



Tuesday

JUNE 20, 2023

HAYDEN LAKE
COUNTRY CLUB



wine
women & shoes®

- BENEFITING -

IDAHO YOUTH RANCH™

Sponsorship
OPPORTUNITIES



Wednesday

JUNE 21, 2023

THE COEUR D'ALENE RESORT
GOLF COURSE

THE PERFECT PAIR FOR 11 YEARS...

IDAHO YOUTH RANCH + WINE WOMEN & SHOES

Be There. Be Giving. Be Fabulous!



Wine Women & Shoes is an engaging and exciting fundraising event where community-minded, philanthropic women (and a few good men) gather to sip, shop, and support a worthy cause in a chic, fun, and innovative way.

Style, elegance and good taste reign during this unique event to raise funds for Idaho Youth Ranch – transform childhood trauma into hope, healing and resilience.

WW&S AUDIENCE

- 80% women ages 30 to 55
- From CEO moms and young professionals to community stakeholders and trendsetters
- Passionate about improving the health and wellbeing of our community
- 92% of these women will pass on information about deals or finds to others
- On average guests spend \$200-\$600 per event

Join Us!

WEDNESDAY, JUNE
21, 2023

6:00-9:00 PM | *at the* COEUR D'ALENE RESORT GOLF COURSE

New this Year!

TUESDAY, JUNE
20, 2023

NOON-2:00 PM | *at the* HAYDEN LAKE COUNTRY CLUB



HOW DO YOUR SPONSORSHIP DOLLARS HELP IDAHO'S KIDS?



GIVE MORE KIDS IN OUR COMMUNITY A CHANCE AT A PROMISING FUTURE

For over 65 years, Idaho Youth Ranch has provided hope and healing to kids and families in our community. Join us in 2023 as we look ahead to the future with far-reaching and forward-thinking programs, staff and services. We redirect entire lives to move in more positive directions, especially when the road gets tough. Together with our generous donors and community partners, we transform childhood trauma into hope, healing and resilience.

Your sponsorship dollars will benefit the programs and services that ensure every kid in Idaho who has experienced pain and trauma can find hope and healing that will lead them into a brighter tomorrow.

Supporting Wine Women & Shoes offers you a fantastic way to support Idaho Youth Ranch programs while providing a unique and valuable opportunity to showcase your company. Wine Women & Shoes is in its 11th year and has become "The Event" to attend in Coeur d'Alene. Over the past 10 years this event has raised invaluable dollars for Idaho's most vulnerable youth and families.




 Hands of Promise Campus

 Original Ranch

 Thrift Stores

 YW! YOUTHWORKS!

 Family Services

 Anchor House

 Hays House

 Adoption Services

MARKETING STRATEGY

SAVE-THE-DATE

A postcard formally announcing the event date and theme, as well as recognition for appropriate sponsors, will be distributed to targeted lists of donors and attendees. An electronic version will be distributed broadly via e-mail to donors and friends of the Idaho Youth Ranch database.

Expected audience: 2,000

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 Idaho Youth Ranch webpage and online registration.

PROGRAM

The program is distributed to all guests at the event. This book includes event details, sponsor recognition, Idaho Youth Ranch information, and live auction item descriptions. **Expected audience: 400+**

SOCIAL MEDIA

With an audience of over 22,000 spread across social media outlets, the Idaho Youth Ranch will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.

For even better exposure, give your employees a place to shine as one of our charming Shoe Guys or select fashion models. There are numerous other opportunities to reach guests with your brand that can be creatively customized to your preferences.

+ MUCH MORE!

New this year!

Luncheon event on Tuesday
& evening event
on Wednesday!

TUESDAY LUNCH

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Each will have your logo showcased at Tuesday's Lunch event only

\$7,000 SHINE LIKE A DIAMOND SPONSOR

\$7,000 could provide support for up to 3 youth to prepare them for the world of work and beyond and gives them new tools and experiences to help youth find future jobs

SPONSORSHIP BENEFITS INCLUDE:

- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook & Instagram) reaching Idaho Youth Ranch's followers
- On-stage verbal recognition and prominent signage at the event
- Link to your company website from the Idaho Youth Ranch and WW&S websites
- Name inclusion/logo in the event program
- Premier seating for program
- VIP admission for eight guests
- VIP gift for eight guests

\$5,000 SILVER STILETTO SPONSOR

\$5,000 could provide three youth with 12 hours of equine therapy to help kids struggling with the aftermath of trauma

SILENT AUCTION 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 eblast, social media posts, and on all silent auction description pages/bid sheets.

VIP GIFT Your logo will appear on the coveted VIP gift that all attendees will receive.

SPONSORSHIP BENEFITS INCLUDE:

- Recognition on event website, e-blasts, and social networking campaigns
- Link to your website from the Idaho Youth Ranch and WW&S websites
- Name in the event program when secured 30 days prior to event
- On stage verbal recognition
- VIP admission for four guests
- VIP gift for four guests



The Need is Growing in Idaho: 1 in 5 Idaho high school students considered suicide.
Idaho Youth Ranch can help! IYR offers proven therapies to help young people struggling with suicidal thoughts.

