Wine Women&shoes® BENEFITING CONTEMPORARY YOUTH ORCHESTRA





Get pumped!

CONTEMPORARY YOUTH ORCHESTRA'S INAUGURAL WINE WOMEN & SHOES EVENT IS COMING!

There are few combinations that evoke glamour and fun as much as the perfect fit of Wine Women & Shoes. Cleveland's wine-savvy, shoe loving women will kick up their heels and sip fine wines from participating wineries, savor delectable bites, and shop the latest shoes and accessories from fabulous fashion vendors all while supporting Contemporary Youth Orchestra and their mission to change lives through the study and performance of contemporary and new music and introducing students to careers in the creative arts industry.

Join us!

OCTOBER 19, 2024 11:00 AM – 3:00 PM ARIEL LASALLE THEATER 823 E 185th St, Cleveland, OH 44119

WW&S AUDIENCE

- 80% women ages 30 to 55
- Retired executives to CEO moms to 30-something young professionals
- Key influencers, tastemakers, connectors
- Charity supporters, socially conscious and community-minded
- Concerned about the health and well-being of themselves and others
- Pay attention to fashion and attend fashion events
- Enjoy wine and attend wine events
- Represent the typical luxury brand consumer
- On average, donate/spend \$200-\$600 per event



MARKETING STRATEGY

SAVE THE DATE

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

Expected audience: 2,500+

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ΙΝΥΙΤΑΤΙΟΝ

The full-color event invitation will be mailed to current sponsors, guests, targeted donors, and supporters approximately 7-8 weeks before the event. The invitation will include recognition for appropriate sponsors and event details.

Expected audience: 2,500

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E - B L A S T S

Newsletters will be sent to the entire network (2,300) of Contemporary Youth Orchestra's members, donors, volunteers, and friends with the latest news on event updates, activities, promotions, and more.



+ Mych more!

PROGRAM

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

Expected audience: 300

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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 Contemporary Youth Orchestra webpage and online registration.

SOCIAL MEDIA

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With an audience of over 1,500 spread across social media outlets, the Contemporary Youth Orchestra will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.

Sponsorship Opportunities

\$20,000 PLATINUM PUMP EXCLUSIVE PRESENTING SPONSOR

- A \$20,000 tax deductible investment in Contemporary Youth Orchestra
- Exclusive recognition as presenting sponsor with name and/or logo incorporated in Wine Women & Shoes event branding
- Exclusive recognition as presenting sponsor on venue marquee
- 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, Twitter, & Instagram) reaching CYO followers
- Link to your company website from the CYO and WW&S websites
- Opportunity to provide a 30 second video OR have a company representative address the audience during the seated program
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Two reserved VIP tables for a total of sixteen guests
- Swag Bags for sixteen guests

\$10,000 DIAMOND STILETTO SPONSOR

- A \$10,000 tax deductible investment in Contemporary Youth Orchestra
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, signage, invitations and save the dates
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e. Facebook, Twitter, & Instagram)
- On-stage verbal recognition during the seated program
- Link to your company website from the CYO and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- One VIP table for 8 Guests
- Swag bags for 8 guests

\$5,000 GOLDEN HEELS SPONSOR

- A \$5,000 tax deductible investment in Contemporary Youth Orchestra
- · Logo placement in ALL event public relations and advertising initiatives, programs, and signage
- Recognition on event website, e-blasts, and social networking campaigns
- Link to your website from CYO and WW&S websites
- Opportunity to place a premier item in the swag bag (event appropriate items only)
- Four (4) VIP Tickets
- Swag Bags for 4 guests

\$2,500 SILVER SLIPPERS SPONSOR

- A \$2,500 tax deductible investment in Contemporary Youth Orchestra
- Link to your website from the CYO and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name in the event program & on event signage
- Two (2) VIP tickets
- Swag bags for 2 guests

MENU OF

Additional Sponsorships

\$ 5,000 SWAG BAGS 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

\$ 5,000 WINE GLASS (1 available) 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

\$ 5,000 PAPARAZZI PHOTO BACKDROP (2 available) As lovely ladies mingle through the event, 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 WWS and <Enter Charity Name> logos) for the event entry photo opp, getting endless likes and shares! Benefits Include: Logo on Step & Repeat banner + 4 VIP Tickets

\$5,000 SOLE MATES (1 available) - Sponsor our charming "Sole Mates" working the room and engaging more than 300 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! Benefits Include: Logo on shirts, signage, e-blasts + 4 VIP Tickets.

\$2,500 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. Benefits Included: Logo on signage, e-blasts, and all raffle materials + 2 VIP tickets.

\$ 2,500 BEST IN SHOE (3 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. Benefits Include: Logo recognition + 2 VIP tickets.

\$2,500 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 signs says, "Wall of Wine presented by XYZ Company". Benefits include: Logo recognition + 2 VIP tickets

\$2,500 COCKTAIL NAPKIN SPONSOR (1 available) 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 + 2 VIP tickets.

\$1,000 HYDRATION STATION (1 available) Help our fabulous attendees hydrate at the water stations. Elegant signage at each hydration station throughout the venue. Benefits Include: Logo recognition + 1 GA ticket.

\$ 1,000 MIRROR MIRROR "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.

Sponsor Commitment

women&shoes [®]	
BENEFITING CONTEMPORARY	
YOUTH ORCHESTRA	
We are excited to be a part of the event on October 19, 2024!	
\$20,000 PLATINUM PUMP EXCLUSIVE PRESENTING SPONSOR	
\$10,000 DIAMOND STILETTO SPONSOR	
S5,000 GOLDEN HEELS SPONSOR	
\$2,500 SILVER SLIPPERS SPONSOR	
\$5,000 SPONSORSHIP	
\$2,500 SPONSORSHIP	
\$1,000 SPONSORSHIP	
Name for Sponsor Recognition Purposes:	—
Contact Name:	_
Address:	$ \setminus$ /
E-mail:Phone:	<u> </u>
Unable to attend but here is a donation to Contemporary Youth Orchestra \$ Check englaced (mode neuroble to Contemporary Youth Orchestra)	
 Check enclosed (made payable to Contemporary Youth Orchestra) Charge my credit card: AMEX Discover Mastercard VISA 	
Send me an invoice for \$	
Card #: EXP: CVV:	
Name on Card:	
Signature:	
Return to Kimberly Deichler, Executive Director at kim@cyorchestra.org or by mail to:	
Contemporary Youth Orchestra, 2900 Community College Avenue, MCCA 109	
Cleveland, OH 44115	