



wine  
women & shoes®

Benefiting

**RAISE THE BARR**

SPONSORSHIP OPPORTUNITIES



**RAISE THE BARR**

*Celebrate single-parent scholars in style on LA's grandest soccer pitch*

*Join us!*

**NOVEMBER 2023**

**6:30 – 9:30 PM**

**BMO STADIUM  
FIELD CLUB**

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Wine Women & Shoes is the brainchild of Napa Valley vintner Elaine Honig and has raised more than \$126 million for charities in 60+ cities around the United States and Canada.

The 2<sup>ND</sup> annual Wine Women & Shoes benefiting Raise the Barr will take place in November 2023 and will include wine tasting, incredible auction and raffle items, designer shopping, culinary delights and more!

We have a variety of sponsorship opportunities to fit your company's charitable strategy. With YOUR help, we can continue our mission to increase opportunity and economic mobility for single-parent families through education.



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## **ABOUT US**

Raise The Barr aims to build an inclusive community of belonging for all single parents, including members of our selective cohort who receive tuition support, childcare grants, intentional one-on-one coaching from direct service staff, and workshops designed to develop financial, housing, family, and professional stability. Our scholars are 98% single mothers, 80% ABIPOC, and 100% committed to their family's wellness.

Raise The Barr is positioned to facilitate economic mobility for low-income single-parent led families because our co-founders' lived experience inspires the entire organization. Lori Barr, a co-founder, became a single mom at the age of 19 and quickly had to figure out how to navigate a world filled with stereotypes and barriers for people like her and her son. The support she received propelled her educational journey and produced the economic stability that allowed her family to thrive. We know that higher education and career training leads to improvement in the following areas: higher lifetime earnings and literacy rates; educational attainment for children who watch their parents achieve a college degree; overall family wellness and civic engagement; and ultimately, economic mobility for both generations. Harnessing the support of our donors, our organization follows a holistic approach to supporting our cohort families in their educational pursuits and values the resilience and strength they already possess to produce inspiring outcomes.

# Sponsorship LEVELS & BENEFITS CHART

	Platinum Pump Exclusive Presenting \$35,000	Diamond Stiletto Exclusive \$20,000	Golden Cleat Exclusive \$15,000	Silver Sandal Sponsor \$10,000
On stage speaking opportunity at event				
Entrance sponsor recognition				
Name/Logo featured, program and event signage				
Name/Logo featured on email invitation, e-blasts, and press releases				
Link to your company website from the WW&S website				
Mentioned on screen at event				
Tickets & swag bags	2 VIP Tables of 10 (20 guests)	1 VIP Table of 10	8 VIP Tickets	6 VIP Tickets



**RAISE THE BARR**



## ***\$7,500 Runway Sponsorship***

Provides compensation to a single-parent student in the role of part-time consultant to RTB programs for one year.

**Benefits Include:** Logo placement on event webpage, name on post-event communication, name/logo recognition on social networking campaigns, name recognition on event e-blasts, and 5 VIP tickets and swag bags.

**Shoe Guys** (1 available) Sponsor our charming "Shoe Guys" working the room and engaging with more than 350 attendees. It's a great opportunity to showcase your branding on the "Shoe Guy" t-shirts, plus your logo on each "Shoe Guy's" peer-to-peer fundraising page and donation thank you email!

**Swag Bags** (1 available) Attendees receive a beautiful bag to take home with your logo on one side, which means they will be rocking your brand around town for years to come.

**Paparazzi Photo Backdrop** (2 available) Our lovely attendees are photographed in front of a Step and Repeat banner with your sponsor logo splashed onto a vibrant banner backdrop (along with the WWS and Raise the Barr logos), getting endless likes and shares!

## ***\$5,000 Sole Proprietor Sponsorships***

Provides laptop/tablet and high-speed internet for two families.

**Benefits Include:** Logo placement on event webpage, recognition on event communication and social networking campaigns, and 2 VIP tickets and swag bags.

**Keep it Clean** (1 available) Spread hope, not germs! These branded individual hand sanitizers will be handed out to each attendee at the beginning of the event to help keep our guests safe and healthy!

**Wall of Wine** (1 available) For this wine focused event, your logo will be prominently featured on the Wall of Wine signage and Wall of Wine display. Language on sign says, "Wall of Wine presented by YOUR COMPANY."

**Best in Shoe Awards** (4 available) Celebrate our attendees' fabulous shoes by promoting a "Best in Shoe" award. Judges work the room, choose the winners, and have the opportunity to strut on stage and announce the winners as part of the live program.

**Cocktail Napkin** (1 available) Be the logo prominently featured on all cocktail napkins for the event.

**Key to the Closet** (1 available) 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.

## ***\$2,500 Style Icon Sponsorships***

Provides "Quality of Life" grants that support growth and healing from traumatic life experiences.

**Benefits Include:** Name placement on event webpage, recognition on event communication and social networking campaigns, and 1 VIP ticket and swag bag or 2 general admission tickets and 2 swag bags.

**Call to the Heart** (6 available) The most heartfelt part of the night – sponsor one gift level for our emotional mission moment and tie your brand to our mission.

**Mirror, Mirror** (1 available) Underwrite the marketplace vendor mirrors and your logo will be placed throughout.

## ***\$1,000 Glass Slipper Sponsorship***

Provides two weeks of quality early childhood development programming for one child.

Small business owners serve as special ambassadors for our event and cause. Let us help bring more exposure to your business in appreciation for your passion in helping boost a family in need higher.

**Benefits Include:** Name placement on event webpage, recognition on event communication and social networking campaigns, and 1 general admission ticket and swag bag.

# Sponsorship Commitment

**YES! I would like to attend/sponsor Wine Women & Shoes in November 2023!**

**More information available online at [winewomenandshoes.com/rtbla](http://winewomenandshoes.com/rtbla)**



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## SPONSORSHIP OPPORTUNITIES

- Platinum Pump Exclusive Presenting Sponsor \$35,000
- Diamond Stiletto Exclusive Title Sponsor \$20,000
- Golden Cleat Exclusive Sponsor \$15,000
- Silver Sandal Sponsor \$10,000
- Runway Sponsorship \$7,500 **Name of Sponsorship** \_\_\_\_\_
- Sole Proprietor Sponsorship \$5,000 **Name of Sponsorship** \_\_\_\_\_
- Style Icon Sponsorship \$2,500 **Name of Sponsorship** \_\_\_\_\_
- Glass Slipper Sponsorship \$1,000

## REGISTRATION INFORMATION

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

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

## PAYMENT INFORMATION

- Check enclosed payable to Raise The Barr
- Charge my:     Visa     Mastercard     AMEX     Discover
- Please invoice me \_\_\_\_\_
- Name on Card \_\_\_\_\_
- Billing Address \_\_\_\_\_
- Credit Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_ CVV \_\_\_\_\_
- Signature \_\_\_\_\_ Date \_\_\_\_\_
- I am unable to participate but would like to donate to Raise The Barr \$ \_\_\_\_\_

To ensure your company logo is included in event day materials, please mail or email this form to the address below by September 15, 2022. Partners wanting this benefit must submit electronic logos in .EPS/.JPG format at a minimum of 300 dpi in color, and black and white. Please make checks payable to Raise The Barr and send to: 2851 W. 120th St. E339, Hawthorne, Ca 90250

Phone: (310) 938-7231 | Email: [lori@raisethebarr.org](mailto:lori@raisethebarr.org)