



# wine women & shoes<sup>®</sup>

— BENEFITING —



**Fresh Start<sup>™</sup>**

EMPOWERING WOMEN TO SUCCEED

PRESENTED BY

JPMORGAN CHASE & Co.

## *Sponsorship Packages*

SATURDAY, SEPTEMBER 9, 2023 *at* CHATEAU LUXE



# About the Event

Hosted by Fresh Start's Auxiliary Board, Wine Women & Shoes is returning for its 6th year on Saturday, September 9, 2023 at Chateau Luxe! This signature fundraising event helps provide access and resources that help women in our community achieve self-sufficiency. The afternoon begins with a sip and shop of vendors, vitnars, silent auction, activation stations, and much more followed by the highly anticipated fashion show and luncheon – all for a good cause!



*"We are honored to co-chair Wine Women and Shoes 2023 and hope that this event will help shed greater light on all the amazing good that Fresh Start does for women in our community. We can never predict when something may happen that upends our lives. During these times, Fresh Start surrounds women with support and helps them build the skills and confidence needed to become self-sufficient, and enter into well-paying careers. In doing so, Fresh Start changes the lives of not only these women, but helps improve the future of our overall community. Please join us in empowering women to succeed across Arizona."*

**Rebecca Cohen-Collins and Lauren Papagalos**  
2023 Wine Women & Shoes Event Co-Chairs

## How Do Your Sponsorship Dollars Help Women?

Fresh Start provides programs and support services across five key pillars of a woman's life, empowering her to achieve goals and behavioral changes necessary in each pillar to reach and sustain economic independence.

Your support helps women on their journey to achieve self-sufficiency and thrive. The Bridge to Self-Sufficiency, summarized below, provides a framework for Fresh Start services. It takes a comprehensive approach to overcoming barriers, as a person is far more likely to achieve economic independence if they look across all areas of life, rather than tackling one area alone.

### PILLAR ONE



#### Family Stability

Reviews stability of housing, safety of the household, and ability to meet basic family needs

### PILLAR TWO



#### Health & Well-being

Assesses physical and mental health, as well as available support networks to help achieve goals

### PILLAR THREE



#### Financial Management

Includes debt management, future planning, & ability to meet family's financial needs

### PILLAR FOUR



#### Education & Training

Considers skills, education, and training necessary to pursue a chosen career

### PILLAR FIVE



#### Careers

Accounts for ability to earn a living wage in a job that meets career and future goals

## In Fiscal Year 2022, Fresh Start Served 3,161 women. About them:

**85%** WERE NEW TO FRESH START

**65%** WOMEN OF COLOR

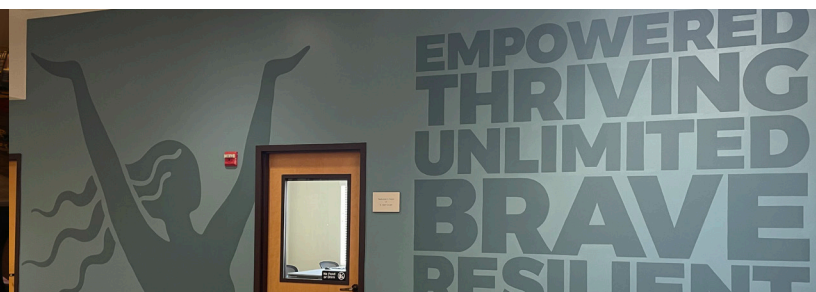
**66%** HOUSEHOLD INCOME <\$25K

**68%** DOMESTIC VIOLENCE SURVIVORS

**59%** UNEMPLOYED OR UNDEREMPLOYED

**60%** SINGLE MOTHERS

*Fresh Start Women's Foundation is a 501(c)(3) nonprofit organization*





# SPONSORSHIP OPPORTUNITIES

## PLATINUM PUMP PRESENTING SPONSOR - \$25,000 (1 Available)

*Provides 150 women in the Impact Program with career and workforce training scholarships. (or 500 women with job placement prep skills and hiring event post workforce training completion)*

- Two Runway Champagne Tables for 10 at the event
- Premium Photo Backdrop - Be the first photo opportunity where every guest can take their photo in front of the backdrop featuring your company logo, Wine Women & Shoes, and Fresh Start
- Listed as "Presenting Sponsor" on event collateral, press release, website, print program, e-blasts, and social media
- Special "Thank You" and verbal recognition during the luncheon
- One full-page ad in printed program
- Logo in printed program

## CALL TO THE HEART SPONSOR - \$15,000 (1 Available)

*Provides 75 women with ongoing, personalized education coaching, ensuring she is able to successfully complete her workforce training program.*

- One Runway Champagne Table for 10 at the event
- Exclusive branding of the Call to the Heart during the luncheon program, including branded bid cards
- Listed as "Call to the Heart Sponsor" on website and social media
- Full-page ad in printed program
- Logo in printed program

## GOLD STILETTO SPONSOR - \$10,000 (3 Available)

*Provides 50 women with ongoing social work sessions so she can set and follow through on her goals.*

