



wine
women & shoes®

- BENEFITING -
paws4people®, Inc.

Sponsorship Opportunities



The Perfect Pair...

paws4people® & WINE WOMEN & SHOES

Wine Women & Shoes has exploded across North America in the last decade, producing more than 600 fabulous fashion events that have helped net an impressive \$126 million for our nonprofit partners.

WW&S events are fun, festive, and full of feminine soul—community celebrations that bring women together around fine wine, great style, and causes that matter!

**THURSDAY,
OCTOBER 10, 2024**
6:00-9:30 PM at The Warwick
Center at UNCW



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
- Passionate about improving the health and well-being of our community
- Pay attention to fashion and attend fashion events
- Enjoy wine and attend wine events
- Represent the typical luxury brand consumer
- Women control two-thirds of consumer wealth in the U.S.
- 92% of these women will pass on information about deals or finds to others
- On average donate/spend \$200-\$600 per event
- Loves adorably fluffy puppies

Pair with us!

“PAIR” WITH US AND TRANSFORM LIVES

At paws4people foundation, our mission is to educate and empower people to utilize Assistance Dogs to transform their lives. We place Assistance Dogs, at no cost to our clients, to turn their disability into an ability. With the support of our highly trained Service Dogs, we are helping people achieve priceless, well-deserved independence!

We have over 1,200 highly trained Assistance Dogs who are providing psychiatric services, mobility support, crisis response, and more.

“MATCH” YOUR GOALS TO OUR MISSION

paws4people foundation has several different programs through which we train and place Assistance Dogs with people with disabilities. We specialize in clients under the age of 14 and veterans with PTSD; as well as the ground-breaking field of training and utilizing Facility Dogs with human services professionals.

While there are many organizations that share our goal to enhance human lives with canine love, we have found that no other training program matches the selectiveness, variety and qualifications of the paws4people programs. Most organizations focus on either hospitals, nursing homes, private placements, or schools. Our mission’s multiple aspects are unique in providing diverse groups of citizens with a menu of programs from which they can select the one that best meets their needs.

THE “SOLE” PURPOSE OF WHAT WE WANT TO ACCOMPLISH

When you “pair with us,” you have the opportunity to influence and enhance the lives of those with serious illnesses or disabilities living in your community and beyond. Funding ensures that people seeking a more fulfilling life will get the life-changing support that comes with having a paws4people dog. We hope you will partner with us to make a difference in the lives of others.



PLATINUM PUMPS PRESENTING - \$20,000

Exclusive Sponsor - 1 available

Includes your name/logo incorporated into the official event logo that's displayed on all collateral, event signage, social networking campaigns, and webpages. Your company name will be associated with everything involving Wine Women & Shoes (i.e. Wine Women & Shoes benefiting paws4people Presented by "Your Company Name/Logo Here").

Platinum Pumps Presenting sponsorship benefits also include:

- A \$20,000 investment in paws4people
- 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, signage, invitations, and save the dates
- Logo on the Step & Repeat banner (along with the Wine Women & Shoes and paws4people logos) for the event entry photo opportunity, receiving endless likes and shares
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook, TikTok & Instagram) reaching 17,000+ paws4people followers
- Link to your company website from the paws4people and Wine Women & Shoes 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 (16) guests
- Swag Bags for 16 guests

DIAMOND STILETTOS SPONSOR- \$10,000

Includes your name/logo will have prominent placement on all collateral, event signage, social networking campaigns and webpages.

Diamond Stilettos sponsorship benefits also include:

- A \$10,000 investment in paws4people
- 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, TikTok, & Instagram)
- On-stage verbal recognition during the seated program
- Link to your company website from the paws4people and Wine Women & Shoes websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- One VIP table for eight (8) Guests
- Swag Bags for 8 guests



GOLDEN HEELS SPONSOR - \$5,000

Includes recognition on all collateral, event signage, social networking campaigns and webpages.

Golden Heels sponsorship benefits also include:

- A \$5,000 investment in paws4people
- Logo placement in 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 paws4people and Wine Women & Shoes website
- Opportunity to place a premier item in the swag bag (event appropriate items only)
- Four (4) VIP Tickets
- Swag Bags for 4 guests

SILVER SLIPPERS SPONSOR - \$2,500










Includes recognition on event signage, program and webpages.

Silver Slippers sponsorship benefits also include:

- A \$2,500 investment in paws4people
- Link to your website from the paws4people and Wine Women & Shoes websites
- Opportunity to place a premier item in the swag bag (event appropriate items only)
- Name in the event program & on event signage
- Two (2) General Admission Tickets
- Swag Bags for 2 guests

Sponsorship Benefits

AT A GLANCE

Sponsorship Benefits	Tickets & Swag Bags	Logo & Link Promo	Marketing Opportunities	On Stage Recognition
Platinum Pumps Presenting - \$20,000	2 VIP Tables for 16 Guests			
Diamond Stilettos - \$10,000	VIP Table for 8 Guests			
Golden Heels Sponsor- \$5,000	4 VIP Tickets			
Silver Slippers Sponsor- \$2,500	2 General Admission Tickets			

One-of-a-Kind Opportunities

SWAG BAGS, \$5,000 (1 available) 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: Logo on one side of a high-quality shopping bag + 4 VIP Tickets.

