



wine women & shoes®

BENEFITING

BOYS & GIRLS CLUBS
OF NORTH ALABAMA

*Sponsorship
Opportunities*

NOVEMBER 9, 2023 | 5:30 PM

THE ROYAL AT STOVEHOUSE



Pair with us!

Wine Women & Shoes, benefiting Boys & Girls Clubs of North Alabama, will take place on Thursday, November 9, 2023 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 offer hope and opportunity to thousands of underserved youth.

Be there. Be fabulous!

THURSDAY, NOVEMBER 9, 2023 • 5:30 PM

THE ROYAL AT STOVEHOUSE

3414 Governors Drive, Huntsville, AL 35805

WW&S AUDIENCE

- 80% women ages 25 to 80
- Retired executives to CEO moms to young professionals
- Charity supporters, socially conscious and community minded
- On average, donate/spend \$200-\$600 per event

Marketing Strategy

EVENT WEBPAGES

Wine Women & Shoes website and BGCNAL 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 5,000 followers, BGCNAL will promote sponsor information across appropriate channels through engaging content.

E-BLASTS

E-blasts will be sent to a network of BGCNAL donors, friends, and volunteers.



The Perfect Fit



**BOYS & GIRLS CLUB
OF NORTH ALABAMA**

Proceeds from this event benefit the Boys & Girls Clubs of North Alabama and support our mission to inspire and enable all young people, especially those who need us most, to realize their full potential as productive, responsible, and caring citizens. This is accomplished through our daily programs after school and during the summer in the areas of Academic Success, Healthy Lifestyles, and Character & Citizenship.

WE'RE DOING WHATEVER IT TAKES TO BUILD GREAT FUTURES!

Every community, family, school system and young person is different. **Boys & Girls Clubs of North Alabama** are strategically located in areas of greatest need, with locations in public housing communities, low performing schools, and rural areas. We started in 1938 with one Club in Huntsville, and now have 15 sites in Madison, Limestone, Morgan, and Jackson counties.





















We provide programs, people and pathways that teach young people how to live, lead, and serve no matter where they are from or what challenges they face.

We do this by partnering with people and organizations who understand that building a better community begins with providing our youth with an education that provides real-life skills for the real world.

We serve over 4,000 youth annually, with an average daily attendance of 1,200.



Sponsorship LEVELS & BENEFITS CHART

	Presenting Platinum \$25,000*	Gold Studded \$10,000	Silver Stiletto \$5,000	Bronze Heel \$2,500	Copper Flats \$1,000
Recognition as presenting sponsor					
On stage speaking opportunity at event					
Name/Logo featured on Invitation, and event signage					
One-of-a-Kind branding opportunity					
Link to your company website from the Boys & Girls Club & WW&S websites					
Name/Logo featured on website, eblasts, program & press releases					
Mentioned on screen at event					
Tickets	2 VIP Tables of 8	1 VIP Table of 8	4 VIP Tickets	4 GA Tickets	2 GA Tickets

*Exc (one available)

\$25,000 Platinum Pump

*Sold
Sold*

PRESENTING SPONSOR BENEFITS INCLUDE:

- Recognition as presenting sponsor with name or logo incorporated in Wine Women & Shoes event branding
- Opportunity to provide a 30 second video OR have a company representative address the audience during the seated program
- Your logo will be featured on the step & repeat backdrop (along with the WW&S and Boys & Girls Clubs logos) OR any other One-of-a-Kind branding opportunity of your choice
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, social media, signage, invitations and save the dates
- Link to your company website from the Boys & Girls Club and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Two reserved VIP tables and Swag Bags for a Total of 16 guests



\$10,000 Golden Studded

One-of-a-Kind Sponsorships

Choose from one of the following:

Sold **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.

MISSION MOMENT: An opportunity to 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...." 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.

Sold **SHOE GUYS:** Sponsor our charming "Shoe Guys" working the room and engaging more than 300 women. It's a great opportunity to showcase your branding on the "Shoe Guy" shirts, plus your logo will appear on each Shoe Guys peer-to-peer fundraising page and donation thank you email!

Sold **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.

Sold **WINE GLASS:** 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.

CULINARY: Company name/logo on marketplace hors d'oeuvres station as well as on dinner table and signage.

BENEFITS INCLUDE:

- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, social media, signage and invitations
- Choice of (1) One-of-a-Kind branding opportunity
- Link to your company website from the Boys & Girls Club and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- One VIP Table & Swag Bags for 8 guests



\$5,000 Silver Stiletto

One-of-a-Kind Sponsorships

Choose from one of the following :

Sold **KEY-TO-THE-CLOSET:** 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.

Sold **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.

Sold **WATER BOTTLE:** Your company Logo/name on Water Bottles set at each place setting during program.

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

Sold **NAPKIN: (3 available)** Your logo will be prominently featured on cocktail napkins for the event. Every best dressed lady needs somewhere to blot her lips!

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 eblast, social media posts, all silent auction description pages, on our website, and verbal recognition from stage during opening remarks.

BEST IN SHOE: (3 available) Celebrate our attendees' fabulous shoes by promoting a "Best in Shoe" awards. Judges work the room, choose the winners, and have the opportunity to strut on stage and announce the winners a part of the live program.

LATE NIGHT EXIT: Your company logo/name on signage as all guests exit event and receive coffee/snack for the ride home.

HYDRATION STATION: Help our fabulous attendees hydrate at the water stations. Elegant signage at each hydration station throughout venue.

WINE: The most important part (okay, 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.

BENEFITS INCLUDE:

- Choice of (1) One-of-a-Kind branding opportunity
- Name/Logo featured on website, e-blasts, program and press releases
- Link to your company website from the Boys & Girls Club and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- VIP Tickets & Swag Bags for 4 guests



Bronze and Copper Sponsorships

\$2,500 Bronze Heel Sponsors

- Name/Logo featured on website, e-blasts, program and press releases
- General Admission Tickets & Swag Bags for 4 guests

\$1,000 Copper Flats Sponsors

- Name/Logo featured on website, e-blasts, program and press releases
- General Admission Tickets & Swag Bags for 2 Guests

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:

E-mail: bmorning@bgcna.com | Call: (256)520-6500





Sponsor Commitment

WE ARE EXCITED TO BE A PART OF THE EVENT ON NOVEMBER 9, 2023
AND WOULD LIKE TO PARTICIPATE IN THE FOLLOWING WAY:

- \$25,000 PLATINUM PUMP EXCLUSIVE PRESENTING
 - \$10,000 GOLDEN STUDED (*One-of-kind Opportunity*) _____
 - \$5,000 SILVER SLIPPER (*One-of-kind Opportunity*) _____
 - \$2,500 BRONZE PUMP
 - \$1,000 COPPER FLATS
- Name for Sponsor Recognition: _____ Contact Name: _____
- Address: _____
- E-mail: _____ Phone: _____
- Unable to attend but here is a donation to BGCNAL of \$ _____
 - Check enclosed (Boys & Girls Clubs of North Alabama)
 - Send me an invoice for \$ _____



Return from to bmorning@bgcna.com, or by mail to: Boys & Girls Clubs of North Alabama: P.O. Box 73, Huntsville, AL 35804

To pay by credit card, please contact Beth Morning at bmorning@bgcna.com or call 256-520-6500