



wine women & shoes®

Benefiting Bridge Communities, Inc.

Presented by

WINTRUST
COMMUNITY BANKS

2024

Sponsorship Opportunities



THE PERFECT PAIR...BRIDGE COMMUNITIES AND WINE WOMEN & SHOES.

Few combinations evoke glamour and fun as much as the perfect pair of Wine Women & Shoes and Bridge Communities. On February 24, 2024, DuPage County's wine-savvy, shoe-loving women will kick up their heels and sip fine wines and bubbly while shopping the latest shoes and accessories from fabulous fashion vendors, all to support families experiencing homelessness in our community.

Visit: winewomenandshoes.com/bridgecommunities

Join us!

SATURDAY, FEBRUARY 24, 2024

11 AM – 4 PM AT THE OAK BROOK HILLS RESORT

WW&S AUDIENCE

- 80% women ages 30 to 55
- CEO moms and business professionals
- Key influencers, tastemakers, connectors
- Charity supporters, socially conscious, community-minded
- Passionate about improving the health and wellbeing of our community and their families
- Attend charitable and fashion events
- Social media savvy
- 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 others
- On average donors spend \$200-\$600 per event



Pair with us!



“PAIR” WITH US AND BRING HOPE TO FAMILIES FACING HOMELESSNESS

Leveraging our full array of supportive services and a deep bench of partnerships, Bridge Communities helps families escape poverty, homelessness, and abuse to become self-sufficient. Over our 35-year history, Bridge has received numerous awards and recognitions, not only for what we do, but how well we do it. By helping Bridge bring hope to families experiencing homelessness in DuPage County, you will be aligning your brand with one of the area’s most respected and well-known non-profits.

“MATCH” YOUR GOALS TO OUR MISSION

Get **direct access** to a highly desirable target audience – CEO moms and business professionals in the Western Suburbs. Wine Women & Shoes events are designed to attract this key group of influencers and proven to bring out their inner consumer and philanthroper. How can you leverage this opportunity to help meet your 2024 goals? Let’s work together to identify a package or craft a sponsorship customized to your needs.

THE “SOLE” PURPOSE OF WHAT WE WANT TO ACCOMPLISH

“Pair” with us in 2024 and share our vision of a community where all families are healthy, financially stable, and living in affordable housing. As a sponsor of one of Bridge Communities’ biggest fundraising events, you will be playing an important role in the success stories of over 100 families who will benefit from Bridge’s housing and mentoring services this year. It’s a win-win-win scenario!



Marketing Strategy



SAVE-THE-DATE

A postcard formally announcing the event date and theme, as well as appropriate sponsors, will be distributed to targeted lists of donors, and attendees through print mail.

E-BLASTS

For 7 months starting in September, we will be promoting the event by advertising all the fun and glamour and encourage ticket purchases. We'll also send e-blasts to nearly 400 attendees to build excitement and provide must-read information to help everyone make the most of the event. Post-event e-blasts will recap winners, express gratitude, and prime the pump for next year's Wine Women & Shoes. In total we will send out 8-10 blast leading up to event day.

SIGNAGE

Attendees will know who to thank when they see your logo ubiquitously featured on signage – both digital and print – posted throughout the venue.

WEBPAGE

Sponsorship information will be available on both Bridge Communities and Wine Women & Shoes websites. Sponsor information will include links to appropriate sponsor pages.

PROGRAM

The program book is distributed to all guests at the event. This book includes event details, sponsor recognition, Bridge Communities information, paid advertisements, and live and silent auction item descriptions.

SOCIAL MEDIA

With an audience of 5,000+ spread across social media outlets, Bridge Communities will link guests/followers to our mission, our sponsors, and your messaging through dynamic, engaging, and fabulous content.

+ Much more!



Platinum Pump Exclusive Sponsor - \$20,000

Provides 20 months of safe and stable housing.



PUT YOUR BEST FOOT FORWARD! WE ARE OFFERING AN EXCLUSIVE SPONSORSHIP FOR THE PRESENTING RIGHTS TO WINE WOMEN & SHOES.

This includes your name/logo incorporated into the official event logo as well as all collateral, event signage, and décor. Your company name will be associated with everything involving Wine Women & Shoes (i.e. Wine Women & Shoes benefiting Bridge Communities Presented by “Your Company Name/Logo Here”).

