



# wine women & shoes®

— BENEFITING —

RONALD MCDONALD HOUSE CHARITIES®  
OF CENTRAL IOWA

*2024 Sponsorships*



Ronald McDonald  
House Charities®  
Central Iowa

THURSDAY, APRIL 18, 2024 | 5 PM | MARRIOTT DOWNTOWN



# Get Pumped and Join us!

Wine Women & Shoes, benefiting Ronald McDonald House Charities® of Central Iowa, Inc., will take place on Thursday, April 18, 2024 and will feature amazing fashions, fine wines, an incredible auction, fabulous raffles, shopping marketplace and fun! We have a variety of sponsorship options to fit your company's charitable giving strategy. With YOUR help, we can continue to keep families together near the care their children need.

## Be there. Be fabulous!

**THURSDAY, APRIL 18, 2024 • 5:00 PM**

**MARRIOTT DES MOINES DOWNTOWN • 700 GRAND AVE, DES MOINES, IA 50309**

Ronald McDonald House Charities of Central Iowa, Inc. **enhances the healthcare experience for families and children through comfort, care, and supportive services.** Each year, hundreds of families whose children are receiving medical care throughout Central Iowa are served through our programs. Find more information at [rmhdesmoines.org](https://rmhdesmoines.org).



**Ronald McDonald  
House Charities®**  
Central Iowa

[WINEWOMENANDSHOES.COM/DESMOINES](https://winewomenandshoes.com/desmoines)  
[RMHDESMOINES.ORG](https://rmhdesmoines.org)



# Sponsorship Opportunities

## **Sold! \$15,000 DIAMOND STILETTO PRESENTING** *(one available)*

- Exclusive recognition as presenting sponsor. Includes your name/logo incorporated into the official event logo that's displayed on all collateral, event signage, social media campaigns, and webpages. Your company will be associated with everything involving WWS
- Name and/or logo placement in all event public relations and advertising initiatives, press releases, and event collateral
- Prominent recognition on event website, e-blasts, and social networking campaigns reaching followers of RMHCCI.
- Link to your company website from the RMHCCI and WWS websites
- Opportunity to provide a 30-second video or have a company representative address the audience during the seated program
- Live social media video sponsor highlight
- Two (2) reserved VIP tables of 8 and exclusive gift for your guests only

## **Sold! \$10,000 KEY TO THE CLOSET** *(one available)*

- Name and/or logo placement in all event public relations and advertising initiatives, press releases, and event collateral
- Prominent recognition on event website, e-blasts, and social media campaigns reaching followers of RMHCCI
- Link to your company website from the RMHCCI and WWS websites
- One (1) VIP table of 8

## **Sold! \$7,500 PLATINUM SPA EXPERIENCE** *(one available)*

- Be the spa to host this new RMH experience - our guests spoke, and we listened
- Every guest receives a luxury pair of slippers with your logo
- Name and/or logo placement in all event public relations and advertising initiatives, press releases, and event collateral
- Prominent recognition on event website, e-blasts, and social media campaigns reaching followers of RMHCCI
- Link to your company website from the RMHCCI and WWS websites
- On-stage verbal recognition during the seated program
- One (1) VIP table of 8

## **\$5,000 GOLD GLADIATOR** *(Choose from opportunities below)*

- Name and/or logo placement in all event public relations and advertising initiatives, event programs, and signage
- Recognition on event website, e-blasts, and social media campaigns
- Link to your company website from the RMHCCI and WWS websites
- Five (5) tickets

**MARKETPLACE:** Be one of the first impressions for guests at the event. Boutique shopping vendors, delicious wine tastings, a photograph station, Key-to-the-Closet, Wine Pull, and a few more surprises are all areas that are featured as part of the fun.

**MISSION MOMENT:** Tie your brand to the ultimate emotional moment at the event by 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...", highlighting of your company name or logo in any mission related e-blasts, event slides and signage, and continued post-event impressions as video is shared on social sites.

**Sold! SOLE MEN:** Charming men will be working the room, pampering guests. Your logo will be placed prominently on Sole Men shirts.

**ENTERTAINMENT:** Your sponsorship will help wow and impress our guests! Not only will your sponsorship help cover our necessary AV costs, it will further elevate the energy and excitement of this event too.



