



wine women & shoes®

BENEFITING

BIG BROTHERS BIG SISTERS OF ACADIANA



Sponsorship Opportunities

Thursday, November 2, 2023

A Perfect Fit!

Wine Women & Shoes Acadiana
Thursday, November 2, 2023
6:00 PM at UL Alumni Center

Wine Tasting • Marketplace Shopping
Seated Dinner • Live & Silent Auctions
Fashion Show • Mission Moment
Charming Shoe Guys • Best-in-Shoe
Contest • Key-to-the-Closet Raffle
and more!

VIP Table of 8 - \$1,500
Girlfriends' Package - \$500
(4 admissions included)
Individual GA - \$125



About

Big Brothers Big Sisters of Acadiana

Our Vision: All youth achieve their full potential.

Our Mission: Create and support one-to-one mentoring relationships that ignite the power and promise of youth.

Accountability Statement: We partner with parents/guardians, volunteers, and others in the community and hold ourselves accountable for each child in our program achieving:

- Higher aspirations, greater confidence, and better relationship
- Avoidance of risky behavior
- Educational Success



About

Wine Women & Shoes

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 500 cities across the country, and they have raised more than \$100,000,000 for women and children's causes.

This Fall, Big Brothers Big Sisters of Acadiana will once again be the exclusive proud host of Wine Women & Shoes in Lafayette. This event creates an opportunity for partnerships between Big Brothers Big Sisters of Acadiana, corporate sponsors, wineries, fashion, shoe, and accessory retailers, and women in the community. Our sponsors will have a unique opportunity to place their business in front of an ideal demographic: Affluent, Savvy Women.

We look forward to working with you to customize any of the sponsorships to ensure your business reaps the maximum benefits through community exposure.

Wine Women & Shoes Guest Profile

- 80% women, ages 30 to 55
- Key influencers, tastemakers, and connectors
- Philanthropic, socially conscious, and community-minded
- Concerned about the health and wellbeing of themselves and others
- Passionate about improving the lives of children
- Pay attention to fashion and attend fashion events
- Enjoy and consume fine wine and delicious food
- Represent the typical luxury brand consumer
- On average, donate/spend \$200-\$600 per event

6:00 - 8:00 pm

Marketplace - Wine Tasting

Silent Auction - Key to the Closet

Shop local and national vendors while sipping on wine from wineries around the country! Silent auction, "Wall of Wine," "Key to the Closet," music, and fun!

8:00 - 9:30 pm

Seated Dinner - Fashion Show - Live Auction

Entertainment - Mission Moment

Guests enjoy a seated dinner, watch a high-energy fashion show, bid on trips, experiences, and other high-ticket items. "Best in Shoe" and "King of Sole" awards, and "Key to the Closet" winner announced. Swag Bags delivered!

Heels on. Glasses up!

Platinum Pump Exclusive Sponsor

\$20,000 Sponsorship

Put your best foot forward! We are offering an exclusive sponsorship for the presenting rights to Wine Women & Shoes! This includes your name/logo incorporated into the official event logo as well as all collateral, event signage, and decor. Your company name will be associated with everything involving Wine Women & Shoes (i.e. Wine Women & Shoes benefiting Big Brothers Big Sisters of Acadiana Presented by "Your Company Name/Logo Here").

Presenting Sponsorship benefits include:

- A \$20,000 investment in Big Brothers Big Sisters of Acadiana
- Exclusive title recognition as presenting sponsor
- Category Exclusivity
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, signage, invitations, and save the dates
- Prominent recognition on the event website, e-blasts, and social networking campaigns (i.e., Facebook and Instagram)
- On-stage verbal recognition during the program and prominent signage at the event
- During the program portion of the event, you have the opportunity to welcome and thank the audience and mention your business as the premier sponsor
- Opportunity to promote business with product placement at event
- Opportunity to promote business with a booth at the event (booth/contents to be approved by BBBS of Acadiana)
- Link to your company website from the BBBS of Acadiana website and WW&S website
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Full-page ad in the event program and name on the invitations when secured 30 days prior to the event
- Two reserved VIP Tables for eight



Diamond Stiletto Sponsor

\$10,000 Sponsorship

Shine like a diamond at Wine Women & Shoes Acadiana!

