



wine
women & shoes

Benefiting

MOMS IN SECURITY
GLOBAL OUTREACH

Sponsorship Opportunities



The Event

FALL 2024

TIME & LOCATION TBD

Wine Women & Shoes has exploded across North America in the last decade, producing more than 500 fabulous events that have helped raise an impressive \$126 million net for nonprofit partners.

Wine Women & Shoes events are fun, festive, and full of feminine soul – community celebrations that bring women together around fine wine, great style, and causes that matter!

WWS AUDIENCE

- 80% women ages 30 to 65
- Young professionals to CEO moms
- Key influencers, tastemakers, connectors
- Charity supporters, socially conscious and community minded
- Concerned about the health and well-being of themselves and others
- Attend charitable and fashion events
- Enjoy wine and attend wine events
- Represent the typical luxury brand consumer
- On average, they donate/spend \$200-\$1,000 per event
- Notoriously a difficult audience to get in front of, WWS maximizes brand investment by showcasing to focused target market



About us

OUR MISSION

Moms in Security is a not-for-profit organization that focuses its efforts on fundraising and awareness for victims of human trafficking and child exploitation. Our goal is to be a liaison between the security industry, law enforcement, and public/private organizations to create actionable solutions in the fight against human trafficking.

OUR VISION

We aim to shine light on the monstrous issue of human trafficking and to offer ideas for creating awareness, safe reporting mechanisms, and partnerships that support the recovery and rehabilitation of victims and reunification with their families.

CORE PROGRAM AREAS

- Education: We prioritize the dissemination of knowledge regarding the complexities of human trafficking, encompassing its nature, manifestations, and strategies for prevention.
- Crusaders Program: Utilizing our well-established connections with leading technology companies, we facilitate the procurement of essential equipment, greatly amplifying the efficiency of child rescue missions carried out by law enforcement and nonprofit organizations.
- Millstone Project: To bolster the effectiveness of law enforcement and nonprofit endeavors, the Millstone Project centers its efforts on advocating for legislation that places children's protection at the forefront everywhere.

IMPACT

Over the last year, Moms in Security solicited several thousand surveillance cameras, as well as other security equipment for the purposes of outfitting various operation centers for approximately eight non-profits that handle investigations, rescue and rehabilitation of trafficked individuals. Moms in Security has also served as a technical consulting arm for the child exploitation division of a major homeland security office in the Metro New York area.

QUESTIONS AND CONTACT:

Elisa Mule: elisa@emdnyc.com

Isabel Brady: Isabel@momsinsecurity.com

Or visit our website at, momsinsecurity.com



Marketing Strategy

SAVE-THE-DATE *Expected audience: 1,000+*

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/or print mail.

INVITATION *Expected audience: 500+*

The full-color event invitation will be mailed to current sponsors, guests, targeted donors and supporters approximately 8-12+ weeks before the event. The invitation will include recognition for appropriate sponsors and event details.

WEBPAGE

The Wine Women & Shoes webpage will be updated with event and sponsor information and include links to appropriate sponsor websites or pages.

SOCIAL MEDIA

With an audience of over 1,200 spread across social media outlets, Mom's in Security will link guests/followers to our mission, our sponsors, and their messages through dynamic, engaging and fabulous content.

PRINTED PROGRAM *Expected audience: 500+*

Distributed to all attendees at the event, the program includes sponsor recognition, mission information, and live auction item descriptions.

NEWSLETTERS/E-PROMOTIONS/EBLASTS *Expected audience: 500+*

Newsletters will be emailed to the entire network of the Moms in Security's supporters.