Presenting Sponsorship benefits include:

- A \$20,000 tax deductible investment in Bridge Communities
- Exclusive title recognition as presenting sponsor
- During the program portion of the event, you will be given the opportunity to welcome and thank the audience and mention your business as the premier sponsor
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, and signage, invitations, and save-the-dates
- Prominent recognition on event websites, e-blasts, and social networking campaigns (i.e., Facebook, LinkedIn, and Instagram) reaching Bridge Communities’ followers
- Option to provide a video promoting your business and its support of WW&S to be featured in one day of dedicated posts on Facebook Instagram and LinkedIn (please provide video by January 15)
- Onstage verbal recognition and prominent signage at the event, including on the Paparazzi social media/photo backdrop
- Opportunity to promote your business with product placement, booth, and customer liaison at event (booth/contents to be approved by Bridge Communities)
- Link to your company website from the Bridge Communities and WW&S websites
- Opportunity to place a premier item in the swag bags (event appropriate items only)
- Full-page ad in the event program (artwork provided by you and due January 15)
- One mail or email follow-up to attendees distributed by Bridge with materials provided and cost covered by you.
- Up to 20 complimentary tickets (two full tables!)





Diamond Stiletto Exclusive Sponsor - \$15,000

Gives a child their own bed for 15 months.



SHINE LIKE A DIAMOND AT WINE WOMEN & SHOES

This exclusive sponsorship puts your name in front of all the guests of Wine Women & Shoes.

Your name/logo will be included on all collateral, event signage, and décor.

Sponsorship benefits include:

- A \$15,000 tax deductible investment in Bridge Communities
- Prominent logo placement on signage at the entrance of the event
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, and signage, invitations, and save-the-dates
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook, LinkedIn, and Instagram) reaching Bridge Communities followers
- Option to provide a video promoting your business and its support of WW&S to be featured in one day of dedicated posts on Facebook, Instagram and LinkedIn (please provide video by January 15)
- Onstage verbal recognition and prominent signage at the event
- Opportunity to promote your business with product placement and customer liaison at event
- Link to your company website from the Bridge Communities and WW&S websites
- Opportunity to place a premier item in the swag bags (event appropriate items only)
- Full-page ad in the event program (artwork provided by you and due January 15)
- Up to 10 complimentary tickets (one full table)





Gold Studded Sandal Sponsor - \$10,000

Keeps a family safe and stable for 10 months.



GO FOR GOLD!

Be in the forefront of this celebration bringing women together for an afternoon of fine wine and great style, while supporting the mission of Bridge Communities to transition families experiencing homelessness to self-sufficiency by working with partners to provide mentoring, housing, and supportive services.

Sponsorship benefits include:

- A \$10,000 tax deductible investment in Bridge Communities
- Recognition logo placement in ALL event public relations and advertising initiatives, programs, and signage
- Prominent recognition on event website, e-blasts, and social networking campaigns
- Link to your website from the Bridge Communities and WW&S websites
- Option to provide a video promoting your business and its support of WW&S to be featured in one day of dedicated posts on Facebook, Instagram and LinkedIn (please provide video by January 15)
- Opportunity to place a premier item in the swag bags (event appropriate items only)
- Half-page ad in the event program (artwork provided by you and due January 15)
- Up to 10 complimentary tickets (one full table)





Beverage Sponsor - \$10,000

Gives mom and her kids 10 months to move from surviving to thriving.



SIP, SIP, HOORAY!

We can't have Wine Women & Shoes without the wine! Your sponsorship will help to cover the beverage costs for our event, including wine tasting stations, and perhaps a specialty cocktail and non-alcoholic beverages. Since this is such a large part of our event, your logo will be everywhere! Each tasting station will have your logo on the signs, you'll be featured in our printed program, on event signage, in the program slideshow, and on our event website. Your logo will also be shared on our social media event page and in pre-event e-blasts.

Sponsorship benefits include:

- A \$10,000 tax deductible investment in Bridge Communities
- Recognition logo placement in ALL event public relations and advertising initiatives, programs, and signage
- Prominent recognition on event website, e-blasts, and social networking campaigns
- Link to your website from the Bridge Communities and WW&S websites
- Option to provide a video promoting your business and its support of WW&S to be featured in one day of dedicated posts on Facebook, Instagram and LinkedIn (please provide video by January 15)
- Opportunity to place a premier item in the swag bags (event appropriate items only)
- Half-page ad in the event program (artwork provided by you and due January 15)
- Up to 10 complimentary tickets (one full table)



Silver Stiletto Sponsors - \$5,000 EACH

Provides life-changing college scholarships for mom and teens.



Sold! **KEY-TO-THE-CLOSET SPONSOR** - 200 keys for sale and only one will hold the winning match to a collective bounty of donated treasures. The closet contains everything a woman wants and your brand will be featured as the Key to the Closet sponsor.

