



wine
women & shoes®
— BENEFITING THE —
NORTHSIDE HOSPITAL CANCER INSTITUTE

10 Years of Fabulous!

2023 SPONSORSHIP OPPORTUNITIES

November 18, 2023 | 1:00 P.M. | Hotel Avalon



NORTHSIDE HOSPITAL
FOUNDATION

The Cause:

THE NORTHSIDE HOSPITAL CANCER INSTITUTE

WORLD-CLASS CANCER CARE CLOSE TO HOME

With the most board-certified oncologists in Georgia, Northside Hospital Cancer Institute (NHCI) delivers the most powerful combination of doctors, treatment options, and support resources in the state. As one of the largest community cancer networks in the nation, Northside's multidisciplinary team of experienced clinical experts and support professionals provides high-quality cancer care through a patient-centered approach.



IN THE SOUTHEAST FOR
GAMMA KNIFE TREATMENT
OF BRAIN TUMORS



AMONG THE LARGEST IN THE NATION
FOR THE DIAGNOSIS AND/OR
TREATMENT OF GYNECOLOGIC CANCERS



AMONG THE LARGEST BREAST
CANCER PROGRAMS IN THE US



ONLY U.S. BMT CENTER TO EXCEED
ALLOGENEIC TRANSPLANT
SURVIVAL RATES FOR 14
CONSECUTIVE YEARS (2022)



ONE OF THE NATIONS
LARGEST COMMUNITY
CANCER PROGRAMS



GEORGIA'S LARGEST
CANCER NETWORK



OF CANCER PATIENTS RECOMMEND
NORTHSIDE TO FRIENDS & FAMILY



LEADER OF GEORGIA'S NETWORK FOR THE
NATIONAL CANCER INSTITUTE COMMUNITY
ONCOLOGY RESEARCH PROGRAM



PHASE I-IV CLINICAL TRIALS
OFFERED TO PATIENTS
THROUGHOUT GEORGIA

**NORTHSIDE
HOSPITAL**
CANCER INSTITUTE
BUILT TO BEAT CANCER



About:

WINE WOMEN & SHOES
ATLANTA, GA

OUR SIGNATURE

Wine Women & Shoes is a highly successful fundraising event that offers sponsors a unique opportunity to place their business in front of an ideal but hard to reach demographic: affluent, savvy women and *Now Men!*

This event is a feast for the senses, incorporating a walk-around wine and food tasting, designer marketplace, live and silent auctions and glamorous fashion show that all come together for a few fabulous hours of fundraising, camaraderie and shopping.

While attendees are sampling wine, nibbling on gourmet food and trying on shoes, fashions and accessories, we can showcase your business in a number of ways. Your logo can also appear on branded giveaways in Swag Bags handed out to every attendee, and your business can have a table at the event to entertain clients, vendors and guests. And for even better exposure, you can provide us with sole mates and/or volunteers.

In addition, leading up to the event, your sponsorship will appear in printed materials and signage; our website and the Wine Women & Shoes website; on our Facebook page. A thousand invitations and posters will go out for this event and over 12,000 impressions of your logo will occur over the timespan.

There are numerous other opportunities to reach attendees with your brand that can be creatively customized to your offering and preferences.

ATTENDEE PROFILE—SIP, SAVOR & SHOP FOR A CAUSE

Wine. Women. Men. Shoes. Just four words that elicit another three words: “Count me in!” This nationally recognized brand generates excitement everywhere it goes, and our Atlanta event will sell out again this year. Known for furnishing affluent, educated, mostly professional women in a relevant and lighthearted environment, Wine Women & Shoes events encourage meaningful interaction, female empowerment, greater community involvement & awareness and financial support for the cause. Tickets are \$150-\$350, and attendees typically donate or spend an average of \$200-\$500 at these events.

We expect 500 attendees, 80% women ages 35 to 65. These women:

- Represent the typical luxury brand consumer
- Are young professionals, CEOs, moms & hip grandmas
- Are key influencers, taste makers and connectors in their communities
- Are charity supporters, socially conscious and community minded
- Pay attention to fashion, style and attend fashion events
- Enjoy wine and attend wine events