\$35,000 PLATINUM PUMP PRESENTING SPONSOR EXCLUSIVE

Benefits include:

- A \$35,000 investment in Moms in Security
- Exclusive recognition as presenting sponsor with name or logo incorporated in Wine Women & Shoes event logo. (i.e.: *"Your Company Name Presents Wine Women & Shoes benefitting Moms in Security"*)
- Prominent logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including save the dates, invitations, programs, and signage (when secured by marketing deadline)
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook, LinkedIn, & Instagram) reaching Moms in Security followers
- Link to your company website from the Moms in Security and WWS event websites
- Opportunity to provide a 30 second video OR have a company representative address the audience during the seated program (2-3 min)
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Three reserved VIP tables for a total of twenty (20) guests with prominent seating
- Swag Bags for 20 guests

\$25,000 TITLE SPONSOR EXCLUSIVE

Benefits include:

- A \$25,000 investment in Moms in Security
- Exclusive recognition as title sponsor with name or logo incorporated in Wine Women & Shoes event logo. (i.e.: *"[Presenting sponsor] Presents Wine Women & Shoes benefitting Moms in Security brought to you by title sponsor"*)
- Prominent logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including save the dates, invitations, programs, and signage (when secured by marketing deadline)
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook, LinkedIn, & Instagram) reaching Moms in Security followers
- Link to your company website from the Moms in Security and WWS event websites
- Opportunity to provide a 30 second video OR have a company representative address the audience during the seated program (1-2 min)
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Two reserved VIP tables for a total of twenty (20) guests with prominent seating
- Swag Bags for 20 guests

\$15,000 DIAMOND STILETTO SPONSOR

Benefits include:

- A \$15,000 investment in Moms in Security
- Prominent logo placement in event public relations and advertising initiatives, press releases, and event collateral including save the dates, invitations, programs, and signage (when secured by marketing deadline)
- Prominent logo recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook, LinkedIn, & Instagram) reaching Moms in Security followers
- Dedicated social media thank you post
- On-stage verbal recognition during the seated program
- Link to your company website from the Moms in Security and WWS event websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- One reserved VIP table for ten (10) guests with preferred seating
- Swag Bags for ten (10) guests

\$10,000 GOLDEN HEELS SPONSOR

Benefits include:

- A \$10,000 investment in Moms in Security
- Prominent logo placement in event public relations and advertising initiatives, press releases, and event collateral including save the dates, invitations, programs, and signage (when secured by marketing deadline)
- Logo recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook, LinkedIn, & Instagram) reaching Moms in Security followers
- On-stage verbal recognition during the seated program
- Link to your company website from the Moms in Security and WWS event websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- One reserved VIP table for (ten) 10 guests
- Swag Bags for ten (10) guests

\$7,500 SILVER SLIPPERS SPONSOR

Benefits include:

- A \$7,500 investment in Moms in Security
- Logo placement in some event public relations and advertising initiatives, press releases, and event collateral including save the dates, invitations, programs, and signage (when secured by marketing deadline)
- Logo recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook, LinkedIn, & Instagram) reaching Moms in Security followers
- On-stage verbal recognition during the seated program
- Link to your company website from the Moms in Security and WWS event websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- VIP tickets for five (5) Guests
- Swag bags for five (5) guests

\$5,000 BRONZE BOOTS SPONSOR

Benefits include:

- A \$5,000 investment in Moms in Security
- Logo placement in some 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 Moms in Security and WWS event websites
- Opportunity to place a premier item in the swag bag (event appropriate items only)
- Five (5) GA Tickets
- Swag Bags for four (5) guests

\$2,500 RUBY SANDALS SPONSOR

Benefits include:

- A \$2,500 investment in Moms in Security
- Company name on event collateral including programs and signage (when secured by marketing deadline)
- Link to your website from the Moms in Security and WWS websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Two (2) GA Tickets and swag bags for 2

Menu of Additional Sponsorships

\$10,000 SPONSORSHIPS *(Includes 10 VIP Tickets)*

Shoe Guys *(1 available)* Sponsor our charming “Shoe Guys” working the room and engaging with our 500 attendees. It’s a great opportunity to showcase your branding on the “Shoe Guy” t-shirts, plus your logo on Shoe Guy’s peer-to-peer fundraising page and donation thank you email!

