



wine women & shoes®

Benefiting Ronald McDonald House
Charities® of Central Illinois

Sponsorship OPPORTUNITIES



THE PERFECT PAIR...RONALD MCDONALD HOUSE CHARITIES OF CENTRAL ILLINOIS AND WINE WOMEN & SHOES.

Few combinations evoke glamour and fun as much as the perfect pair of Wine Women & Shoes and Ronald McDonald House Charities of Central Illinois. On October 10, 2024, wine-savvy, shoe-loving women will kick up their heels and sip fine wines and bubbly while shopping the latest shoes and accessories from fabulous fashion vendors, all to benefit our mission to provide a supportive place for families to stay while their child is receiving medical care.

Visit: winewomenandshoes.com/peoria

Join us!

THURSDAY, OCTOBER 10, 2024 | 6PM-9PM
EMBASSY SUITES 100 Conference Center Dr, East Peoria, IL 61611

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

HOW WE PROMOTE YOUR SUPPORT.

SAVE-THE-DATE

A save the date formally announcing the event will be distributed to a targeted list of donors, board members and volunteers. The save the date will include recognition of appropriate sponsors.

Expected audience: 2,600

WEBPAGE

The Wine Women & Shoes website and Ronald McDonald House Charities of Central Illinois page will be updated with event and sponsor information and include links to appropriate sponsor webpages.

1,865 Unique Page Views

INVITATION

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

Expected audience: 2,600

SOCIAL MEDIA

Ronald McDonald House Charities of Central Illinois will post a targeted ad thanking all sponsors, providing exposure and brand recognition.

Expected audience: 99,000-288,000

E-BLASTS

E-blasts will be sent to the entire network (1,000+) of Ronald McDonald House Charities of Central Illinois members, donors, volunteers, and friends with the latest news on event updates, activities, promotions, and more.

Expected audience: 2,600

PROGRAM

Distributed to all guests at the event. The program includes event details, sponsor ads and recognition, Ronald McDonald House Charities of Central Illinois program information and silent and live auction item descriptions.

Expected audience: 350

+ MORE!



Platinum Pump Exclusive Presenting Sponsor - \$20,000

PUT YOUR BEST FOOT FORWARD! WE ARE OFFERING AN EXCLUSIVE SPONSORSHIP FOR THE PRESENTING RIGHTS TO WINE WOMEN & SHOES.

This includes your name/logo incorporated into the official event logo as well as all collateral, event signage, and décor. Your company name will be associated with everything involving Wine Women & Shoes (i.e. Wine Women & Shoes benefiting Ronald McDonald House Charities of Central Illinois Presented by “Your Company Name/Logo Here”).

\$20,000: Will serve a NICU family for five months while their baby grows strong enough to go home.

Presenting Sponsorship benefits include:

- A \$20,000 tax deductible investment in Ronald McDonald House Charities of Central Illinois
- 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, invitations and save the dates
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook, Instagram, and LinkedIn) reaching Ronald McDonald House Charities of Central Illinois followers
- Link to your company website from the Ronald McDonald House Charities of Central Illinois 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)
- 16 VIP tickets
- Swag Bags for 16 guests





Diamond Stiletto Sponsor - \$10,000

SHINE LIKE A DIAMOND AT WINE WOMEN & SHOES

\$10,000- Will help a family of a child with cancer visit throughout the year to receive life saving treatments

Sponsorship benefits include:

- A \$10,000 tax deductible investment in Ronald McDonald House Charities of Central Illinois
- 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, Instagram, and LinkedIn)
- On-stage verbal recognition during the seated program
- Link to your company website from the Ronald McDonald House Charities of Central Illinois > and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- 8 VIP tickets
- Swag bags for 8 guests





Golden Heel Sponsor - \$5,000

GO FOR GOLD!