2023 Sponsorship Levels

SATURDAY, NOVEMBER 18, 2023
AT THE HOTEL AT AVALON

PRESENTING: \$25,000

- 20 Exclusive tickets to Wine Women & Shoes Atlanta
- Access to the Gentlemen's Bourbon Lounge
- Signage at Wine Women & Shoes Atlanta
- Logo recognition: All social media platforms, e-blasts, banners, program book, website, screen presentation and verbal recognition throughout the Signature event
- Logo prominently displayed in wrap-up video
- Full page ad in the program book
- Opportunity to supply two (2) Sole Mates to represent your firm and interact with attendees
- Opportunity to provide marketing materials and/or gifts in the coveted Swag Bag
- Opportunity to give out a special gift to the event participants or VIPs
- Logo on auction website before, during, and after event

PLATINUM: \$20,000

- 10 VIP tickets to the event
- A full-page ad in the program verbal recognition during the show
- Link to your website from WW&S website and OneCause auction site
- Logo on signage & collateral, social media
- Opportunity to provide Sole Man & Swag Bag gifts with company logo
- logo recognition in the promotional video

GOLD: \$15,000

- 8 VIP tickets to the event
- Full page ad in program
- Verbal recognition during the show
- Logo on signage & collateral
- Opportunity to provide Swag Bag gifts with company logo

SILVER: \$10,000

- 6 VIP tickets to the event
- ½ page ad in the program
- Logo on signage & collateral
- Opportunity to provide Swag Bag gifts with company logo

RUBY: \$5,000

- 4 VIP tickets to the event
- ¼ page ad in the program and company logo on signage
- Opportunity to provide Swag Bag gifts with company logo

PATRON: \$2,500

- 2 VIP tickets to the event and Patron listing in program
- Power Couple, Power Friends and Power Business Partner opportunity
- Opportunity to provide Swag Bag gifts with company logo

Branded Opportunities

SATURDAY, NOVEMBER 18, 2023
AT THE HOTEL AT AVALON

Technology: \$10,000

Be seen as a technology trailblazer. One of the first things attendees will see when they register for WW&S is your logo! Minutes after someone registers for the event, an email will go to each attendee encouraging them to click on the link to our silent auction website. The website will feature your logo at the top with a link to your business.

The website will also have prominent messaging, such as: "Thanks to our Technology Sponsor, Company XYZ."

Benefits include: Logo recognition in the program as Technology Sponsor + 6 VIP tickets

Sole Men: \$5,000

Sponsor our charming "Sole Men" working the room and engaging more than 350 women. It's a great opportunity to showcase your branding on the "Sole Men" shirts, plus your logo will appear on each Sole Man's peer-to-peer fundraising page and donation thank you email! Benefits include logo on shirts, signage, e-blasts + 4 VIP tickets.

Mission Moment: \$5,000

This high-impact sponsorship includes verbal recognition during the introduction of the video, logo impressions during playback positioned as "Brought to you by....", highlighting of company name or logo in any mission-focused e-blasts, event slides, and signage, and continued post-event impressions as video is shared on social sites. Benefits include: 4 VIP tickets

Live Auction: \$5,000

Who doesn't want to be a part of the excitement of the Live Auction?! 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. Benefits include: 4 VIP tickets

Swag Bag: \$6,500

Attendees receive a beautiful bag to take home with your logo on one side, which means they will be sporting your brand around town for years to come. Benefits include: Your logo on one side of a high-quality shopping bag + 4 VIP tickets

Valet: \$5,000

A branded parting gift from your company will be placed in each valet-parked car. For example: water bottle, or a rose. Benefits include: Signage at Valet Parking booth, branded item (you must supply the item) + 4 VIP tickets

Wine Glass: \$5,000

Grab attention as the Wine Glass sponsor with your logo on the wine glass given to each attendee to use the night of the event and take home to enjoy for years to come. Benefits include: Logo on each wine glass + 4 VIP tickets

Silent Auction: \$5,000

As guests bid on fabulous Silent Auction packages, your logo would be represented in this prime location! Benefits include: Logo recognition on silent auction promotion, signage descriptions, bid sheets/mobile bidding pages + 4 VIP tickets

Entertainment: \$5,000

The best part of the afternoon is supporting Northside Hospital Foundation AND all the entertainment that will keep our guests on their toes. You'll help us delight our guests with unique entertainment pieces throughout the Marketplace and Program portions of the afternoon. Benefits include: 4 VIP tickets

Key to the Closet: \$2,500

One hundred keys for sale, and only 1 will win the collective bounty. Your brand will be featured as the Key-to-the-Closet sponsor. Benefits include: Logo on signage, e-blasts, and all raffle materials + 2 GA tickets.

