



wine women & shoes®

BENEFITING

Ronald McDonald House Charities®
of Greater Chattanooga

*If the shoe fits...
Sponsor it!*

Thursday, March 21, 2024

6:00 - 10:00 PM

First Horizon Pavilion

1826 Reggie White Blvd, Chattanooga



Ronald McDonald
House Charities®
Greater Chattanooga

Keeping families close®



Your Sponsorship Supports



Ronald McDonald
House Charities®
Greater Chattanooga

Keeping families close®

Proceeds from this event support the mission of Ronald McDonald House Charities® of Greater Chattanooga, which is to provide families with the care & resources they need when their child is sick and to support programs and services that directly improve the health and well-being of children.

OUR IMPACT



THE SANCHEZ FAMILY

When 4 year old J'obri was diagnosed with cancer, her mom and brother found themselves miles away from home for a year while she received treatment. Thankfully, RMHC became their safe haven while J'obri healed and became cancer-free!



THE WHITE FAMILY

Elias & Samuel were born three months early and moved into the NICU for 92 days. Their parents didn't want to leave their babies sides so RMHC provided a home away from home for them while they babies healed!



THE SMITH FAMILY

Brittney's daughter Makayla needed medical attention at Erlanger, but she didn't want to leave her son miles away from home. Because of RMHC, big brother Makhi was able to play with friends and stay right across the street from his sister for 133 days.



Get pumped for...

WINE WOMEN & SHOES CHATTANOOGA

Created for women who enjoy fine wine, great style, and supporting a noble cause: **Ronald McDonald House Charities® of Greater Chattanooga**

This year's Wine Women & Shoes will include wine tastings, a live & silent auction and a fashion show featuring local vendors and celebrities. Wine Women & Shoes offers sponsors a unique opportunity to place their businesses in front of affluent, savvy women in the Chattanooga community while contributing to a fantastic organization.

Ronald McDonald House Charities® of Greater Chattanooga is thrilled to bring this exclusive event to the area and to be working alongside Wine Women & Shoes' expert team, who have managed over 500 well-attended events and helped net more than \$126 million dollars for their charity partners.























WW&S GUEST PROFILE

500 Women and their Solemates! Wine Women & Shoes events attract affluent, educated, professional women and men-aka Luxury Brand Consumers.

- 80% of attendees are women and men, ages 30 to 55, ranging from CEO to 30-something young professionals who define the luxury brand consumer market
- Key influencers and connectors in their communities
- Philanthropic, socially conscious and community minded
- Voracious fashion consumers
- Decision makers for themselves and their families



Sponsorship LEVELS & BENEFITS CHART

	LYNC Logistics Platinum Pump \$20,000*	Diamond Stiletto \$15,000*	Golden Heels \$10,000	Silver Slippers \$5,000	Bronze Pumps \$2,500
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 WWS website					
Mentioned on screen at event					
Tickets	2 Tables of 8	1 Table of 8	1 Table of 8	4 Tickets	2 Tickets

*Exclusivity (one available)



Sponsorship Levels

\$20,000 PLATINUM PUMP EXCLUSIVE PRESENTING

- A \$20,000 tax deductible investment in RMHC of Greater Chattanooga.
- Exclusive 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, and signage, Save the Date/Invitation
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook, Twitter, & Instagram) reaching RMHC's followers
- Link to your company website from the RMHC Chattanooga and WWS websites
- Opportunity to provide a 30 second video OR have a company representative address the audience during the seated program
- Full page ad in program
- Logo on photo backdrop
- Two reserved tables for a total of 16 guests and parting gifts for each guest

\$10,000 GOLDEN HEELS

- A \$10,000 tax deductible investment in RMHC of Greater Chattanooga.
- 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 the RMHC and WWS websites
- Half page ad in program
- One table for a total of 8 guests and parting gift for each guest

** Your sponsorship contribution is tax deductible beyond entertainment & marketing values.*

\$15,000 DIAMOND STILETTO EXCLUSIVE

- A \$15,000 tax deductible investment in RMHC of Greater Chattanooga.
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, signage, Save the Date/Invitation
- 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 RMHC and WWS websites
- Full page ad in program
- One table for 8 guests with parting gifts for each guest

\$5,000 SILVER SLIPPERS

- A \$5,000 tax deductible investment in RMHC of Greater Chattanooga.
- Recognition on event website, e-blasts, and social networking campaigns
- Link to your website from the RMHC and WW&S websites
- Half page ad in the program
- Four (4) tickets with parting gift for each guest

\$2,500 BRONZE PUMPS

- A \$2,500 tax deductible investment in RMHC of Greater Chattanooga.
- Link to your website from the RMHC and WWS websites
- Name in the event program & on event signage
- Two (2) tickets with parting gift for each guest



One-of-a-Kind OPPORTUNITIES

\$7,500 OPPORTUNITIES

(Includes logo recognition + 6 tickets)

AUTOMOBILE (1 available) Drive the ladies wild by promoting your vehicles at Wine Women & Shoes. Display cars indoors or out while working the room at the Signature Event. Photo opps abound, especially if you park on the red carpet.

