



wine
women & shoes®

BENEFITING



faison
center



Sponsorship
OPPORTUNITIES

Get pumped and join us!

**THE FAISON CENTER'S INAUGURAL
WINE WOMEN & SHOES EVENT IS
COMING TO RICHMOND!**

Wine Women & Shoes has exploded across North America in the last decade, producing more than 500 fabulous events that have helped new an impressive \$112.5 million for our nonprofit partners.

WW&S events are fun, festive, and full of feminine soul – community celebrations that bring women together around fine wine, great style, and causes that matter!

JOIN US!

**NOVEMBER 12, 2023 | 1:00 PM - 5:00 PM
AT THE SCIENCE MUSEUM OF VIRGINIA**

WW&S AUDIENCE

- 80% women ages 30 to 55
- CEO moms to 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.
- Attend charitable and fashion events
- Represent the typical luxury brand consumer
- Women control two-thirds of consumer wealth in the U.S.
- 92% of these women will pass on information about deals or finds to
- On average, donate/spend \$200-\$600 per event

THE FAISON CENTER'S MISSION

At The Faison Center, our mission is to give children and adults with autism and related challenges the best opportunity to improve their life's journey through evidence-based practice. We provide world-class services and programs through our unique lifespan model, which offers enriching opportunities from early diagnosis to adulthood. No matter when our services are needed, we are committed to improving the lives of the individuals we serve.



MARKETING STRATEGY

SAVE-THE-DATE

A postcard formally announcing the event date and theme, as well as confirmed high-level sponsors.

INVITATION

The full-color event invitation will be mailed to current sponsors, guests, targeted donors, and supporters approximately 8-12 weeks before the event. The invitation will include recognition for confirmed sponsors and event details.

NEWSLETTERS E-PROMOTIONS EBLASTS

Newsletters will be emailed to the entire network of The Faison Center supporters.



WEBPAGE

The Wine Women & Shoes website will be updated with event and sponsor information and include links to sponsor webpages.

SOCIAL MEDIA

With an audience of over <number> spread across social media outlets, The Faison Center will link guests/followers to our mission, our sponsors, and their messages through dynamic, engaging and fabulous content.

PROGRAM

Distributed to all attendees at the event, the program includes event details, sponsor recognition, The Faison Center program information, and live and silent auction item descriptions.

Expected Audience: 350 guests

+ Much more!

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

\$25,000 PLATINUM PUMP EXCLUSIVE PRESENTING SPONSOR

- A \$25,000 tax deductible investment in The Faison Center.
- Exclusive recognition as presenting sponsor with name or logo incorporated in Wine Women & Shoes event branding
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, and signage, invitations and save the dates, event website, e-blasts, and social networking campaigns (i.e., Facebook, Twitter, & Instagram) reaching The Faison Center followers
- Link to your company website from the The Faison Center and WW&S websites
- Opportunity to provide a 30 second video OR have a company representative address the audience during the seated program
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Two reserved VIP tables for a total of 16 guests
- Swag Bags for 16 guests

\$15,000 PLATINUM PUMP SPONSOR

- A \$15,000 tax deductible investment in The Faison Center
- Exclusive recognition as Platinum Pump sponsor with name or logo prominently placed in marketing materials.
- Prominent logo placement in event public relations and advertising initiatives, press releases, and event collateral including programs, and signage, invitations and save the dates, event website, e-blasts, and social networking campaigns (i.e., Facebook, Twitter, & Instagram) reaching The Faison Center followers
- On-stage verbal recognition during the seated program
- Link to your company website from the The Faison Center and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- One reserved VIP tables for a total of 12 guests
- Swag Bags for 12 guests

\$10,000 SHINE LIKE A DIAMOND SPONSOR

- A \$10,000 tax deductible investment in The Faison Center
- Prominent Logo placement in event public relations and advertising initiatives, press releases, and event collateral including programs, and signage, invitations and save the dates, event website, e-blasts, and social networking campaigns (i.e., Facebook, Twitter, & Instagram) reaching The Faison Center followers
- On-stage verbal recognition during the seated program
- Link to your company website from the The Faison Center and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- One reserved VIP tables for a total of 8 guests
- Swag Bags for 8 guests

\$7,500 GOLDEN HEELS SPONSOR

- A \$7,500 tax deductible investment in The Faison Center
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, signage, invitations and save the dates, event website, e-blasts, and social networking campaigns (i.e., Facebook, Twitter, & Instagram) reaching The Faison Center followers
- On-stage verbal recognition during the seated program
- Link to your company website from the The Faison Center and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Six (6) VIP tickets
- Swag bags for 6 guests

EXCLUSIVE SPONSORSHIP OPPORTUNITIES




\$5,000 SILVER SLIPPERS SPONSOR

- A \$5,000 tax deductible investment in The Faison Center
- Logo placement in ALL event public relations and advertising initiatives, programs, and signage
- Recognition on event website, e-blasts, and social networking campaigns
- Link to your website from the The Faison Center and WW&S websites
- Opportunity to place a premier item in the swag bag (event appropriate items only)
- Four (4) VIP Tickets
- Swag Bags for 4 guests

\$2,500 BRONZE PUMPS SPONSOR

- A \$2,500 tax deductible investment in The Faison Center
- Link to your website from the The Faison Center and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name in the event program & on event signage
- Two (2) General Admission tickets
- Swag bags for 2 guests

SPONSORSHIPS AT A GLANCE

Sponsorship Benefits	Tickets & Swag Bags	Logo & Link Promo	Marketing Opportunities	On Stage Recognition
Platinum Pump Exclusive Presenting - \$25,000	2 VIP tables for a total of 16 guests & 16 swag bags			
Platinum Pump - \$15,000	1 VIP tables for a total of 12 guests & 12 swag bags			
Shine Like a Diamond - \$10,000	1 VIP tables for a total of 8 guests & 8 swag bags			
Golden Heels - \$7,500	6 VIP tickets & 6 swag bags			
Silver Slippers - \$5,000	4 VIP tickets & 4 swag bags			
Bronze Pumps - \$2,500	2 GA Tickets & 2 swag bags			

SPONSOR REGISTRATION

EXCLUSIVE OPPORTUNITIES

☐ \$25,000 PLATINUM PUMP EXCLUSIVE PRESENTING SPONSOR

☐ \$15,000 PLATINUM PUMP SPONSOR

☐ \$10,000 SHINE LIKE A DIAMOND SPONSOR

☐ \$7,500 GOLDEN HEELS SPONSOR

☐ \$5,000 SILVER SLIPPERS SPONSOR

☐ \$2,500 BRONZE PUMPS SPONSOR

Name for Recognition Purposes: _____

Contact Name: _____

Address: _____

Email: _____ Phone: _____

☐ Invoice me

☐ Check enclosed for \$_____ Payable to The Faison Center
Mail to: 5311 Markel Road, Richmond, VA 23230

☐ Charge my Credit Card for \$_____
Return form via MAIL to: 5311 Markel Road, Richmond, VA 23230

Please Circle: Visa MasterCard Amex Discover

CC#: _____ Exp.: _____ CVN: _____

☐ I cannot attend. Please accept my donation of \$_____

Company/Address: _____

Email: _____ Phone: _____

Signature: _____



DON'T SEE WHAT YOU'RE LOOKING FOR?

To request additional details regarding your uniquely crafted sponsorship investment, please contact Ty Toepke at tntoepke510@faisoncenter.org