# Sponsorship Opportunities

## **\$2,500 SILVER SLINGBACK** *(Choose from opportunities below)*

- Name and/or logo placement in all event public relations and advertising initiatives, event programs, and signage
- Recognition on event website, e-blasts, and social media campaigns
- Link to your company website from the RMHCCI and WWS websites
- Two (2) tickets

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

**Sold!** **TABLE CENTERPIECE:** Be the logo prominently featured on all table centerpieces during the seated program.

**VOLUNTEER:** Be the logo prominently featured on t-shirts that will be worn by volunteers working the event, including Marketplace Men and Here to Serve Men.

**CHAMPAGNE & STRAWBERRIES:** Your logo will be on the screen while auctioning the Champagne and Strawberries. The winner will receive the purchase on a silver platter including a congratulations note from your company and delivered by our Sole Men.

**WINE:** *(2 available):* Bring body, sweetness, appreciation and a lot of fun to the party! Wine sponsors will have logos prominently featured at each wine station.

## **\$1,000 SUPPORTING SANDAL** *(Choose from opportunities below)*

- Logo placement in event programs, and signage
- Recognition on event website, e-blasts, and social media campaigns
- Link to your company website from the RMHCCI and WWS websites
- One (1) ticket

**Sold!** **RESTROOM:** Pampering the attendees is a luxury well afforded with your name displayed on spa products. Feature your logo on lotions and soaps in the venue restrooms.

**Sold!** **HYDRATION STATION:** Be the logo prominently featured on water bottles and a sign at the Hydration Station.

**Sold!** **KEY RING BLING:** Be the sponsor for the key tags for the Key to the Closet drawing.

**Sold!** **STRIKE A POSE:** Your logo will be prominently displayed next to the 360 Photo Booth.



## Marketing Strategy

### EVENT WEBPAGES

Wine Women & Shoes website and RMHCCI event page continually updated with event and sponsor information, sponsor links included on event website.

### SOCIAL MEDIA ENGAGEMENT

With a social media audience of more than 22,000 followers, RMHCCI will promote sponsor information across appropriate channels through engaging content.

### E-BLASTS

E-blasts will be sent to a network of over 17,000 RMHCCI donors, friends, and volunteers.

**DON'T SEE  
WHAT YOU'RE  
LOOKING FOR?**

E-mail us to develop  
a customized package at  
[events@rmhdesmoines.org](mailto:events@rmhdesmoines.org)



SCAN ME







## Sponsor Commitment

WE ARE EXCITED TO BE A PART OF THE EVENT ON APRIL 18, 2024  
AND WOULD LOVE TO BE A SPONSOR AT THE LEVEL OF:

- Sold!** ☒ \$15,000 DIAMOND STILETTO PRESENTING
- Sold!** ☒ \$10,000 KEY TO THE CLOSET
- Sold!** ☒ \$7,500 PLATINUM SPA EXPERIENCE
- ☐ \$5,000 GOLD GLADIATOR [ ] Marketplace [ ] Mission Moment **Sold!** Sole Men  
[ ] Entertainment
- ☐ \$2,500 SILVER SLINGBACK [ ] Best in Shoe **Sold!** Table Centerpiece [ ] Volunteer  
[ ] Champagne & Strawberries [ ] Wine (2 available)
- ☐ \$1,000 SUPPORTING SANDAL **Sold!** Restroom **Sold!** Hydration Station **Sold!** Key Ring Bling **Sold!** Strike a Pose

Name for Sponsor Recognition Purposes: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_

☐ Unable to attend but here is a donation to RMHCCI of \$ \_\_\_\_\_

☐ Check enclosed (payable to Ronald McDonald House Charities of Central Iowa)

☐ Charge my credit card: AMEX Discover Mastercard VISA

☐ Send me an invoice for \$ \_\_\_\_\_

Card #: \_\_\_\_\_ CVV: \_\_\_\_\_

Name on Card: \_\_\_\_\_

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

Return to [events@rmhdesmoines.org](mailto:events@rmhdesmoines.org), or by mail to: Ronald McDonald House 1441 Pleasant St., Des Moines, IA 50314

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