ONE OF A KIND – LUNCH

BRANDED OPPORTUNITIES

Each will have your logo showcased at Tuesday's Lunch event only

\$2,500 OPPORTUNITIES

\$2,500 could provide an adoptive family with a newborn adoption home study, adoptive parent advocacy, and support for a newborn adoption

SIGNATURE COCKTAIL & MOCKTAIL This sponsorship will be showcased at Tuesday's luncheon OR Wednesday's evening event. Have your name as the presenter of The Signature Cocktail and Mocktail, exclusive to our event. Guests will delight in this unique beverage creation and fun flavor combination. An elegant display with tasteful signage and dispensers will make sure to get everyone's attention.

WINE STATIONS Who doesn't love the Wine in Wine Women & Shoes! Your logo would be featured at these prime locations during the event as well as in the vintner preview eblast, social media posts, program, and on website.

KEY-TO-THE-CLOSET Fifty keys for sale and only 1 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.

SPONSORSHIP BENEFITS INCLUDE:

- Recognition on event website, e-blasts, and social networking campaigns
- Link to your website from the Idaho Youth Ranch and WW&S websites
- Name in the event program when secured 30 days prior to event
- VIP admission for two guests
- VIP gift for two guests

WEDNESDAY EVENING

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Each will have your logo showcased at Wednesday's Evening event only

\$7,000 SHINE LIKE A DIAMOND SPONSOR

\$7,000 could provide support for up to 3 youth to prepare them for the world of work and beyond and gives them new tools and experiences to help youth find future jobs

SPONSORSHIP BENEFITS INCLUDE:

- Prominent logo placement on signage at the entrance of the event
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook, & Instagram) reaching Idaho Youth Ranch's followers
- On-stage verbal recognition and prominent signage at the event
- Opportunity to promote business with product placement and customer liaison at event
- Link to your company website from the Idaho Youth Ranch and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name inclusion in the event program
- VIP admission table for eight guests
- VIP swag bags for eight guests

\$5,000 SILVER STILETTO SPONSOR

\$5,000 could provide up to 80 individual behavioral therapy sessions for struggling youth and help kids transform the pain and despair of childhood trauma into hope.

CHAMPAGNE WALL Who doesn't love Champagne!!! Your logo would be featured on the ice buckets during the event as well as in the preview eblast, social media posts, program, and on the website.

SPONSORSHIP BENEFITS INCLUDE:

- Recognition on event website, e-blasts, and social networking campaigns
- Link to your website from the Idaho Youth Ranch and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name in the event program when secured 30 days prior to event
- On stage verbal recognition
- VIP admission for four guests
- VIP swag bags for four guests

ONE OF A KIND – EVENING

BRANDED OPPORTUNITIES

Each will have your logo showcased at Wednesday's Evening event only

\$3,500 OPPORTUNITIES

\$3,500 could provide three college scholarships for Idaho Youth Ranch Alumni.

SHOE BOX MYSTERY PULL Fifty shoe boxes for sale stuffed with goodies from local businesses. Think jewelry, gift certificates, home goods, sunglasses, etc. These mystery boxes contain everything a woman wants and your brand will be featured as the shoe box sponsor.

WINE PULL 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.

WINE STATION Who doesn't love the Wine in Wine Women & Shoes! Your logo would be featured at these prime locations during the event as well as in the vintner preview eblast, social media posts, program, and on website.

KEY-TO-THE-CLOSET A hundred keys for sale and only 1 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.

SIGNATURE COCKTAIL & MOCKTAIL Have your name as the presenter of The Signature Cocktail and Mocktail, exclusive to our event. Guests will delight in this unique beverage creation and fun flavor combination. An elegant display with tasteful signage and dispensers will make sure to get everyone's attention.

SPONSORSHIP BENEFITS INCLUDE:

- Recognition on event website, e-blasts, and social networking campaigns
- Link to your website from the Idaho Youth Ranch and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name in the event program when secured 30 days prior to event
- VIP admission for two guests
- VIP swag bags for two guests

ONE OF A KIND – LUNCH & EVENING

BRANDED OPPORTUNITIES

Each will have your logo showcased at Tuesday's Lunch & Wednesday's Evening event!

\$6,000 GOLD PUMP SPONSORS

\$6,000 could help up to 3 families in crisis or conflict, reconnect with their children and build stronger Idaho families through family therapy

MISSION MOMENT SPONSOR An opportunity to 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..." Or, "This moment made possible by...", highlighting of company name or logo in any mission related eblasts, event slides and signage, continued post event impressions as video is shared on social sites.

LIVE AUCTION 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 eblast, all Live Auction slides, Live Auction thank you acknowledgments and multiple verbal recognitions from stage during the Live Auction.

SPONSORSHIP BENEFITS INCLUDE:

- Recognition on event website, e-blasts, and social networking campaigns
- Link to your website from the Idaho Youth Ranch and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name in the event program when secured 30 days prior to event
- On stage verbal recognition
- VIP table at your choice of **Tuesday's Luncheon** or **Wednesday's Evening** event for eight guests
- VIP swag bags for eight guests



The Need is Growing in Idaho: 31% of Idaho high school students are clinically depressed.
Idaho Youth Ranch can help!