This sponsorship puts your brand in front of all the guests of Wine Women & Shoes! Your business will be strategically promoted as the sponsor of the Fashion Show.

The benefits of this sponsorship include:

- A \$10,000 investment in Big Brothers Big Sisters of Acadiana
- Logo placement in the event public relations and advertising initiatives, press releases, and event collateral including programs, signage, invitations, and save the dates
- Prominent recognition on the event website, e-blasts, and social networking campaigns (i.e., Facebook and Twitter)
- Visual branding opportunity when all eyes are on stage for the seated portion of the evening
- On-stage verbal recognition at the fashion show and prominent signage at the event
- Opportunity to promote business with product placement at event
- Link to your company website from the BBBS of Acadiana and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Full Page ad in the event program and name on the invitations when secured
- 30 days prior to the event
- One reserved VIP table for 8 guests

\$10,000 can support up to 10 Matches for one whole year!



Gold Studded Sponsor

\$7,500 Sponsorship (3 available)

Go for Gold!

Be at the forefront of this celebration bringing women together for an evening of fine wine, great style, and supporting the mission of Big Brothers Big Sisters of Acadiana.

The benefits of this sponsorship include:

- A \$7,500 investment in Big Brothers Big Sisters of Acadiana
- Logo placement in ALL event public relations and advertising initiatives, including but not limited to TV, print and radio media, programs, and signage
- Prominent recognition on the event website, e-mails, and social networking campaigns
- On-stage verbal recognition at the fashion show and prominent signage at the event
- Opportunity to promote business with product placement at event
- Link to your website from the BBBS of Acadiana website and WW&S websites
- Opportunity to place premier item in swag bag (event appropriate items only)
- Half-page ad in Event Program
- One reserved VIP table for 8 guests

Sold

\$7,500 can support up to 7 Matches for one whole year!



Silver Sponsors

\$5,000 - One-of-a-kind Opportunities

All \$5,000 sponsorships include the following benefits:

- Social Media & Website Recognition
- The opportunity to place a product(s) in the swag bags that represents your company's brand and encourages guests to do business with you
- Logo on prominently displayed event signage
- Four (4) VIP tickets to the event
- A 1/4 Page Ad in the event program

\$5,000 - Shoe Guy Sponsor

Sponsor 20+ charming "Shoe Guys" working the room and engaging fabulous women. It's a great opportunity to showcase your brand on the "Shoe Guy" T-Shirts and their fundraising website. These gentlemen are always the hit of the event!

\$5,000 - Swag Bag Sponsor

It's all in the bag! Your logo will appear on the coveted swag bag gifted 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.

\$5,000 - Mission Moment Sponsor

Bring your brand front and center during the seated dinner and program portion of the evening! Your brand and logo will be featured prominently as the supporter of the Mission Moment, a touching and special moment as we highlight the transformative power of mentorship.

\$5,000 - Wine Glass Sponsor

Each guest receives a wine glass when they arrive with your logo. 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.

\$5,000 - Wine Sponsor

The most important part (okay, second to our mission) of WINE Women & Shoes, brought to guests by...YOU!

Bronze Sponsors

\$2,500 - One-of-a-kind Opportunities

All \$2,500 sponsorships include the following benefits:

- Social Media & Website Recognition
- The opportunity to place a product(s) in the swag bags that represents your company's brand and encourages guests to do business with you
- Two (2) VIP tickets to the event

\$2,500 - Step-n-Repeat Sponsor

Unleash the power of the paparazzi with a red carpet moment as the lovely ladies enter and flash their best smiles in front of a backdrop splashed with your logo (along with the BBBS of Acadiana and WW&S logos). The moment lives on in social media shares.

