



# wine women & shoes®

Benefiting RMHC® of Amarillo

## Sponsorship Opportunities



THURSDAY, APRIL 11, 2024 | 6 PM  
AMARILLO CIVIC CENTER, HERITAGE ROOM



Ronald McDonald  
House Charities®  
of Amarillo

# Join us

**THURSDAY,  
APRIL 11, 2024  
6-10 PM  
AMARILLO CIVIC CENTER**

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 host this event again for Amarillo in support of the families who call Ronald McDonald House their Home Away from Home. The 2<sup>nd</sup> annual Wine Women & Shoes takes place on April 11<sup>th</sup> and 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.



**Ronald McDonald  
House Charities®**  
of Amarillo

"My husband and I were welcomed with open arms and stayed at the Ronald McDonald House for about 56 days! It truly became our home away from home. The NICU days were long, hard, and emotional... but coming back to the Ronald McDonald House where I could see my twin babies' room at the hospital right from my window helped me be able to sleep at night. I knew they were just right across the street from us."- **Tristyn Miller, Tulia, TX**

We are the only organization in the region that exists solely to provide a home away from home to families of ill and injured children who must travel to receive medical care. Amarillo serves as the primary medical hub between Oklahoma City and Albuquerque, and from Lubbock to Wichita. As a result, families from the 26 counties of the Texas Panhandle as well as the Oklahoma Panhandle, Eastern New Mexico, Southwestern Kansas, and beyond rely on the vital services of the Ronald McDonald House Charities of Amarillo each and every year. Since first opening our doors, RMHC of Amarillo has provided more than 70,000 nights of hospitality to families.

In a typical year, the Ronald McDonald House Charities of Amarillo impacts over 1,000 families through our House, Family Room, and toy/gift delivery program in our partner hospitals. It costs approximately \$100 per night per room to care for a family at our House. For the overwhelming majority of our families who are away from work for extended periods of time as medical bills stack up, a financial contribution of any amount is simply out of reach. Thanks to the generosity of our advocates and supporters like yourself, all families are able to stay at no cost.

## Keep Families Together

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. Please consider supporting Wine Women & Shoes as an individual or corporate sponsor.



## Become An Official Sponsor

OF AMARILLO'S 2nd WINE WOMEN & SHOES BENEFITING RMHC® OF AMARILLO  
 THURSDAY, April 11, 2024 AT AMARILLO CIVIC CENTER, HERITAGE ROOM | 6-10 PM

	<b>Platinum Pump Exclusive \$15,000</b>	<b>Diamond Stiletto \$12,500</b>	<b>Golden Heels \$5,000</b>	<b>Silver Slipper \$2,500</b>	<b>Bronze Pump \$1,500</b>
Exclusivity					
Recognition as Presenting Sponsor					
Unique speaking opportunity at event					
TV recognition					
Recognition in pre and post event press releases					
Podium Recognition					
Local Magazine & PSA Recognition					
Facebook, Instagram Website, Digital Newsletter	<i>Story &amp; Post</i>	<i>Story &amp; Post</i>	<i>Logo</i>	<i>Logo</i>	<i>Name</i>
Unique Underwriting Opportunity					
Link to your company website from the WW&S website					
Tickets	<i>VIP Table for 10 + swag bags for 10</i>	<i>VIP Table for 10 + swag bags for 10</i>	<i>GA Table for 8 + swag bags for 8</i>	<i>4 GA Tickets + swag bags for 4</i>	<i>2 GA Tickets + swag bags for 2</i>

**SPONSORSHIPS CAN BE CUSTOMIZABLE TO MEET YOUR NEEDS AND INTERESTS .**

To request additional details regarding your uniquely crafted sponsorship investment, please contact Luke Oliver at [luka@rmhcofamarillo.org](mailto:luka@rmhcofamarillo.org) or (806) 358-8177 Ext. 109. We are also accepting in-kind donations for the Key to the Closet raffle, silent auction, & live auction. Table sales and individual ticket sales coming soon!

# Marketing Strategy

**SAVE-THE-DATE (Sponsors confirmed by January 19)** 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. *Expected audience: 2,000+*

---

**INVITATION (Sponsors confirmed by February 1)** The full-color event invitation will be distributed 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. *Expected audience: 1,000+*

---

**WEBPAGE** 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 Amarillo webpage and online registration. *Expected audience (RMHC of Amarillo website): 700+ monthly visits*

---

**SOCIAL MEDIA** With an audience of over 8,000 spread across Facebook and Instagram, RMHC of Amarillo will link followers to our mission, our sponsors and their messages through dynamic, engaging and fantastic content.

