



wine
women & shoes[®]
— BENEFITING —
IDAHO HUMANE SOCIETY

Pawsitively Pink

2024 SPONSORSHIP OPPORTUNITIES



Get Pumped!

WINE WOMEN & SHOES BOISE IS BACK!
BENEFITING THE IDAHO HUMANE SOCIETY

THURSDAY, FEBRUARY 29TH | 6:00 PM | THE BOISE CENTRE

Idaho Humane Society is thrilled to bring back this exclusive event to Boise. This engaging and exciting fundraising event brings together community-minded women (and a few good men) to sip, shop, savor, and support a worthy cause in a chic, fun, and innovative way.

GUEST PROFILE

Wine Women & Shoes events attract philanthropic, educated, professional women and men-aka Luxury Brand Consumers.

- 80% women ages 30 to 75
 - 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
 - Focused on fashion forward events
- Enjoy wine and attend wine events
 - Represent the typical luxury brand consumer
 - On average, donate/spend \$200-\$600 per event

PARTNERSHIP:

Supporting Wine Women & Shoes offers you a fantastic way to support the Idaho Humane Society while providing a unique and valuable opportunity to showcase your company.

Marketing Strategy:

- IHS & WWS Website Combined Traffic –72,000+ visitors per month
- IHS Social Reach – Over 94,000+ across all platforms
- IHS Email Reach – Over 40,000+
- Printed materials – Expected audience 1,200+
- Event day exposure – Expected audience 500+



Your Sponsorship Supports



Our mission is to advocate for the welfare and responsible care of animals, protect them from neglect and cruelty, and promote humane education, awareness, and compassion.

IMAGINE A COMMUNITY WHERE EVERY PET HAS...

A loving home • Healthy and nutritious food • Access to the veterinary care they deserve.

Together, we can imagine that reality.

IDAHO HUMANE SOCIETY

RECENT FACTS & STATS

10,609

LOST, SURRENDERED, AND
TRANSFERRED ANIMALS
RECEIVED



1,980

PETS NURTURED IN
FOSTER CARE



1,449

LOST PETS REUNITED
WITH THEIR OWNERS
LAST YEAR



10,772

SPAYS AND NEUTERS
PERFORMED



6,763

ANIMALS ADOPTED
LAST YEAR INTO
LOVING HOMES



Sponsorship Levels

\$20,000 PLATINUM PUMP EXCLUSIVE PRESENTING

- A \$20,000 charitable contribution in Idaho Humane Society
- 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, and invitations
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook & Instagram), reaching 94,000+ followers
- Link to your company website from the Idaho Humane Society and WWS 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 only)
- Two reserved VIP tables for a total of 20 guests
- Swag Bags for 20 guests

\$5,000 GOLDEN HEELS

- A \$5,000 charitable contribution in Idaho Humane Society
- 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 Idaho Humane Society and WWS websites
- Opportunity to place a premier item in the swag bag (event appropriate only)
- Five (5) General Admission Tickets
- Swag Bags for 5 guests

\$10,000 DIAMOND STILETTO EXCLUSIVE

- A \$10,000 charitable contribution in Idaho Humane Society
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, signage, and invitations
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e. Facebook & Instagram), reaching 94,000+ followers
- On-stage verbal recognition during the seated program
- Link to your company website from the Idaho Humane Society and WWS websites
- Opportunity to place a premier item in swag bag (event appropriate only)
- One VIP table for 10 Guests
- Swag bags for 10 guests

\$2,500 SILVER SLIPPERS



















- A \$2,500 charitable contribution in Idaho Humane Society
- Link to your website from the Idaho Humane Society and WWS websites
- Opportunity to place a premier item in the swag bag (event appropriate only)
- Two (2) General Admission Tickets
- Swag Bags for 2 guests

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



Sponsorship LEVELS & BENEFITS CHART



	Presenting Platinum \$20,000*	Diamond Stiletto \$10,000	Golden Heels \$5,000	Silver Slippers \$2,500
On stage speaking opportunity at event				
On stage verbal 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 VIP Tables of 10	1 VIP Table of 10	5 GA Tickets	2 GA Tickets



One-of-a-Kind OPPORTUNITIES



\$7,500 OPPORTUNITY

Benefits Include: 5 VIP tickets + logo on webpage and sponsorship specific signage at the event.

