

Benefiting Ronald McDonald Family Room® Ventura County Medical Center

Sponsorship Opportunities





Join 48!

SEPTEMBER 12, 2024
MUSEUM OF
VENTURA COUNTY
6 -10 PM

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 country and Canada.

We are so excited to bring this event to Ventura in support of the families who call Ronald McDonald House their Home Away from Home.

The 1st annual Wine Women & Shoes will include fine wines, savory eats, a best in shoe contest, a fun-filled fashion show, incredible auction and raffle items, and the opportunity to help keep families together when they need it most.

We have a variety of sponsorship options to fit your company's charitable strategy. With YOUR help, we can continue our mission of providing comfort, care, and support in a homelike environment to families of children receiving medical treatment.



"The struggles that we faced were having a child we couldn't take home. The Ronald McDonald Family Room provided a safe space for us to come and have some breakfast or lunch. It supported and helped our family and allowed us to bring our 13-year-old son to be close to his brother in the NICU. We have a space where we can pretend we are all at home" – Chris Gil, RMHC dad from Ventura, CA

"There's a lot of emotions, it's an up and down roller coaster. One day is a good day and the next one isn't. It's been difficult to say the least. But it's great to have a support system in and out of the NICU. Nurses, doctors, and now the Ronald McDonald Family Room where we can be together and pretend like we are at home, because we don't get that experience. It makes us feel good to have a place for us to come to. Not so much to forget about what we have going on in the NICU, but a place to take a break, a refresher, a place where there is a lot of good emotions." –Diana Gil

The Ronald McDonald Family Room provides an oasis of calm within the Ventura County Medical Center. Our mission is to provide comfort, care, and support to families with children staying at VCMC. We alleviate the financial burden of meals, laundry, and other basic necessities while our families are staying with us. Our Ventura program is the first in the nation to partner with a county hospital which means we are serving families from our very own community. A hospital stay is among the scariest events a child could ever face. Your support helps to ensure they don't have to do it alone. In our first year, we provided care to over 1,400 families. We rely on generous donations from supporters like you to continue our work. Thank you for being a part of our McFamily and for advocating and supporting our mission.

Marketing Strategy

SAVE THE DATE *Expected audience:* 5,000+ - A message formally announcing the event date, as well as appropriate sponsors, will be distributed to targeted lists of donors, volunteers, and past fundraiser sponsors and guests through electronic mail and print mail.

INVITATION *Expected audience:* 2,000+ - 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.

WEBPAGE Expected audience (RMHC of Ventura website): 1,000+ monthly visits - 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 RMHC of Southern California, Ventura Chapter webpage and online registration.

SOCIAL MEDIA - With an *audience of over 5,000* spread across social media outlets, RMHC of Southern California, Ventura Chapter will link followers to our mission, our sponsors and their messages through dynamic, engaging and fantastic content.

PRINTED PROGRAM *Expected audience:* 350+ - Print programs distributed to all guests at the event. This book includes event details, sponsor recognition, RMHC program information, and live/silent auction item descriptions. Additional email marketing on behalf of sponsors will be sent within a two-week window following the event.

NEWSLETTERS - A fall newsletter will be sent to the *entire network* (2,000+) of RMHC donors, volunteers, sponsors, and guest families with the latest news on event updates, activities, promotions, and more.

E - MAIL Expected audience: 2,000+ - All attendees will receive a follow-up survey to help gather data/insights for our event organizers, sponsors, and vendors to determine the level of enthusiasm from our audience members for each event component. Additionally, all attendees, sponsors, vendors, and volunteers will receive a post-event "thank you" message encouraging support for all of our Wine Women & Shoes partners listed individually by name who helped make the event possible.



Become An Official Sponsor

Room® Ventura County Medical Center

of the 1st Annual Wine Women & Shoes Benefiting RMHC of Southern California, Ventura Chapter

	Platinum Pump Exclusive \$20,000	Diamond Stiletto \$10,000	Golden Heels \$5,000	Silver Slipper \$2,500
Exclusivity	1 Available	1 Available		
Recognition as Presenting Sponsor				
Television recognition				
Unique speaking opportunity at event				
Recognition in pre and post event press releases			N	
Podium Recognition			N	
Local Magazine & PSA Recognition			N	
Facebook, Instagram Website, Digital Newsletter	Story & Post	Story & Post	Logo	Logo
Unique Underwriting Opportunity	N		N	
Link to your company website from the WW&S website				
Tickets	VIP Table for 20 + swag bags for 20	VIP Table for 10 + swag bags for 10	GA Table for 8 + swag bags for 8	4 GA Tickets + swag bags for 4

Sponsorship Opportunities

\$20,000 | PLATINUM PUMP EXCLUSIVE TITLE SPONSOR

\$20,000 will stock our fridge, freezer and pantry for one year

BENEFITS INCLUDE:

- A tax-deductible investment in Ronald McDonald House Charities of Southern California, Ventura Chapter
- Exclusive title recognition as presenting sponsor with name or logo incorporated in Wine Women & Shoes event branding
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, signage, save the date, and invitation
- Logo printed on 350 wine glasses for each event guest to take home
- Prominent recognition and event website,
 e-blasts, and social networking campaigns reaching RMHC following
- Link to your company website from both RMHC of Southern California, Ventura Chapter & Wine Women & Shoes websites
- Opportunity to have a company representative address the audience during the seated program
- Opportunity to place a premier item in swag bag
- Two reserved VIP table for a total of 20 guests and 20 swag bags