PARTING GIFTS (1 available) Attendees receive a one of a kind parting gift to take home with your logo on it, which means they will be reminded of your brand for years to come.

WINE GLASS (1 available) Grab attention 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.

\$5,000 OPPORTUNITIES

(Includes logo recognition + 4 tickets)

RED CARPET MOMENT (1 available) Unleash the power of the paparazzi with a red-carpet moment as guests enter and flash their best smiles in front of a backdrop splashed with your logo. And the moments live on in social media shares! Benefits Include: Company logo photo backdrop + Marketing Benefits + 4 tickets

Your sponsorship supports the mission of Ronald McDonald House Charities® of Greater Chattanooga to provide families with the care and resources they need when their child is sick and to offer programs and services that directly improve the health and well-being of children.

\$5,000 OPPORTUNITIES CONTINUED *(Includes logo recognition + 4 tickets)*

MISSION MOMENT (1 available) An opportunity to tie your brand to the ultimate emotional moment at the event by underwriting production costs for the heartfelt Mission Moment video. You will receive verbal recognition before video, logo impressions during playback positioned as “Brought to you by... Or This moment made possible by... (Your company)”

SHOE GUYS (1 available) Sponsor our charming “Shoe Guy’s” working the room and engaging more than 500 women. It’s an opportunity to showcase your branding on the “Shoe Guy” shirts, plus your logo will appear on each Shoe Guy’s peer-to-peer fundraising page and donation thank you email!

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.

WALL OF WINE (2 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”.

WINE SPONSOR (3 available) The most important part (okay, second to our mission) of WINE Women & Shoes, brought to our guests by... YOU! This first time opportunity could be yours with the chance to highlight your brand through logo impressions on signage at each Wine Station.

LIVE AUCTION (1 available) Who doesn't want to be a part of the excitement of the Live Auction?! The Live Auction sponsorship guarantee 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.

ENTERTAINMENT (1 available) The best part of the evening is supporting RMHC of Greater Chattanooga AND all the entertainment that will keep our guests on their toes. You’ll help us delight our guests with unique entertainment pieces throughout the event.

SIGNATURE COCKTAIL (1 available) Have your name as the sponsor of our signature cocktail station. Guests will delight in this unique beverage creation and fun flavor combination. An elegant display with tasteful signage will make sure to get everyone’s attention.

One-of-a-Kind OPPORTUNITIES

\$2,500 OPPORTUNITIES *(Includes logo recognition + 2 tickets)*

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.

KEEP IT CLEAN *(1 available)* Celebrating helping hands by spreading love, not germs! These branded individual hand sanitizers will be handed out to each attendee at the beginning of the event. We love getting all these fabulous ladies together to celebrate, shop and sip wine, but no one needs to take home any unwanted germs.

HYDRATION STATION *(1 available)* Help our fabulous attendees hydrate at the water stations. Elegant signage at each hydration station throughout venue.

COCKTAIL NAPKIN *(1 available)* Be the logo prominently featured on all cocktail napkins for the event. Every best dressed lady needs somewhere to blot her lips!

MIRROR MIRROR *(1 available)* "Who's the fairest of them all?" Underwrite the marketplace vendor mirrors and your logo will be placed throughout.

PICTURE PERFECT *(2 available)* A 360 photo moment with your company's name and logo featured on the backdrop and every photo printed on-site for guests. Your logo will also be featured on digital prints of all the photos.

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! Receive logo recognition on the silent auction preview eblast, social media posts, and on all silent auction description pages/bid sheets.

VALET *(1 available)* Your logo will be the first thing that guests see when they arrive at the event. As the Valet Sponsor, you not only save guests a walk in their heels, but your brand could be the first thing on their minds as they leave the event when a branded hangtag is left in their car with your name or logo, showing you support RMHC of Greater Chattanooga.

MARKETPLACE SPONSOR *(1 available)* As our guests shop the night 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.

SAFE RIDE (UBER) *(1 available)* Solve the problem of safe transportation by offering a code to allow guests to easily get to and from the event without the worry of alcohol consumption or parking. Everyone loves a safety hero!

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Ronald McDonald House Charities®
of Greater Chattanooga

SPONSOR COMMITMENT FORM

SOLD Platinum (\$20,000) Diamond (\$15,000) Gold (\$10,000) Silver (\$5,000)

Bronze (\$2,500) One-of-a-Kind _____

Name for Recognition Purposes: _____

Contact Name: _____ Address: _____

Email: _____ Phone: _____

Unable to attend but here is a donation to RMHC® of Greater Chattanooga of \$ _____

Send me an invoice for \$ _____

Check enclosed (made payable to Ronald McDonald House Charities® of Greater Chattanooga)

Charge my credit card: AMEX Discover Mastercard VISA

CC#: _____ Exp. Date: _____ CVN: _____

Billing Address: _____ City/State: _____

Zip Code: _____ Signature: _____

Return to Heather Jennings at Heather.Jennings@rmhchattanooga.com or by mail to:

Ronald McDonald House Charities® of Greater Chattanooga: 200 Central Ave., Chattanooga, TN 37403

**tax deductibility of donations will be determined after sponsorship is*



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