AUTOMOBILE: Drive the guests wild by showcasing your vehicles in the event space! Photo opportunities abound!

\$5,000 OPPORTUNITIES

Benefits Include: 5 VIP tickets + logo on webpage and sponsorship specific signage at the event.

SHOE GUYS: Sponsor our charming Shoe Guys working the room and engaging more than 500 women. It's a great opportunity to showcase your branding on the Shoe Guys shirts. Your logo will also appear on each Shoe Guys peer-to-peer fundraising page and donation thank you email!

PAPARAZZI: (2 available) As lovely ladies mingle throughout, they are photographed in front of a Step and Repeat banner. Your sponsor logo will be splashed onto a vibrant backdrop (along with the WWS and Idaho Humane Society logos) for the event entry photo opp, receiving endless likes and shares!

FASHION SHOW: The moment everyone is waiting for! Your logo will be up on the big screens during the fashion show portion of the evening.

KEY TO THE CLOSET: 250 keys for sale, and only 1 will win the collective bounty.

SWAG BAG: All attendees receive a beautiful bag to take home with your logo, which means they will be rocking your brand around town for years to come.

WINE GLASS: Grab attention as the Wine Glass sponsor with your logo on the wine glass provided to each attendee to use the night of the event and take home to enjoy for years to come.

JEWELRY PULL: The fastest selling activation of the night, tie your logo to what every woman wants: jewelry.

\$2,500 OPPORTUNITIES

Benefits Include: 2 GA tickets + logo on webpage and sponsorship specific signage at the event.

MISSION MOMENT: Tie your brand to the most impactful moment of the event, the reason why we're all there, the Mission Moment.

CENTERPIECE: We'll provide the centerpiece that will be on all the guest tables with your logo featured.

SIGNATURE MOCKTAIL: The perfect pairing for a wine event is a non-alcoholic option that is festive and fun.

BEST IN SHOE: (3 available) Celebrate our attendees' fabulous shoes by promoting a "Best in Shoe" award. Judges work the room and choose the winners. The spotlight is shined on your brand on stage as part of the program.

\$1,000 OPPORTUNITIES

Benefits Include: 1 GA tickets + logo on webpage

HYDRATION STATION: (2 available) Help our attendees hydrate at water stations with elegant signage throughout the venue.

COCKTAIL NAPKIN: Your logo prominently featured on all cocktail napkins for the event. Every best dressed lady needs somewhere to blot her lips!

MIRROR MIRROR: "Who's the fairest of them all?" Underwrite the marketplace vendor mirrors and your logo will be featured throughout.

RESTROOM REPRIEVE: Highlight your company logo near lotions, potions, band-aids and more in a highly trafficked area of the event.



**THANK YOU FOR
YOUR SUPPORT!**



SPONSOR COMMITMENT FORM

Presenting Platinum (\$20,000) Diamond (\$10,000) Golden (\$5,000) Silver (\$2,500)

One of a Kind _____ \$ _____

Name for Recognition Purposes: _____

Contact Name: _____ Address: _____

Email: _____ Phone: _____

Check enclosed for \$ _____ payable to Idaho Humane Society. Mail to: 1300 S. Bird Street, Boise ID 83709

Charge my Credit Card for \$ _____

Please Circle: Visa MasterCard Amex Discover

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

Billing Address: _____ City/State: _____

Zip Code: _____ Signature: _____

Invoice me for for \$ _____

Submit form and payment to Leah Stephens Clark. E-mail: lclark@idahohumanesociety.org or mail to: 1300 S. Bird Street, Boise ID 83709

SPONSORSHIP QUESTIONS? To request additional details regarding your uniquely crafted sponsorship, contact lclark@idahohumanesociety.org

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

