



*wine*  
women & shoes®  
— Benefiting —  
FRIENDSHIP HOUSE

*Sponsorship Opportunities*

SUNDAY, APRIL 23<sup>RD</sup>, 2023 | 11:00 AM - 3:00 PM  
ECOMAMA FARMS ROSE GARDEN, SANTA YNEZ

*Get pumped!*

**THE FRIENDSHIPS HOUSE  
ANNUAL WINE WOMEN & SHOES  
EVENT IS COMING!**

There are few combinations that evoke glamour and fun as much as the perfect fit of Wine Women & Shoes. Santa Barbara County's wine-savvy, shoe loving women will kick up their heels and sip fine wines from participating wineries, enjoy signature dishes and savory bites from distinguished Santa Ynez Valley chefs and restaurants, and shop the latest shoes and accessories from fabulous fashion vendors all while supporting Friendship House.

*Join us!*

**SUNDAY, APRIL 23, 2023  
11AM – 3PM AT ECOMAMA FARMS  
IN THE ROSE GARDEN, SANTA YNEZ**

**WW&S AUDIENCE**

- 80% women ages 30 to 65
- CEO moms, 30-something young professionals
- Key influencers, tastemakers, connectors
- Charity supporters, socially conscious and community minded
- Concerned about the health and well being of themselves and others
- Pay attention to fashion and fashion events
- Enjoy wine and attend wine events
- Represent the typical luxury brand consumer
- Donate/spend average of \$200-\$600 per event







**FRIENDSHIP HOUSE**

Since 1978

*"It just feels right"*

## SOARING TO NEW 'SHOE' HEIGHTS

For 44 years, Friendship House has provided quality residential and dementia care in a safe, charmingly homey environment. Friendship House has been warmly supportive of elders and their families since founded in 1978 by Dr. Lou Netzer, a long-time family practice doctor in the Valley. His vision was a home-like environment for the elderly who were frail but not needing the service provided in a nursing-home setting. Our homes, our care and passions are solely devoted to our Alzheimer's and dementia residents. It is with respect and love that we maintain a welcoming home for them, their families and friends. The generous support of the community has enabled us to be known for our affordability as well as our high standard of excellent personal care.

## CREATING A WIN WIN!

Wine Women & Shoes fundraisers create an opportunity for partnerships between charities, wineries, shoe and accessory retailers, corporate sponsors and women in the community. In addition to raising money, these events raise awareness for charities, increase sales for wineries and retail partners, and provide community exposure for corporate sponsors.

# CHANGE YOUR SHOES. CHANGE A SENIOR'S LIFE!

## A GLIMPSE INTO OUR PROGRAMS

**Assisted Living Residential Care:** We offer varying levels of care based upon the unique needs of each resident. Some residents require minimum supervision while others need full assistance for all daily living activities. Our staff is carefully selected and specially trained and certified in dementia care. Our homes and campus are designed to provide a safe, secure and stimulating environment for our residents. Great care is taken to provide a regular daily routine, which is an important aspect in managing Alzheimer's and dementia and we focus on person centered care.

**Overnight Respite Care:** For family caregivers we offer a break and a helping hand. Our program is ideal for folks who need some support caring for a family member living with them. Whether it is overnight stay, a week or as long as a month, all our services and amenities are included in the stay as well as 24-hour supervision, meals and activities. Caregivers could use a little break and our respite program is here for community.

**Life Enrichment Day Program:** Day Program for Seniors affected by memory loss, dementia, Alzheimer's or who are medically frail. We provide a safe and stimulating environment where each day is filled with conversation, music, activities and laughter. The caring staff strives to pamper and entertain the participants with activities customized to their individualized interests and abilities. A nutritious lunch is served along with morning and afternoon snacks. Most importantly, participants find socialization and acceptance in a homelike setting. Our services also cater to the caregivers, providing them the flexibility and support they need to care for their loved ones at home. Flexible schedules and affordable rates are perfect for caregivers who work or need respite from their care schedules.

### **Support Services**

Support Groups - Facilitated by the Alzheimer's Association and open to the public free of charge.

