



# wine women & shoes<sup>®</sup>

— BENEFITING —

**Ronald McDonald House Charities<sup>®</sup>**  
*of Western Montana*

## *Sponsorship Opportunities*



**Ronald McDonald  
House Charities<sup>®</sup>**  
of Western Montana

# The Perfect Pair!

## RMHC OF WESTERN MONTANA AND WINE WOMEN & SHOES

FRIDAY, SEPTEMBER 22<sup>ND</sup>, 2023 | 6 PM  
HILTON GARDEN INN, MISSOULA

Wine Women & Shoes has exploded across North America in the last decade, producing more than 500 fabulous fashion-forward events that have helped net 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...and men...together around fine wine, great style, and causes that matter!

### WW&S AUDIENCE

- 80% women ages 30 to 75
- Retired executives, CEO moms and 30-something young professionals
- Key influencers, tastemakers, connectors
- Charity supporters, socially conscious and community minded
- Passionate about improving the health and wellbeing of our community
- Attend charitable events
- Enjoy wine and attend wine events
- Represent the typical luxury brand consumer
- 92% of these women will pass on information about deals or finds to others
- On average, donate/spend \$200-\$600 per event

**THIS INFORMATION IS FOR YOU.** The real leader who is looking for the “Perfect Pair.” The one who knows about doing right by your community and a thing or two about corporate social responsibility. We know there are a lot of places you could be channeling your energy towards, and we shamelessly want the Ronald McDonald House to be your first choice. This is part of the reason why we’ve provided so many opportunities to join us for our first annual Wine Women and Shoes event! You like going to events and sponsoring them? We like you. Want to talk about matching gifts? So do we. You want to explore other creative ways to partner? We’ve got options. You prefer anonymity? We can be the strong, silent type, too.

“We’ve got your back,” is the most common phrase the families hear upon checking in at the Ronald McDonald House. There is no chance we would be able to lead with the level of confidence we have in our ability to empower, nurture and support if you weren’t standing with us as part of the collective humanitarian heart that embodies your company culture. In other words, we serve as the backbone for families who need a home for respite and healing for their critically ill child because you are the backbone for us.

There’s never been a better time to exemplify that we truly are in this together and I look forward to seeing what we can do collectively at Wine Women and Shoes 2023!

### OUR HOUSE

Ronald McDonald House Charities of Western Montana (RMHC) is built on the simple idea that nothing else should matter when a family is focused on the health of their child. For families coming to Missoula with a sick or injured child, or experiencing complications from a high-risk pregnancy, we provide all the essential elements of home. We are warm beds, hot showers, laundry facilities, play areas, regular nutritious meals and most importantly, a support system.



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### **PLATINUM PUMP EXCLUSIVE PRESENTING - \$20,000**

Includes your name/logo incorporated into the official event logo that's displayed on all collateral, event signage, social networking campaigns, and webpages. Your company name will be associated with everything involving Wine Women & Shoes (i.e. Wine Women & Shoes benefiting RMHC of Western Montana Presented by "Your Company Name/Logo Here").

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

- A \$20,000 investment in RMHC of Western Montana
- Opportunity to welcome and thank the audience during the program portion of the event
- Opportunity to promote business with product placement, booth and customer liaison at event (booth/contents to be approved by RMHC)
- Link to your company website from the RMHC of Western Montana and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Opportunity to nominate a Shoe Guy for participation
- Two reserved VIP tables and swag bags for sixteen (16) guests

### **DIAMOND STILETTO - \$10,000**

This 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 investment in RMHC of Western Montana
- On-stage verbal recognition
- Link to your company website from the RMHC of Western Montana and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Opportunity to nominate a Shoe Guy for participation
- One reserved VIP table and swag bags for eight (8) guests

### **GOLD HEELS - \$5,000**

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

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

- A \$5,000 investment in RMHC of Western Montana
- Link to your company website from the RMHC of Western Montana and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Opportunity to nominate a Shoe Guy for participation
- One GA table and swag bags for eight (8) guests



# One-of-a-Kind Opportunities

## **GOLDEN HEELS - \$5,000** *(Benefits include: GA table and swag bags for 8, logo & link on webpages)*

**SHOE GUYS** Sponsor charming “Shoe Guys” working the room and engaging more than 300 women. It's a great opportunity to highlight your brand and willingness to make a positive impact by placing your logo and branding exposure on the “Shoe Guys” shirts.