- One Runway Champagne Table for 10 at the event
- Listed as "Gold Stiletto Sponsor" on website and social media
- Full-page ad in printed program
- Logo in printed program

## SHOE GUYS SPONSOR - \$10,000 (1 Available)

*Sponsors 100 women through Personal Empowerment Series, a month-long program to learn and engage across all pillars of the bridge.*

- One Runway Champagne Table for 10
- Sponsorship of the Shoe Guys and competition during the event, including branded shirts
- Listed as "Shoe Guys Sponsor" on website and social media
- Half-page ad in printed program
- Logo in printed program

## SILENT AUCTION SPONSOR - \$10,000 (1 AVAILABLE)

*Provide 30 women with one-on-one health sessions with a certified health coach with the opportunity to discuss her health and wellness goals.*

- One Runway Champagne Table for 10
- Sponsorship of the Silent Auction - As guests bid to their heart's content on fabulous Silent Auction packages your logo would be represented in this prime location!
- Listed as "Silent Auction Sponsor" on website, social media, and Silent Auction preview blast
- Half-page ad in printed program
- Logo in printed program

## BEST IN SHOE SPONSOR - \$7,500 (1 Available)

*Provide 100 women with Resource Coaching, connecting her to critical community resources to address her basic needs.*

- One preferred table for 10 at the event
- Listed as the "Best in Shoe Sponsor" on website
- Company has opportunity to provide representative to serve as a Best in Shoe Contest judge
- Verbal recognition as "Best in Shoe Sponsor" during the winner reveal at the luncheon
- Half-page ad in printed program
- Logo in printed program



# SPONSORSHIP OPPORTUNITIES

## KEY TO THE CLOSET SPONSOR - \$7,500 (1 available)

*Covers the cost of 30 women getting her court documents prepared and filed by our Family Law Support Certified Legal Document Preparers.*

- One preferred table for 10 at the event
- Branding on the Key to the Closet display
- Listed as "Key to the Closet Sponsor" on website
- Verbal recognition during the Key to the Closet winner reveal at the luncheon
- Half-page ad in printed program
- Logo in printed program

## PHOTO WALL SPONSOR - \$7,500 (1 available)

*Support 50 young girls and their moms through She Thrives to work together on boundaries, healthy relationships, building self-esteem.*

- One preferred table for 10 at the event
- Listed as "Photo Wall Sponsor" on website
- Half-page ad in printed program
- Logo in printed program

## SILVER SANDAL SPONSOR - \$5,000

*Provides 100 women with ongoing financial coaching sessions.*

- One table for 10 at the event
- Listed as "Silver Sandal Sponsor" on website
- Quarter-page ad in printed program
- Logo in printed program

## FABULOUS FRIENDS SPONSOR - \$2,500

*Provides 50 women with financial literacy workshops and webinars with trained staff and local professionals..*

- 5 tickets to the event, seated together
- Listed as "Fabulous Friends Sponsor" on website
- Logo in printed program

## PEARL PLATFORM SPONSOR - \$1,500+

- Opportunity to donate and underwrite for items to be purchased and used for:
  - Silent auction and raffle
  - Event decor and floral
  - Day of event materials
- Logo in printed program

## MADE-TO-MEASURE SPONSORSHIP - \$5,500

*Let's work together to build a customized sponsorship package tailored to you.*

Please contact Vittoria Horne, Events Manager, at [vhorne@fswf.org](mailto:vhorne@fswf.org)





## WINE WOMEN & SHOES COMMITMENT FORM

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Preferred Listing for Recognition: \_\_\_\_\_

### SPONSORSHIP OPPORTUNITIES

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Platinum Presenting: \$25,000        | <input type="checkbox"/> Call to the Heart: \$15,000      | <input type="checkbox"/> Gold Stiletto: \$10,000    |
| <input type="checkbox"/> Shoe Guys: \$10,000                  | <input type="checkbox"/> Silent Auction Sponsor: \$10,000 | <input type="checkbox"/> Key to the Closet: \$7,500 |
| <input type="checkbox"/> Best in Shoe: \$7,500                | <input type="checkbox"/> Photo Wall: \$7,500              | <input type="checkbox"/> Silver Sandal: \$5,000     |
| <input type="checkbox"/> Fabulous Friends: \$2,500            | <input type="checkbox"/> Pearl Platform: \$1,500+         |   |
| <input type="checkbox"/> Purchase an Individual Ticket: \$200 |   |   |

I am unable to participate, but please accept my 100% tax-deductible donation of:

- ☐ \$100    ☐ \$250    ☐ \$500    ☐ OTHER \$ \_\_\_\_\_

Enclosed is my check in the amount of \$ \_\_\_\_\_ (payable to Fresh Start Women's Foundation)

Please charge my: ☐ Visa    ☐ MasterCard    ☐ American Express

Account Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CCV: \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Thank you for your sponsorship commitment. Please return your commitment form to:  
Fresh Start Women's Foundation | Dept # 880500 | PO Box 29650, Phoenix, AZ 85038-9650  
For more information contact: [vhorne@fswf.org](mailto:vhorne@fswf.org)