\$10,000 | DIAMOND STILETTO EXCLUSIVE SPONSOR

\$10,000 will staff the family room for 3 months

BENEFITS INCLUDE:

- A tax-deductible investment in Ronald McDonald House Charities of Southern California, Ventura Chapter
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, signage, save the date, and invitation
- Prominent recognition on event website, e-blasts, and social networking campaigns
- On-stage verbal recognition during the seated program and opportunity for a company representative to address the audience during the seated program
- Link to your company website from both RMHC of Southern California, Ventura Chapter & Wine Women & Shoes websites
- As our lovely attendees 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 RMHC logos), getting endless likes and shares!
- Opportunity to place a premier item in swag bag
- One VIP table for 10 guests with 10 swag bags

\$5,000 | GOLDEN HEEL SPONSORSHIPS

\$5,000 will provide family support services, our RMHC Mental Healthcare, for 3 months

BENEFITS INCLUDE:

A tax-deductible investment in RMHC of Southern California, Ventura Chapter, logo placement on event webpage, name on post event communication, name/logo recognition on social networking campaigns, name recognition on event e-blasts, and 4 guests and 4 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!

Key to the Closet (1 available)

A hundred keys for sale, and only one will hold the winning match to a collective bounty of donated treasures. The closet contains everything a woman wants— fashion, furniture, closet systems, and gift certificates for services like massage and facials. Your brand will be featured as the Key to the Closet sponsor, and you could help announce the winner onstage!

Swag Bags (1 available)

It's all in the Bag!!! Your logo will appear on the coveted swag bag gifted to all attendees. Hundreds of local tastemakers will soon be parading your branded tote all over town.

Live Auction (1 available)

Every bidder will see your logo on full display for all components of the Live Auction!

Mission Moment (1 available)

An opportunity to tie your brand to the ultimate emotional moment at the event by underwriting production costs for the high impact Mission Moment video. This sponsorship includes verbal recognition during the introduction of the video, logo impressions during playback positioned as, "Brought to you by...," highlighting of company name or logo on event slides and signage, and post event impressions as video is shared on social sites.



\$2,500 | SILVER SLIPPER SPONSORSHIPS

\$2,500 will provide one month of care for a family of 4

BENEFITS INCLUDE:

A tax-deductible investment in Ronald McDonald House Charities of Southern California, Ventura Chapter, name placement on event webpage, recognition on event communication and social networking campaigns, and 2 regular tickets and 2 swag bags

Wall of Wine (1 available)

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

Best in Shoe Awards (4 available)

Celebrate our attendees' fabulous shoes by presenting 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.

Restroom Spa Baskets (1 available)

Pampering the attendees is a luxury well afforded with your name proudly displayed. Feature your company logo on lotions and soaps in venue restrooms and/or provide an attendant to assist with hand towels with company logo.

Silent Auction (1 available)

As guests bid to their heart's content on fabulous Silent Auction packages, your logo would be represented in this prime location!

Volunteer (1 available)

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

Mirror, Mirror (1 available)

"Who's the fairest of them all?" Sponsor may underwrite the Marketplace vendor and bathroom mirrors and their logo, as well as fun phrases like, "You look mah-vellous!"

Cocktail Napkin (1 available)

As attendees sip fine wines and shop – you can help support the cause by sponsoring the cocktail napkins at the event. Every best-dressed lady needs somewhere to blot her lips. Your logo will be on all cocktail napkins provided at the event.

Phone-Charging Station (1 available)

Your logo featured at our handy phone charging stations.

Sponsorship Commitment

YES! I would like to attend/sponsor Wine Women & Shoes on September 12, 2024! Tickets and sponsorships available online at winewomenandshoes.com/venturarmfr

SPONSORSHIP OPPORTUNITIES



□ Platinum Pump Exclusive Title Sponsor \$20,000 □ Diamond Stiletto Exclusive Title Sponsor \$10,000 □ Silver Slipper Sponsorship \$5,000 Name of Sponsorship □ Sole Proprietor Sponsorship \$2,500 Name of Sponsorship □ Please send me information about universal sponsorship opportunities! REGISTRATION INFORMATION Name for Sponsor Recognition Purposes:

PAYMENT INFORMATION

☐ Check enclosed payable to RMHC of Southern California, Ventura Chapter

Contact Name:

Charge my:	o Visa	o Mastercard	o AMEX	o Discover	
☐ Please invoice r	me				
Name on Card					
Billing Address					
Credit Card #				Exp Date	CVV
Signature				Date	

City: ______ State: _____ Zip: _____

Email: ______ Phone: _____

To ensure your company logo is included in event day materials, please mail or email this form to the address below by July 15, 2024. Partners wanting this benefit must submit electronic logos in .EPS/.JPG format at a minimum of 300 dpi at actual size, color, and black and white. If logo is not received by (date), partner may be recognized in text.

☐ I am unable to participate but would like to donate \$_____