**PAPARAZZI PHOTO BACKDROP** As lovely ladies arrive at the entrance of the event, they are escorted to be photographed in front of a Step and Repeat banner. Your sponsor logo will be splashed onto a vibrant banner backdrop (along with the WWS and RMHC of Western Montana logos) and will live on as those photos are liked and shared!

**KEY-TO-THE-CLOSET** A hundred keys for sale and only one will hold the winning match to a collective bounty of donated treasures. Your brand will be featured as the Key to the Closet sponsor.

**WINE GLASS** See your logo in the hands of all our fabulous Wine Women and Shoes guests! These glasses are used on event day for all wine samples and guests are invited to take them home to display in their glassware cabinets.

**WALL OF WINE/LIVING CHAMPAGNE WALL** Your logo will be prominently featured on signage displayed at the Wall of Wine or Living Champagne Wall. This will have guests cheering and coming back for more.

**AUTOMOBILE** Drive the ladies wild by promoting your vehicles at Wine Women & Shoes. You have the unique opportunity to display cars outside the event entrance. Photo opps abound!

**MISSION MOMENT** An opportunity to tie your brand to the ultimate emotional moment at the event by underwriting production costs for the heartfelt Mission Moment video.

## **SILVER SLIPPERS - \$2,500** *(Benefits include: Four GA tickets and swag bags, logo & link on webpages)*

**SWAG BAG** Your logo will appear on the coveted swag bag gifted to all attendees. Soon your branded tote will be paraded all over town.

**COCKTAIL NAPKIN** Be the logo prominently featured on all cocktail napkins for the event. Every best dressed lady needs somewhere to blot her lips.

**BEST IN SHOE** Celebrate our attendees' fabulous footwear by promoting a “Best in Shoe” award. Your judges work the room, choose the winners, and announce the winner as a part of the live program

**BAG CHECK** Stay top of mind by watching their bags, wine, and winnings! Your logo is printed on bag check tags, as well as signage.

**MOBILE BIDDING** Our guests will be checking out the mobile bidding screen frequently while the auction is live and will see your logo prominently featured on all Mobile bidding and Silent Auction pages, e-blasts and social.

**LIVE AUCTION** Be a part of the excitement of the Live Auction! Your logo will appear on all pre-event live auction previews and on the live auction slides during the program.

**HYDRATION STATION** Help our fabulous attendees hydrate at this non-alcoholic station. Elegant signage and displayed beverages will draw a thirsty crowd.

## Sponsorship Benefits at a Glance

Sponsorship Benefits	Tickets & Swag Bags	Logo & Link Promo	Marketing Opportunities	On Stage Recognition
Platinum Presenting - \$20,000	2 VIP Tables (16 Tickets)			
Diamond Stiletto - \$10,000	VIP Table for 8			
Golden Heels - \$5,000	GA Table for 8			
Silver Slippers - \$2,500	4 GA Tickets			

### FIND THE PERFECT FIT

We encourage you to suggest ideas for crafting the perfect sponsorship for your objectives such as special events, exclusive perks for your customers, or something that enhances the guest experience overall. Everything is customizable to meet your needs and interests.

**Please contact: Amy Peterson at [apeterson@rmhcmnt.org](mailto:apeterson@rmhcmnt.org) or 406.541.7646**

*\*the tax deductibility of donations will be determined after sponsorship is finalized.*





*Put your best foot forward...*

### SPONSORSHIP OPPORTUNITIES

- ☐ Platinum Pumps Presenting - \$20,000      ☐ Diamond Stiletto - \$10,000      ☐ Golden Heels - \$5,000
- ☐ Golden Heels (one-of-a-kind) - \$5,000 \_\_\_\_\_
- ☐ Silver Slippers (one-of-a-kind) - \$2,500 \_\_\_\_\_

**CONTACT INFORMATION** Name (For Recognition Purposes): \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

### PAYMENT INFORMATION

- ☐ Send invoice to (Name & Address): \_\_\_\_\_
- ☐ Enclosed is a check for \$\_\_\_\_\_ made payable to RMHC of Western Montana
- ☐ Please charge my CC for \$\_\_\_\_\_

Choose one: ☐ VISA    ☐ MasterCard    ☐ AMEX    ☐ Discover

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

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

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

### RETURN FORM VIA MAIL OR EMAIL TO RMHC OF WESTERN MONTANA

Mail: 3003 Fort Missoula Road | Missoula, Montana 59804 • Email: [apeterson@rmhcmt.org](mailto:apeterson@rmhcmt.org)

**PLEASE SEND LOGOS TO:** Amy Peterson at [apeterson@rmhcmt.org](mailto:apeterson@rmhcmt.org) in EPS or high-resolution jpg or png formats

