



wine  
women & shoes®

BENEFITING

NAPLES CANCER ADVISORS

*Sponsorship Opportunities*



# The Perfect Pair...

## NAPLES CANCER ADVISORS & WINE WOMEN & SHOES

Wine Women & Shoes has exploded across North America in the last decade, producing more than 600 fabulous fashion events that have helped net an impressive \$126 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!

**Saturday, February 10, 2024**

**11:00 AM – 3:00 PM at  
Naples Yacht Club**

## WW&S AUDIENCE

- 80% women ages 30 to 55
- CEO moms and young professionals
- Key influencers, tastemakers, connectors
- Charity supporters, socially conscious, community minded
- Passionate about improving the health and wellbeing of our community
- 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 others
- On average donors spend \$200-\$600 per event

# Pair With Us!

## “PAIR” WITH US AND HELP PROVIDE BETTER OUTCOMES FOR CANCER PATIENTS!

Naples Cancer Advisors is not your typical oncology practice. For starters, we don't charge our patients for our services. And we don't even charge their insurance companies, because we don't want insurance companies getting in the way of patient care. We consult with patients – we don't take over their treatment – so we have no financial incentive to do anything other than work hand-in-glove with their treating oncologist. We slow the process down, spend as much time with patients as they need to understand their diagnosis, and therefore facilitate making better treatment choices.

## “MATCH” YOUR GOALS TO OUR MISSION

Our mission is to lessen the suffering and mortality that often accompanies a cancer diagnosis and make Naples the best city in the country to be if one must receive a cancer diagnosis. You can become a vital part of that mission by becoming a sponsor or by simply attending our event, having fun, if you see something you like, buy it and if you enjoyed the event, tell your friends!

## THE “SOLE” PURPOSE OF WHAT WE WANT TO ACCOMPLISH

When you “pair with us” in 2024, you will help us raise funds so that we can continue to be among the most important resources in the life of a Greater Naples cancer patient. Sadly, there are still 600,000 Americans that will succumb to this hideous disease each year and more than 11,000 Greater Naples residents will be newly diagnosed with cancer in 2024 alone. But...the cancer research pipeline offers many reasons to be optimistic about outcomes for future cancer patients. We want to continue to provide free consultative oncology services so patients understand their diagnosis, are advised of their treatment options, and are therefore empowered to make the best possible decisions about their care. Please join us in this important mission!



# Marketing Strategy

## SAVE-THE-DATE

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

## WEBPAGE

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 NCA webpage and online registration.

## INVITATION

The full-color event invitation will be sent to NCA current sponsors of other events, specific donors and friends/guests approximately 7-8 weeks before the event. The invitation will include recognition for appropriate sponsors and event details.

## SOCIAL MEDIA

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

**Expected audience: 3,000+**

## E-BLASTS

Digital newsletters will be sent to the entire network of the NCA donors, volunteers and friends with the latest news on event updates, activities, promotions, and more.

**Expected audience: 1,200**

## PROGRAM

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

**Expected audience: 300**

## PUBLICATIONS & BROADCAST

The estimated impressions of various publications and broadcast stations combined is 3.4 million unique views and visitors.

*Gulfshore Life • The Naples Press*

+ *Much more!*



## **PLATINUM PUMP PRESENTING - \$15,000 (Only one will be sold)**

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 the Naples Cancer Advisors Presented by "Your Company Name/Logo Here").

*Platinum Pump Presenting sponsorship benefits also include:*

- A \$15,000 charitable donation to Naples Cancer Advisors
- 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 the Naples Cancer Advisors)
- Link to your company website from the Naples Cancer Advisors and WW&S websites
- Opportunity to sponsor the premier gift item (event appropriate items only)
- Opportunity to nominate a Sole Man for participation
- One VIP table with champagne service for 10 guests and premium gift for 10 guests

## **SHINE LIKE A DIAMOND - \$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.

*Shine like a Diamond sponsorship benefits also include:*

- A \$10,000 charitable donation to Naples Cancer Advisors
- On-stage verbal recognition
- Opportunity to promote business with product placement and customer liaison at event
- Link to your company website from the Naples Cancer Advisors and WW&S websites
- Opportunity to sponsor a premier gift item (event appropriate items only)
- Opportunity to nominate a Sole Man for participation
- One VIP table for 10 guests and a premium gift for 10 guests

## **GO FOR GOLD - \$7,500**

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

*Go for Gold benefits also include:*

- A \$7,500 charitable donation to Naples Cancer Advisors
- Link to your company website from the Naples Cancer Advisors and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Opportunity to nominate a Sole Man for participation
- One VIP table for 10 guests and a premium gift for 10 guests

# One-of-a-Kind Opportunities

## **SILVER SPARKLES - \$5,000** *(Benefits include: One General Admission table for 10, logo & link on webpages)*

**LUXURY CAR** – Drive the ladies wild by promoting your vehicles at Wine Women & Shoes. Display cars outside while working the room at the Signature Event. Photo opps abound, especially if you park on the red carpet!

**SOLE MEN** – Sponsor 25 charming “Sole Men” 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 “Sole Men” shirts.

**WINE SPONSOR** – The most important part (second to our mission) of WINE Women & Shoes, brought to our guests by...YOU! Highlight your brand through logo impressions on signage at each Wine Station, a dedicated eblast to our entire database, with verbal recognition during the Program, and a whole lot of love as our guests pour over your generous support.