\$5,000 - Will help to feed four parents for a two month stay

Sponsorship benefits include:

- A \$5,000 tax deductible investment in Ronald McDonald House Charities of Central Illinois
- 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 Ronald McDonald House Charities of Central Illinois and WW&S websites
- Opportunity to place a premier item in the swag bag (event appropriate items only)
- 4 VIP Tickets
- Swag Bags for 4 guests





Silver Slippers Sponsor - \$2,500

IT'S TIME TO SPARKLE

\$2,500 - Will help us provide laundry services to our families for one month

Sponsorship benefits include:

- A \$2,500 tax deductible investment in Ronald McDonald House Charities of Central Illinois
- Link to your website from the Ronald McDonald House Charities of Central Illinois 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
- 2 General Admission tickets
- Swag bags for 2 guests



Menu of Additional Sponsorships

Swag Bags - \$5,000 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 recognition, signage, eblasts + 4 VIP tickets*

Paparazzi Photo Backdrop - \$5,000 (1 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 Ronald McDonald House Charities of Central Illinois logos) for the event entry photo opp, getting endless likes and shares! *Benefits Include: Logo recognition, signage, eblasts + 4 VIP tickets*

Shoe Guys - \$5,000 (1 available) Sponsor our charming “Sole Men” working the room and engaging more than 350 women. It's a great opportunity to showcase your branding on the “Sole Men” shirts, plus your logo will appear on each Sole Mans peer-to-peer fundraising page and donation thank you email! *Benefits Include: Logo recognition, signage, eblasts + 4 VIP tickets*

Key to the Closet – \$5,000 (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 Include: Logo recognition, signage, eblasts + 4 VIP tickets*

Mission Moment- \$5,000 (1 available) Help us share our mission of keeping families close during the program’s Mission Moment. At this time during the event, RMHC staff and a family will speak about the impact this event will have on our organization. Your logo will share the screen with our family story and RMHC mission. *Benefits Include: Logo recognition, signage, eblasts + 4 VIP tickets*

Fashion Show- \$5,000 (1 available) 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! *Benefits Include: Logo recognition, signage, eblasts + 4 VIP tickets*

Live Auction- \$2,500 (1 available) Be a part of the fast paced live auction by sponsoring this part of the program. Your logo will be present on all slides with the fabulous items. *Benefits include: Logo recognition, eblasts + 2 VIP tickets*

Mobile Bidding- \$2,500 (1 available) Creates an easy way for participants to bid on silent auction items before and during the event. Your logo will be on the platform page for all participants and invitees to see. *Benefits include: Logo recognition, eblasts + 2 VIP 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, eblasts + 2 VIP tickets*

Sweet Treat - \$2,500 (1 available) What is better than having a sweet treat at your place seating during the program portion of the event?!? Having your company’s logo on the sweet treat the guests will enjoy! This fabulous opportunity places your logo in front of all of our guests that will be discussing how sweet you are for supporting the RMHC of Central Illinois. *Benefits include: Logo recognition, eblasts + 2 VIP tickets*

Champagne Welcome- \$2,500 (1 available) Be the first pour of the evening that all guests will enjoy! Be the brand they see as they experience this fabulous first impression sip. *Benefits include: Logo recognition, eblasts + 2 VIP tickets*

Hydration Station - \$1,500 (1 available) Help our fabulous attendees hydrate at the water stations. Elegant signage at each hydration station throughout venue. *Benefits Include: Logo recognition + 2 GA tickets*

Red Carpet- \$1,500 (1 available) Allow attendees to have their photo taken as they strut down the red carpet. *Benefits Include: Logo recognition + 2 GA tickets*

Best In Shoe - \$1,500 (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 a part of the live program. *Benefits Include: Logo recognition + 2 GA tickets*



Put your best foot forward

YES! I WOULD LIKE TO PARTICIPATE WITH THE FOLLOWING...

- \$20,000 Platinum Pump Exclusive Presenting Sponsor
- \$10,000 Diamond Stiletto Sponsor
- \$5,000 Golden Heel Sponsor
- \$2,500 Silver Slipper Sponsor
- Additional Sponsorship - Level _____ \$ _____

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 *Ronald McDonald House Charities of Central Illinois*

[] Please charge my CC for \$ _____

Choose one: VISA MasterCard AMEX Discover

Name as it appears on the card: _____

CC#: _____ Exp Date: _____ CVN: _____

Signature: _____ Date: _____

RETURN FORM VIA MAIL OR EMAIL TO

Mail: 401 NE Monroe St., Peoria, IL 61603 | Email: abby@rmhc-centralillinois.org

PLEASE SEND LOGOS TO

austin@rmhc-centralillinois.org 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:

Abby Koester at 309.401.2525 or abby@rmhc-centralillinois.org