



wine women & shoes[®]

BENEFITING



Fresh Start[™]

EMPOWERING WOMEN TO SUCCEED

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 event raises funds that enable Fresh Start to provide access and resources to help women in our community achieve self-sufficiency. The afternoon begins with a sip and shop of vendors, vitners, silent auction, activity stations, and much more, followed by our beautiful fashion show and luncheon – all for a good cause!



"We are honored to co-chair Wine Women and Shoes 2023 and hope 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

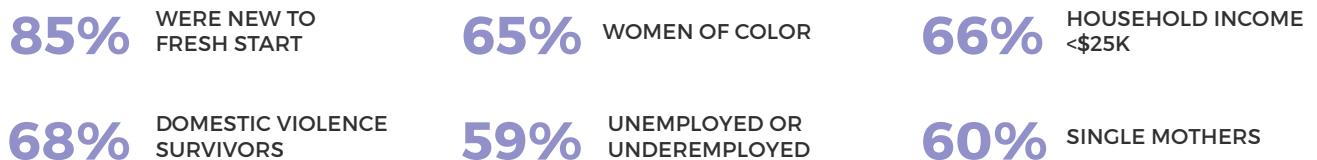
How Does Your Sponsorship Help Women?

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 to reach and sustain economic independence.

Your sponsorship dollars help women on their journey to achieve self-sufficiency and not just survive – but thrive! The Bridge to Self-Sufficiency, summarized below, provides a framework for Fresh Start services. It takes a holistic approach to overcoming barriers, as a person is far more likely to achieve economic independence if they are strong in all areas of their life.



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



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.

- Two Runway Champagne Tables for 10 at the event
- Premium Photo Backdrop - Feature your company logo alongside Wine Women & Shoes and Fresh Start on the first photo backdrop as guests enter
- 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 educational 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 one-on-one social work sessions so she can receive ongoing coaching and guidance to achieve 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 sessions with a certified health coach 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 will 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, and 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





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