WINE GLASS, \$5,000 (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.

SHOE GUYS, \$5,000 (1 available) Sponsor our charming "Shoe Guy" working the room and engaging more than 350 women. It's a great 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! Benefits Include: Logo on shirts, signage, e-blasts + 4 VIP Tickets.

MISSION MOMENT, \$3,500 (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. 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. Benefits Include: Logo & verbal recognition + 4 VIP Tickets.

LIVE AUCTION, \$3,500 (1 available) 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 e-blast, all Live Auction slides, Live Auction thank you acknowledgments and multiple verbal recognitions from stage during the Live Auction. Benefits Include: Logo & verbal recognition + 4 VIP Tickets.

KEY-TO-THE-CLOSET, \$2,500 (1 available) One hundred keys for sale, and only one will win the collective bounty. Your brand will be featured as the Key-to-the-Closet sponsor. Benefits Include: Logo on signage, e-blasts, and all Key-to-the-Closet materials + 2 General Admission Tickets.

KEY-TO-THE-DOG-HOUSE, \$2,500 (1 available) One hundred keys for sale, and only one will win the collective bounty. Your brand will be featured as the Key-to-the-Dog-House sponsor. Benefits Include: Logo on signage, e-blasts, and all Key-to-the-Dog-House materials + 2 General Admission Tickets.

BEST IN SHOE, \$2,500 (4 available) Celebrate our attendees' fabulous footwear by judging our "Best in Shoe" competition! Sponsors will provide a shoe judge to man the branded "Best in Shoe" station (along with up to 2 other sponsors), choose the winners, and have the opportunity to strut on stage and announce those winners as part of the live program. Benefits Include: Logo recognition + 2 General Admission Tickets.

One-of-a-Kind Opportunities

SELFIE STATION SPONSOR, \$2,500 Selfies will be a must at this well photographed event so why not be a feature in every selfie the guests take at this station?! Your visibility would reach far beyond the event when the photos are shared on social media. Benefits Include: Logo recognition + 2 General Admission Tickets.

WALL OF WINE, \$2,500 (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 General Admission Tickets.

SMILE SPONSOR, \$2,500 (1 available) Our photographer will be working the room as ladies sip, shop and support. Your logo will be featured on the photographer's shirt for maximum exposure at every turn, plus your logo will be featured as a watermark on the published digital photos of the event. Benefits Include: Logo recognition + 2 General Admission Tickets.

FASHION SHOW, \$2,500 Take it to the catwalk! All eyes are on the stage during the climactic fashion show, and that moment could be brought to the guests by you!

VALET, \$2,500 A parting gift from your company that features a branded message will be placed in each valet-parked car. For example: water bottle, or a rose.

CHAMPAGNE WALL, \$2,500 An entire wall....of CHAMPAGNE! Be part of this new activation where guests will be thrilled with the option to purchase a chilled bottle of champagne and your logo will be right in the middle of this fun and lively area.

WINE STATION, \$1,500 (5 available) - The most important part (second to our mission) of WINE Women & Shoes, brought to our guests by...YOU!

HYDRATION STATION, \$1,000 (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 General Admission Ticket.

COCKTAIL NAPKIN, \$1,000 (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 + 1 General Admission Ticket.

MIRROR MIRROR, \$1000 (1 available) "Who's the fairest of them all?" Underwrite the marketplace vendor mirrors and your logo will be placed throughout. Benefits Include: Logo recognition + 1 General Admission Ticket.



Put your best foot forward...

SPONSORSHIP OPPORTUNITIES

- Platinum Pumps Presenting** - \$20,000
- Diamond Stiletto** - \$10,000
- Golden Heels** - \$5,000
- Silver Slippers Sponsor** - \$2,500
- One-of-a-Kind** _____
- Honorary Committee** - \$500

CONTACT INFORMATION Name (For Recognition Purposes): _____

Phone Number: _____ Email Address: _____

PAYMENT INFORMATION

- Send invoice to (Name & Address): _____
- Enclosed is a check for \$_____ made payable to paws4people
- I will pay my sponsorship with a CC upon receiving an emailed invoice for \$_____

RETURN FORM VIA MAIL OR EMAIL TO **paws4people**

Mail: 1121 C-324 Military Cutoff Road, Wilmington NC 28405

Email: melissa.white@paws4people.org

PLEASE SEND LOGOS TO: melissa.white@paws4people.org
in EPS or high-resolution jpg or png formats

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: Melissa White at melissa.white@paws4people.org or 336.749.7045

**the tax deductibility of donations will be determined after sponsorship is finalized.*