Sold! **SOLE MATES SPONSOR** - Sponsor the charming “Sole Mates” working the room and engaging with the women. It's a great opportunity to showcase your branding on the Sole Mates shirts. Plus your logo will appear on each Sole Mates' peer-to-peer fundraising page and donation thank you email.

Sold! **PAPARAZZI PHOTO BACKDROP SPONSOR** - As lovely ladies arrive at the entrance of the event, they are escorted to a red-carpet platform where they are photographed in front of a Step and Repeat banner. Your sponsor logo will be splashed onto a vibrant banner backdrop (along with the WW&S, Bridge Communities and presenting sponsor logos).

MISSION MOMENT SPONSOR - An opportunity to tie your brand to the ultimate emotional moment at the event by underwriting production costs for the heartfelt Mission Moment presentation. This high-impact sponsorship includes verbal recognition during the introductory comments, logo impressions on screen and in any mission-related e-blasts, event slides, and signage, and continued post-event impressions as video is shared on social sites.

BEST IN SHOE SPONSOR - Celebrate our guests' fabulous footwear by promoting a “Best in Shoe” award. You'll have the opportunity to work the room, choose the winners, and announce and award the winner as a part of the live program.

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

Sold! **WINE GLASS SPONSOR** - See your logo in the hands of all of our fabulous Wine Women & 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.

ENTERTAINMENT SPONSOR - Your sponsorship will help wow and impress our guests! Not only will your sponsorship help cover our necessary AV costs, we're also excited to bring in a new entertainment element for the event this year that will further elevate the energy and excitement of this event.

FASHION SHOW SPONSOR - The highlight of our event is the Fashion Show! Your sponsorship will be featured on all pre-event fashion show e-blasts and social media posts, on our event website, on signage at the event, and will be included in both the printed program and the program slideshow.

Sponsorship benefits include:

- A \$5,000 tax deductible investment in Bridge Communities
- Logo placement in ALL event public relations and advertising initiatives, programs, and signage
- Recognition on event websites, e-blasts, and social networking campaigns
- Link to your website from the Bridge Communities and WW&S websites
- Quarter-page ad in the event program (artwork provided by you and due January 15)
- Up to 4 complimentary tickets

One of a Kind Sponsorships - \$2,500 Each

Gives mom and her children a better future through employment counseling.



Sold!

LIVE AUCTION SPONSOR - Who doesn't want to be a part of the excitement of the Live Auction?! The Live Auction sponsorship guarantees just that! Receive logo recognition on the Live Auction preview eblast, all Live Auction slides, Live Auction thank you acknowledgments, and multiple verbal recognitions from stage during the Live Auction.

THIRST QUENCHER SPONSOR - Give our fabulous attendees a variety of elegantly displayed non-alcoholic alternatives. Includes tasteful signage, so they know who to thank when quenching their thirst.

WALL OF WINE SPONSOR - Your brand will be the center of attention by sponsoring this highly popular raffle that will draw guests in with an eye-popping display.

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

SAFE RIDE SPONSOR - Help make sure all the lovely ladies get to and from the event safely. Grateful guests will be offered a code prearranged with a ride share provider.

Sold!

CENTERPIECE SPONSOR - Your logo will be present on each table with the centerpiece, as well as on the event website.

VIP GIFT SPONSOR - Delight our VIP guests with a special gift just for them, placed at their individual place settings. Your logo will be placed on the gift, included on the event website, and on social media.

LOUNGE SPONSOR - With high heels comes high expectations... and a need for elegant lounge seating! Help sponsor a beautiful seating area inside of the bustling Marketplace for guests to take a seat for a few moments before rejoining the action.

Sponsorship benefits include:

- A \$2,500 tax deductible investment in Bridge Communities
- Recognition on event websites, e-blasts, and social networking campaigns
- Link to your website from the Bridge Communities and WW&S websites
- Logo in the event program
- Up to 2 complimentary tickets

Additional Opportunities - \$1,500

Provides three children with summer camp scholarships.



COAT & BAG CHECK SPONSOR - Stay top-of-mind by watching their coats, bags, wine, and winnings! Your logo is printed on bag check tags, as well as signage. **Benefits Include:** Logo recognition in event program and on event websites, e-blasts, and social networking campaigns.

BATHROOM SPA AND ESSENTIALS KIT SPONSOR - Pampering guests is a luxury well afforded. With your name proudly displayed on signage throughout guests are sure to know who to thank for the lotions, mints, and other needed spa essentials. **Benefits Include:** Logo recognition in event program and on event websites, e-blasts, and social networking campaigns.

