent to a network of over 10,000 RMHCCI donors, friends, and volunteers.

DON'T SEE
WHAT YOU'RE
LOOKING FOR?

E-mail us to develop
a customized package at
events@rmhdesmoines.org



SCAN ME





Presented by Bakeris Roofing



Ronald McDonald
House Charities®
Central Iowa

Sponsor Commitment

WE ARE EXCITED TO BE A PART OF THE EVENT ON APRIL 20, 2023
AND WOULD LOVE TO BE A SPONSOR AT THE LEVEL OF:

☐ ~~\$15,000 DIAMOND STILETTO PRESENTING~~

Sold

☐ \$10,000 PLATINUM PUMP [] Key-to-the-Closet

☐ \$5,000 GOLD GLADIATOR

[] Marketplace

[] Mission Moment

[] Shoe Guys

[] ~~Swag Bags~~

[] ~~Wine Glass~~

[] ~~Entertainment~~

☐ \$2,500 SILVER SLINGBACK

[] ~~Best in Shoe~~

[] Table Centerpiece

[] Volunteer

[] Champagne & Strawberries

[] Wine

[] Wine

☐ \$1,000 SUPPORTING SANDAL [] Restroom

[] ~~Hydration Station~~

[] ~~Key Ring Bling~~

Name for Sponsor Recognition Purposes: _____

Contact Name: _____

Address: _____

E-mail: _____ Phone: _____

☐ Unable to attend but here is a donation to RMHCCI of \$_____

☐ Check enclosed (payable to Ronald McDonald House Charities of Central Iowa)

☐ Charge my credit card: AMEX Discover Mastercard VISA

☐ Send me an invoice for \$_____

Card #: _____ CVV: _____

Name on Card: _____

Signature: _____

Return to events@rmhdesmoines.org, or by mail to: Ronald McDonald House 1441 Pleasant St., Des Moines, IA 50314

Tax ID #42-1117423