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

**KEY-TO-THE-DESTINATION** – A hundred keys for sale and only one will hold the winning match to a collective bounty of donated treasures. The package contains everything a woman wants and your brand will be featured as the Key to the Closet sponsor

**CHAMPAGNE SPONSOR** – Be one of the first sponsor logos our guests see as they are welcomed with a glass of bubbles upon entry! It's time to pop, clink, and cheers to the sponsor that's turning heads, setting trends, and making sure this event kicks off with a sparkling bang! Your logo will be beautifully displayed on elegant signage that will be showcased at this station.

**FASHION SHOW** – Sponsor the most fashionable moment of the evening by underwriting the Fashion Show Production.

**MISSION MOMENT** – An opportunity to tie your brand to the ultimate emotional moment at the event but underwriting production costs for the heartfelt Mission Moment video. This high impact sponsorship includes verbal recognition during the introduction of the video, logo impressions during playback positioned as, "Brought to you by...." Or, "This moment made possible by...", highlighting of company name or logo in any mission related eblasts, event slides and signage, continued post event impressions as video is shared on social sites.

**LIVE AUCTION** – 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.

# One-of-a-Kind Opportunities

## IT'S ABOUT THE BLING - \$2,500 *(Benefits include: Two General Admission tickets and gift item, logo & link on webpages)*

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

**WALL OF WINE** – 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”.

**MARKETPLACE** – As our guests shop the day away, this opportunity ensures they know who you are in every possible way. Sponsor may underwrite the marketplace and your signage will be placed throughout the marketplace area

**VOLUNTEER** – Be a part of encouraging the hardest working people in the room – our amazing volunteers! Be associated with this generous group with your logo highlighted on their volunteer shirts and displayed throughout volunteer areas.

**SILENT AUCTION** – As guests bid to their heart's content on fabulous Silent Auction packages your logo would be represented in this prime location! Receive logo recognition on the silent auction preview e-blast, social media posts, and on all silent auction description pages/bid sheets.

**VIP GIFT** – Help us spoil our VIPs by tying your branding to a special gift, just for them!

**BEST IN SHOE AWARDS** *(3-4 Available)* – Potential Sponsors will have the opportunity to sponsor ONE category and provide a judge at the event! With 4 categories available, you can double the impact while bringing new sponsors on board.

**MARKETPLACE LOUNGE** *(2-3 Available)* – These sponsors would have their logo on a sign next to each lounge in the Marketplace, their logo on the event website, and included in the printed program and slideshow.

**CENTERPIECE** – Help make our program space beautiful by sponsoring the centerpieces at each table. Centerpieces vary in size based on table location, but your generous donation will be acknowledge at each table. Your logo will be incorporated into each centerpiece, listed in the printed program and slideshow, and on the event website.

## BEAUTIFUL EMBELLISHMENT - \$1,500 *(Benefits include: Two GA tickets and gift item)*






**HYDRATION STATION** – Help our fabulous attendees hydrate at the infused water station. Elegant signage and dispensers will draw a thirsty crowd. Benefits Include: Logo Recognition + 2 tickets to the event.

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

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

# Sponsorship Benefits

## AT A GLANCE

Sponsorship Benefits	Tickets & Gift Item	Logo & Link Promo	Marketing Opportunities	On Stage Recognition	VIP Parking
<b>Platinum Presenting</b> \$15,000	<i>One VIP table for 10 guests and premium gift for 10 guests</i>				
<b>Shine Like a Diamond</b> \$10,000	<i>One VIP table for 10 guests and premium gift for 10 guests</i>				
<b>Go For Gold</b> \$7,500	<i>One VIP table for 10 guests and premium gift for 10 guests</i>				
<b>Silver Sparkles</b> \$5,000	<i>One General Admission table for 10 guests and gift for 10 guests</i>				
<b>It's About the Bling</b> \$2,500	<i>Two General Admission tickets and gift for 2 guests</i>				
<b>Beautiful Embellishment</b> \$1,500	<i>Two General Admission tickets and gift for 2 guests</i>				

### 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: Lana Uhrig at [lanauhrig@naplescanceradvisors.org](mailto:lanauhrig@naplescanceradvisors.org) or 239-846-2273**

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





Put your best foot forward...

**SPONSORSHIP OPPORTUNITIES**

- Platinum Pumps Presenting - \$15,000       Shine Like a Diamond - \$10,000       Go for Gold - \$7,500
- Silver Sparkles (one-of-a-kind) - \$5,000 \_\_\_\_\_
- It's About the Bling - \$2,500 \_\_\_\_\_
- Beautiful Embellishment - \$1,500 \_\_\_\_\_
- Honorary Committee - \$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 Naples Cancer Foundation

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 Naples Cancer Advisors**

Mail: PO BOX 7401, Naples FL 34101 | Email: lanauhrig@naplescanceradvisors.org

**PLEASE SEND LOGOS TO:** [jake@cincinnatiadvisors.org](mailto:jake@cincinnatiadvisors.org) EPS or high-resolution jpg or png formats