Branded Opportunities

SATURDAY, NOVEMBER 18, 2023
AT THE HOTEL AT AVALON

Wall of Wine: \$2,500

For this WINE-focused event, your logo will be prominently featured on the Wall of Wine signage and Wall of Wine display. Language on signs says, "Wall of Wine presented by XYZ Company". Benefits include: Logo recognition + 2 GA tickets

Best in Shoe Judges (3 available): \$2,500

Celebrate our attendees' fabulous shoes by promoting a "Best in Shoe" award. Judges work the room, choose the winners, and announce the winners as part of the live program. Benefits include: Logo recognition + 2 GA tickets

Best Dressed Judge: \$2,500

Celebrate our attendees' fabulous fashion by promoting a "Best Dressed" award. A Judge works the room, chooses the winners, and announces them on stage. Benefits include: Logo recognition + 2 GA tickets

Wine Station (5 available): \$2,500

The most important part (okay, second to our mission) of WINE Women & Shoes, brought to our guests by...YOU! This first-time opportunity could be yours with the chance to highlight your brand through logo impressions on signage at one of the Wine Stations. Benefits include: Your logo prominently displayed at the wine pouring station + 2 GA tickets

Marketplace: \$2,500

Sponsor may underwrite the marketplace and your signage will be placed throughout the venue. Benefits include: Logo Recognition on event signage, Marketplace promotion, + 2 GA Tickets

Marketplace Culinary: \$2,500

Sponsor the delicious culinary delights that will be placed throughout the Marketplace. There is nothing a girl likes more than good food and good shopping! Benefits include: Logo Recognition+ 2 GA Tickets

Volunteer: \$2,500

Be associated with this generous group with your logo highlighted on their volunteer shirts and displayed throughout volunteer areas. Benefits include: Logo Recognition+ 2 GA Tickets

DJ Sponsor Marketplace: \$2,500

Any good party needs great entertainment! Let your brand bring the party to life as the sponsor of the Marketplace DJ. Benefits include: Logo Recognition+ 2 GA Tickets

Cocktail Napkins: \$1,500

Be the logo prominently featured on all cocktail napkins for the event. Every best-dressed lady needs somewhere to blot her lips! Benefits include: Logo recognition + 1 GA ticket

Coat & Bag Check: \$1,500

Your logo is printed on bag check tags. A clever offering by a CPA firm used the tagline "You can trust us with your bags, you can trust us with your money." Benefits include: Logo recognition on bag check signage + 1 GA ticket

Restroom: \$1,500

Pampering the attendees is a luxury well afforded with your name proudly displayed. Feature your company logo on lotions and soaps in venue restrooms and/or provide an attendant to assist with hand towels with your company logo. Benefits include: Logo recognition + 1 GA ticket

Mirror Mirror: \$1,500

"Who's the fairest of them all?" Underwrite the marketplace vendor mirrors and your logo will be placed throughout. Benefits include: Logo recognition + 1 GA ticket.

Hydration Station: \$1,500

Help our fabulous attendees hydrate at the water stations. Elegant signage at each hydration station throughout venue. Benefits include: Logo recognition + 1 GA ticket



2023 Sponsorship Levels

SATURDAY, NOVEMBER 18, 2023 AT THE HOTEL AT AVALON

Yes! I would like to support the Women's Cancer and Leukemia programs at the Northside Hospital Cancer Institute by participating in Wine Women & Shoes Atlanta on November 17, 2023!

PRESENTING SPONSOR: \$25,000

PLATINUM SPONSOR: \$20,000

GOLD SPONSOR: \$15,000

SILVER SPONSOR: \$10,000

RUBY SPONSOR: \$5,000

PATRON SPONSOR: \$2,500

BRANDED OPPORTUNITY: _____

Name, as you would like it to appear for recognition purposes:
Contact Name & Number:
Contact Email:
Company Address:
Type of Sponsorship:
Payment Info: <input type="checkbox"/> Check enclosed for \$_____ payable to Northside Hospital Foundation <input type="checkbox"/> Will mail check by (add date): _____
Signature:
<p style="text-align: center;">Please mail form to Northside Foundation, 3400-C Old Milton Parkway, Suite 170, Alpharetta, GA 30005</p> <p>If your sponsorship package includes website and/or program recognition, please email your logo as a jpeg, gif or eps file to janon.redmond@northside.com. All program ads are due by Oct. 1, 2021.</p> <p>Copies of Northside Foundation's 501(c)3 status & tax exempt letters are furnished upon request. All contributions go to the organization.</p>