SWAG BAG INSERT SPONSOR - Slip your product into the coveted swag bags handed out to each guest at the end of our event. Logos can be printed on items such as nail files, key chains, notepads, wine totes, etc. Your brand stays handy for months or years after the event. **Benefits Include:** Logo recognition in event program and on event websites, e-blasts, and social networking campaigns.

Sold!

VALET PARKING SPONSOR - Valet will be a popular choice for most of our guests at this venue. With your logo at the valet station, there will be visibility from not only our attendees but other guests of the resort as well. **Benefits Include:** Logo recognition in event program and on event websites, e-blasts, and social networking campaigns. Also includes the opportunity to provide a leave-behind placed by valets in guests' cars.

FASHION ILLUSTRATOR SPONSOR - As guests stroll the marketplace this is the perfect opportunity to commemorate their fabulous afternoon. With your logo at the illustration station and on the illustration card your visibility doesn't end at the event. These are sure to be a social media worthy share and will reach far beyond our guests into their social networks. **Benefits Include:** Logo recognition in event program and on event websites, e-blasts, and social networking campaigns.

HAND SANITIZER SPONSOR - We love getting all these fabulous ladies together to celebrate, shop, and sip wine, but no one needs to take home any unwanted guests. Branded individual hand sanitizers will be handed out to each attendee at the beginning of the event and located throughout the marketplace.

MYSTERY BOX PULL SPONSOR - Who doesn't love surprises? Help underwrite this fresh, new event feature. The Mystery Box Pull will give guests a chance to win jewelry, certificates, and other gifts valued at \$50+. Be the brand that delights and surprises with this unique sponsorship opportunity.

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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:

Jenifer Bystry at 630.403.5095 or Jenifer.Bystry@bridgecommunities.org.

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

Sponsorship Agreement

YES! I WOULD LIKE TO PARTICIPATE WITH THE FOLLOWING...

- | | |
|---|---|
| <input type="checkbox"/> \$20,000 Platinum Pump Exclusive
<input type="checkbox"/> \$15,000 Diamond Stiletto Exclusive
<input type="checkbox"/> \$10,000 Gold Studded Sandal Sponsor
<input type="checkbox"/> \$10,000 Beverage Sponsor
<input type="checkbox"/> \$5,000 Silver Stiletto Sponsors | <input type="checkbox"/> \$2,500 One-of-a-Kind |
| <input type="checkbox"/> Key to the Closet
<input type="checkbox"/> Sole Mates
<input type="checkbox"/> Paparazzi Photo Backdrop
<input type="checkbox"/> Mission Moment
<input type="checkbox"/> Best in Shoe Awards
<input type="checkbox"/> Swag Bag
<input type="checkbox"/> Wine glasses
<input type="checkbox"/> Entertainment
<input type="checkbox"/> Fashion Show
<input type="checkbox"/> Custom: _____ | <input type="checkbox"/> Live Auction
<input type="checkbox"/> Thirst Quencher
<input type="checkbox"/> Wall of Wine
<input type="checkbox"/> Cocktail Napkin
<input type="checkbox"/> Safe Ride
<input type="checkbox"/> Centerpiece
<input type="checkbox"/> VIP Gift
<input type="checkbox"/> Lounge

<input type="checkbox"/> \$1,500 Additional Opportunities |
| <input type="checkbox"/> Coat & Bag Check
<input type="checkbox"/> Bathroom Spa & Essentials Kit
<input type="checkbox"/> Swag Bag Insert
<input type="checkbox"/> Valet Parking
<input type="checkbox"/> Fashion Illustrator
<input type="checkbox"/> Hand Sanitizer
<input type="checkbox"/> Mystery Box Pull | |

Name: *As you would like it to appear for recognition purposes* _____

☐ **Please send invoice to:**

Name: _____ Mobile Phone Number : _____

Address: _____

☐ **Check enclosed for \$** _____ *payable to Bridge Communities*

☐ **Charge my Credit Card for \$** _____

For Credit Card Only: Name as it appears on the card: _____

Please Circle: Visa MasterCard Amex Discover

CC#: _____ Exp. Date: _____ CVN: _____ Zip Code: _____

Signature: _____

RETURN FORM VIA MAIL or EMAIL to Bridge Communities, 500 Roosevelt Rd., Glen Ellyn, IL 60137 or Jenifer.Bystry@bridgecommunities.org.

FOR MORE INFORMATION VISIT winewomenandshoes.com/bridgecommunities