---

## **PRINTED PROGRAM + DIGITAL DIRECT MAIL MARKETING**

350 print programs distributed to all guests at the event. This book includes event details, sponsor recognition, RMHCA 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 newsletter will be sent to the entire network (3,000+) of RMHCA donors, volunteers, sponsors, and guest families with the latest news on event updates, activities, promotions, and more.

---

**E-MAIL** 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 all of our Wine Women & Shoes partners listed individually by name who helped make the event possible. *Expected audience: 2,600+*

---

## **OTHER MEDIA**

Our partners will also receive additional publicity and coverage for participating in this event through TV/Radio PSAs, Brick and Elm Magazine, and Accent West Magazine, and the Ronald McDonald House Charities of Amarillo's website.

# Sponsorship Opportunities

## **\$15,000 PLATINUM PUMP EXCLUSIVE TITLE (Reserved HSB)**

*\$15,000 will cover costs for a family of four for 4 months*

### **Benefits include:**

- A tax-deductible investment in Ronald McDonald House Charities of Amarillo
- 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 of Amarillo following
- Link to your company website from both RMHC of Amarillo & 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
- One reserved VIP table for a total of 10 guests and 10 swag bags

---

## **\$12,500 DIAMOND STILETTO (1 Available)**

### **Mission Moment Partner**

*\$12,500 will provide 1 year of hospitality in the RMHC family room at NWTMS*

### **Benefits include:**

- A tax-deductible investment in RMHC of Amarillo
- 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 Amarillo & 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 of Amarillo 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

# Sponsorship Opportunities

## \$5,000 GOLDEN HEELS

*\$5,000 will staff our guest services desk for 1 month*

**Sole Men** (*Reserved-Golden Light Cantina*) Sponsor our charming "Sole Men" working the room and engaging with more than 350 attendees. It's a great opportunity to showcase your branding on the Sole Men t-shirts, plus your logo on each shoe guy's peer-to-peer fundraising page and donation thank you email!

**Key to the Closet** (*Reserved-Carpet Tech*) 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!

**Luxury Car Sponsor** (*Reserved Street Volkswagen*) The sweetest ride belongs to the official car brand of our event. This partnership includes the opportunity to display vehicles onsite at our event accompanied by signage exclusive to your business.

**MarketPlace Hors D'oeuvres Sponsor** (*Reserved-Market Street United*) Appetizers never looked this good!! Sponsor our elegant food stations tagged with your company logo and have everyone talking about our great "taste" in caterers!

**Step and Repeat Banner** (1 available) Boost your brand as your logo gets prime viewing on the Step and Repeat banner utilized for photo ops and social media posts all throughout the night!

**Live Auction** Every bidder will see your logo on full display for all components of the live auction!  
(*Reserved – Victoria Jones Jewelry*)

**Stage** (*Reserved-Navigation/Athene*) Enjoy seeing your business' logo on full display at the center of all the action by sponsoring the stage where all of the night's entertainment will take place!

**Wall of Wine** (*Reserved-Prosperity Bank*) For this wine focused event, your logo will be prominently featured on the Wall of Wine signage and Wall of Wine display.

**Benefits Include:** A tax-deductible investment in RMHC of Amarillo, Logo placement on event webpage, name on post-event communication, name/logo recognition on social networking campaigns, name recognition on event e-blasts, and 1 regular table for 8 guests and 8 swag bags.



# Sponsorship Opportunities

## \$2,500 SILVER SLIPPERS

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

**Swag Bags** (*Reserved-Michael Fox State Farm*) 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.

**Napkin Sponsor** (*Reserved-Texas Body Shop*) As attendees sip fine wines and shop – you can support the cause by sponsoring the cocktail napkins at the event.. Your logo will be on 6,000 cocktail napkins at the event.