Mission Moment *(1 available)* Tie your brand to the ultimate emotional moment by underwriting production costs for the heartfelt Mission Moment video. Includes verbal recognition during the introduction of the video, logo impressions during playback positioned as, “This moment made possible by...”, company name or logo on event slides and signage, and continued impressions as video is shared on social sites.

Live Auction *(1 available)* Who doesn’t want to be a part of the excitement of the Live Auction?! Receive logo recognition on the Live Auction preview eblast, all Live Auction slides, verbal Live Auction thank you acknowledgments from stage during the Live Auction.

Fashion Show *(1 available)* All eyes are on the stage during the fashion show, and that moment could be brought to the guests by you! Logo Recognition during Fashion Show, promotion, on eblasts and event signage.

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 on signage, e-blasts, and raffle materials.

\$7,500 SPONSORSHIPS *(Includes 5 VIP Tickets)*

Wine Glass *(1 available)* 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.

Swag Bags *(1 available)* Your logo will appear on the coveted swag bag gifted to all attendees. Hundreds of local tastemakers will soon be parading your branded tote/bag all over town.

Paparazzi Photo Backdrop *(1 available)* Your sponsor logo will be on a vibrant banner backdrop (along with the WW&S and Moms in Security logos) for the event entry photo opp, getting endless impressions, likes and shares!

Wall of Wine *(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 sign says, “Wall of Wine presented by YOUR COMPANY.”

\$5,000 SPONSORSHIPS *(Includes 5 GA Tickets)*

Best in Shoe Awards *(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 announce the winners as part of the live program.

Silent Auction/Mobile Bidding *(1 available)* As guests bid to their heart’s content on fabulous Silent Auction packages, your logo would be represented in this prime location!

Valet Service *(1 available)* A branded parting gift from your company will be placed in each valet parked car. For example: water bottle, or a rose. Signage at Valet Parking booth.

Marketplace *(1 available)* As our guest’s shop, this opportunity ensures they know who you are in every possible way. Underwrite the marketplace and your signage will be placed throughout the venue.

Volunteer *(1 available)* Be a part of encouraging the hardest working people in the room – our amazing volunteers! Your logo highlighted on their volunteer shirts and displayed throughout volunteer areas.

Hydration Station *(2 available)* Help our fabulous attendees hydrate at the water stations. Elegant signage at each hydration station throughout venue.

Cocktail Napkin *(2 available)*

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





Sponsorship Commitment

YES! I would like to attend/sponsor Wine Women & Shoes on
<Insert date of event >

SPONSORSHIP OPPORTUNITIES

- ☐ Platinum Pump Exclusive Presenting \$35,000
- ☐ Title Sponsor Exclusive \$25,000
- ☐ Diamond Stiletto Exclusive Title \$15,000
- ☐ Golden Heels \$10,000 ☐ Silver Slippers \$7,500 ☐ Bronze Boot \$5,000 ☐ Ruby Sandal \$2,500
- ☐ Additional Opportunity \$10,000 (name of sponsorship) _____
- ☐ Additional Opportunity \$7,500 (name of sponsorship) _____
- ☐ Additional Opportunity \$5,000 (name of sponsorship) _____

REGISTRATION INFORMATION

Name for Sponsor Recognition Purposes: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

PAYMENT INFORMATION

- ☐ Check enclosed payable to Moms In Security. Mail to: (insert mailing address)
- ☐ Please invoice me _____
- ☐ Charge my ☐ Visa ☐ Mastercard ☐ AMEX. ☐ Discover
- Name on Card _____
- Billing Address _____
- Credit Card Number _____ Exp Date _____ CVV _____
- Signature _____ Date _____
- ☐ I am unable to participate but would like to donate \$ _____



Please 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 < insert date >, partner may be recognized in text.

Contact us: Isabel Brady: Isabel@momsinsecurty.com | 815-687-6778