Community Education - lead by local physicians and specialist in Aging, Wellness, and Nutrition offered free to the community.

Referrals - Information and support for seniors and to the community





# MARKETING STRATEGY

## SAVE-THE-DATE

A e-blast formally announcing the event date and theme, as well as appropriate sponsors, will be distributed to targeted lists of donors, members, and previous event supporters and guests through electronic mail.

## INVITATION

The full-color event invitation will be mailed to current sponsors, guests, targeted donors and supporters approximately 7-8 weeks before the event. The invitation will include recognition for appropriate sponsors and event details.

## WEB PAGE

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 the Friendship House webpage and online registration.

## SOCIAL MEDIA

With an audience of over 3,000 spread across social media outlets, the Friendship House will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.

## PROGRAM

Distributed to all guests at the event. This book includes event details, sponsor recognition, Friendship House program information, and live and silent auction item descriptions.

## NEWSLETTERS

Newsletters will be sent to the entire network of Friendship House members, donors, volunteers, and friends with the latest news on event updates, activities, promotions, and more.

## SIGNAGE

Sponsor logos will be placed prominently on appropriate signage in the event space and on screen during the program.

*+ Much more!*

# SPONSORSHIP OPPORTUNITIES

## **\$15,000 PLATINUM PUMP PRESENTING SPONSOR**

Includes your name/logo incorporated into the official event logo displayed on all collateral, event signage, social networking campaigns, and webpages. Your company name will be associated with everything involving Wine Women & Shoes benefiting the Friendship House. Presented by (“Your Company Name /Logo Here”)

***Presenting sponsorship benefits also include:***

- A \$15,000 tax deductible investment in the Friendship House
- Sponsor logo on souvenir wine glasses
- Your logo on backdrop of photo booth as guests enter and flash their best smiles
- Opportunity to welcome and thank the audience during the program portion of the event
- Link to your company website from the Friendship House and WW&S websites
- Full page ad in program
- Opportunity to place a premier item in swag bag (event appropriate items only)
- 2 VIP tables (20 guests)

## **\$10,000 GOLDEN HEELS MARKETPLACE SPONSOR**

This exclusive sponsorship puts your name in front of all the guests of Wine Women & Shoes. Your name/logo will have prominent placement on all collateral, event signage, social networking campaigns and webpages.

***Presenting sponsorship benefits also include:***

- A \$10,000 tax deductible investment in the Friendship House
- Your logo on backdrop of photo booth as guests enter and flash their best smiles
- On-stage verbal recognition
- Full page ad in program
- Link to your company website from the Friendship House and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- 1 VIP table (10 guests)

## **\$7,500 SILVER SLIPPERS PACKAGE**

Be in the forefront of this celebration bringing women together for an evening of fine wine, great style. You will receive recognition on all collateral, event signage, social networking campaigns and webpages.

***Presenting sponsorship benefits also include:***

- A \$7,500 tax deductible investment in the Friendship House
- Opportunity to provide judges and prizes. Logo on signage, on judge badges, and present “Best of Shoes” award on stage.
- Link to your company website from the Friendship House and WW&S websites
- Half page ad in the program
- Opportunity to place a premier item in swag bag (event appropriate items only)
- 6 VIP tickets

## **\$5,000 BRONZE BOOTS PACKAGE**

***Presenting sponsorship benefits also include:***

- A \$5,000 tax deductible investment in the Friendship House
- Link to your company website from the Friendship House and WW&S websites
- Half page ad in the program
- Opportunity to place a premier item in swag bag (event appropriate items only)
- 4 VIP tickets

# MENU OF ADDITIONAL OPPORTUNITIES

**KEY-TO-THE-CLOSET - \$2,500** One hundred keys for sale, and only 1 will win a collective bounty of donated items. What's in the closet? Fashion? Gift certificates? All will be revealed the day of the event. Your brand will be featured as the Key-to-the-Closet sponsor. *Benefits Included: Logo on all raffle materials, ¼ page ad in program + 2 VIP tickets.*