**Silent Auction** As guests bid to their heart's content on fabulous Silent Auction packages, your logo would be represented in this prime location! (*Reserved – Amarillo National Bank*)

**Volunteer** Be a part of encouraging the hardest working people in the room – our amazing volunteers! Your logo will be highlighted on all volunteer lanyards throughout the space. . (*Reserved – LA-Z Boy*)

**Photo Booth** Your logo gets the 360-degree snapshot treatment on all pics captured at the photobooth throughout the evening. Say cheese! (*Reserved – Raffkind's*)

**VIP Experience** Help us roll out the red carpet for our VIP attendees and provide an elevated experience for the select few. Your brand will be highlighted with all of the extra bells and whistles at our VIP tables. (*Reserved – Credle Enterprises/McDonald's of Hereford*)

**Heads or Tails** (1 available) Keep them on their toes as the sponsor of the Heads or Tails game. Your logo on 200 necklaces for participants in the Heads or Tails game. You can come up on stage and present the winner with their prize!

**Benefits Include:** A tax-deductible investment in Ronald McDonald House Charities of Amarillo, name placement on event webpage, recognition on event communication and social networking campaigns, and 4 regular tickets and 4 swag bags.



# Sponsorship Opportunities

## \$1,500 BRONZE PUMPS

*\$1,500 provides meals and pantry supplies for 1 month*

**Phone-Charging Station** (*Reserved-WTAMU*) Your logo featured at our handy phone charging stations.

**Registration** (*Reserved-L. Hamilton Financial Planning*) – Your logo featured prominently on signage for 350 attendees at the beginning of the event for registration, and closing the night out at our “auction check-out.”

**Mirror, Mirror** (*Reserved – NWTHS*) “Who’s the fairest of them all?” Sponsor may underwrite the marketplace vendor OR bathroom mirrors and their logo, as well as fun phrases like “You look mah-vellous!”

**Bag/Coat Check** Stay top of mind by watching their bags, and wine, and winnings! Your logo is printed on bag check tags as well as signage. (*Reserved – FirstBank Southwest*)

**Restroom Spa Baskets** (*Reserved-Eat Rite*) Pampering the attendees is a luxury well afforded with your name proudly displayed.

**Best in Shoe Awards** (1 available: Polished Pump, Bodacious Boot, Stupendous Sandal) 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. Your logo will be placed on signage in the marketplace, onscreen during awards, and on the winner's sash for your category! (*Bodacious Boot – Raising Cane's*)  
(*Polished Pump – Quadcap Wealth Management*)

**Benefits Include:** A tax-deductible investment in RMHC of Amarillo, name placement on event webpage, recognition on event communication and social networking campaigns, 2 regular tickets and 2 swag bags.

---

## \$500 HONORARY COMMITTEE MEMBER

*\$500 provides one month of transportation for families*

See your name (or your business' name/logo) listed in 400 event programs and in an e-blast to 2,400+ email contacts, as an Honorary Committee member serving and supporting our mission through this spectacular event.





# Sponsorship Commitment

YES! I would like to attend/sponsor Wine Women & Shoes on April 11, 2024!

Tickets and sponsorships available online at [winewomenandshoes.com/rmhcofamarillo](http://winewomenandshoes.com/rmhcofamarillo)



## SPONSORSHIP OPPORTUNITIES

- Platinum Pump Exclusive Title Sponsor \$15,000
- Diamond Stiletto Exclusive Title Sponsor \$12,500
- Silver Slipper Sponsorship \$5,000 **Name of Sponsorship** \_\_\_\_\_
- Sole Proprietor Sponsorship \$2,500 **Name of Sponsorship** \_\_\_\_\_
- Bronze Pump Sponsorship \$1,500 **Name of Sponsorship** \_\_\_\_\_
- Honorary Committee \$500
- Please send me information about universal sponsorship opportunities!

## REGISTRATION INFORMATION

Name for Sponsor Recognition Purposes: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

## PAYMENT INFORMATION

- Check enclosed payable to RMHC of Amarillo
- Charge my:     Visa     Mastercard     AMEX     Discover
- Please invoice me \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_ CVV \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

- I am unable to participate but would like to donate to RMHC of Amarillo \$ \_\_\_\_\_

---

To ensure your company logo is included in event day materials, please mail or email this form to the address below by February 1, 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 February 1, 2024 partner may be recognized in text.

Please make checks payable to RMHC of Amarillo and send to: RMHC of Amarillo, 1501 Streit Drive, Amarillo, TX 79106  
Phone: (806) 358-8177 | Email: [rmh@rmhcofamarillo.org](mailto:rmh@rmhcofamarillo.org) | Federal Tax-Exempt ID Number: 75-1790186