\$2,500 - Best in Shoe Sponsor

Celebrate our attendees' fabulous footwear by promoting a "Best in Shoe" award. Your judges work the room and choose the winners. Judges have the opportunity to strut on stage and announce the winner as a part of the live program. Logo recognition on signage and judges' badges!

\$2,500 - Centerpiece Sponsor

Provide centerpieces (chosen by Big Brothers Big Sisters of Acadiana) for tables during the fashion show, program, and seated dinner. Stand out when the fabulous attendees sit down and see your name at their table where your centerpiece is on display.

\$2,500 - Cocktail Napkin Sponsor

As attendees sip fine wines and shop - you can help support the cause by sponsoring the cocktail napkins at the event. Every best-dressed lady needs somewhere to blot her lips. Your logo on all cocktail napkins!

\$2,500 - Silent Auction Sponsor

Your brand will receive prominent recognition on signage in our Silent Auction area and on our mobile bidding site! Your logo will be featured on bid display for 30-40 auction items.

\$2,500 - Key-to-the-Closet Sponsor

A hundred keys for sale and only 1 will hold the winning match to a collective bounty of donated treasures. This raffle contains everything a woman wants - fashion, furniture, home decor, art, and gift certificates for services like massage and facials. Your brand will be featured as the Key to the Closet sponsor.

\$2,500 - Valet Sponsor

Your logo will be the first thing that guests see when they arrive at the event. As the Valet Sponsor, you not only save guests a walk in their heels but your brand could be the first thing on their minds as they leave the event when a branded hangtag is left in their car with your name or logo, showing your support for Big Brothers Big Sisters.

\$2,500 - Picture Perfect Sponsor

An elaborate photoshoot area with your company's name and logo featured on every photo printed on-site for guests. Your logo will also be featured on digital prints of all the photos.

\$2,500 - Wall of Wine Sponsor

Everyone's a winner! As the exclusive sponsor of the Wall-of-Wine, everyone who purchases a raffle ticket will go home with a bottle of wine tagged with your logo! Your logo will be featured on the Wall-of-Wine signage and the Wall-of-Wine display.

\$2,500 - Marketplace Sponsor

As our guests shop the evening away, this opportunity ensures they know who you are in every possible way! Marketplace sponsor's signage to be placed throughout the venue!

\$2,500 - Signature Cocktail

Have your name as the sponsor of our complimentary Signature Cocktail. Guests will delight in this unique beverage creation and fun flavor combination!

\$2,500 - Champagne Wall

Guests can buy a bottle of bubbly to be added to their table for the seated portion of the program! With this sponsorship, your logo will be on the Champagne Wall Signage and on all champagne buckets.

Sold



Supporting Sponsors

\$1,000 - One-of-a-kind Opportunities

All \$1,000 sponsorships include the following benefits:

- Social Media & Website Recognition
- The opportunity to place a product(s) in the swag bags that represents your company's brand and encourages guests to do business with you
- Two (2) general admission tickets to the event

\$1,000 - Hydration Station Sponsor

Help our fabulous attendees hydrate at the water/lemonade station. Elegant signage and dispensers will draw a thirsty crowd.

\$1,000 - Sweet Treat Sponsor

What better way to ensure guests remember your company or business? Desserts will be provided on each table during the seated program portion of the evening with your logo on each table, with table signage or on the desserts!

\$1,000 - Bag & Coat Check Sponsor

Stay top of mind by watching their bags, wine, and winnings! Your logo is printed on bag check tags, as well as signage.

Sold

\$1,000 - Registration Sponsor

Sponsor the very first stop for our guests: registration! Logo featured prominently at registration (and check out!).

FIND THE PERFECT FIT

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 within your budget. Thank you for your consideration.

Contact: Rachel Falgout, Development Director, at rfaalgout@acadianabigs.com