**SWAG BAG - \$2,500** All 200+ attendees receive reusable tote bags to take home which means they will be carrying your brand with them as they are out around town. *Benefits Include: Your logo on one side of a high-quality tote bag, ¼ page ad in program + 2 VIP tickets.*

**KEEP IT CLEAN - \$2,500** Celebrating helping hands by spreading love, not germs! These branded individual hand sanitizers will be handed out to each attendee at the beginning of the event. *Benefits Include: Logo recognition, ¼ page ad in program + 2 VIP tickets*

**SHOE GUYS - \$2,500** Sponsor 20+ charming “Shoe Guys” working the room and engaging more than 200 women. It's a great opportunity to showcase your brand. These men are a targeted group of brand ambassadors who are guaranteed to be the hit of the event. *Benefits Include: Your logo and branding exposure on the “Shoe Guys” T-shirts, ¼ page ad in program + 2 VIP tickets.*

**WALL OF WINE - \$2,500** For this WINE focused event, your logo will be prominently featured on Wall of Wine signage, Individual bags for wine bottles and Wall of Wine display. Language on signs says, “Wall of Wine presented by XYZ Company”. *Benefits Include: Logo recognition, ¼ page ad in program + 2 VIP tickets*

**NON-ALCOHOLIC BEVERAGE/HYDRATION STATION - \$1,500** Help our fabulous attendees hydrate at the water/non-alcoholic hydration station. Elegant signage and dispensers will draw a thirsty crowd. *Benefits Include: Logo recognition + 2 tickets*

**MISSION MOMENT - \$1,500** An opportunity to tie your brand to the ultimate emotional moment at the event by underwriting production costs for the high impact Mission Moment video. *Benefits Include: Logo recognition + 2 tickets*

**LIVE AUCTION - \$1,500** Every bidder will see your logo on full display for all components of the live auction! *Benefits Include: Logo recognition + 2 tickets*

**MIRROR MIRROR - \$1,000** “Who’s the fairest of them all?” Underwrite the marketplace vendor mirrors and your logo will be placed throughout. *Benefits Include: Logo recognition + 2 tickets.*

**COCKTAIL NAPKINS - \$1,000** As attendees sip and shop -you can help support the cause by sponsoring water bottles, napkins, wine glasses or...cupcakes. Your logo will appear throughout the event and be devoured by hundreds of attendees. *Benefits Include: Logo Recognition + 2 tickets.*

**HONORARY COMMITTEE - \$500** All the glory, without all the work! Receive committee recognition for your life changing investment. *Benefits Include: Name recognition in program + 1 VIP ticket*



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Benefiting  
FRIENDSHIP HOUSE

**SPONSOR REGISTRATION**

PLATINUM STILETTO (\$15,000)

GOLD HEELS (\$10,000)

SILVER SLIPPERS (\$7,500)

BRONZE BOOTS (\$5,000)

**ADDITIONAL OPPORTUNITY:** \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Name for Recognition Purposes: \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

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

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

**Check enclosed for \$** \_\_\_\_\_

Payable to Friendship House . Mail to: 880 Friendship Lane, Solvang CA 93463

**Charge my Credit Card for \$** \_\_\_\_\_

Return form via MAIL to: 880 Friendship Lane, Solvang CA 93463

**Please Circle:**      Visa      MasterCard      Amex      Discover

CC#: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVN: \_\_\_\_\_

**I cannot attend.** Please accept my donation of \$ \_\_\_\_\_

Company/Address: \_\_\_\_\_

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

Signature: \_\_\_\_\_



**FRIENDSHIP HOUSE**

**DON'T SEE WHAT YOUR LOOKING FOR?**

We encourage you to suggest ideas for crafting the perfect sponsorship for your objectives. Everything is customizable to meet your needs and interests.

Please Contact Tammy Westwood: [tammy@solvangfriendshiphouse.com](mailto:tammy@solvangfriendshiphouse.com) | 805.688.8748

*All contributions are tax-deductible to the fullest extent authorized by the law. TAX ID 95-3264110  
For additional information please contact Tammy Westwood at [tammy@solvangfriendshiphouse.com](mailto:tammy@solvangfriendshiphouse.com) or 805.688.8748*