



wine women & shoes®

Benefiting

**BOYS & GIRLS CLUBS
OF THE TAR RIVER REGION**

*Sponsorship
Opportunities*

THURSDAY, MAY 2, 2024 | 5:30 PM

at ROCKY MOUNT EVENT CENTER



**BOYS & GIRLS CLUBS
OF THE TAR RIVER REGION**



Pair with us!

Wine Women & Shoes, benefiting Boys & Girls Clubs of the Tar River Region, will feature amazing fashion, fine wines, an incredible auction, fabulous raffles, a shopping marketplace and unlimited fun! We have a variety of sponsorship options to fit your company's charitable giving strategy. With YOUR help, we can continue to offer hope and opportunity to thousands of underserved youth.

Be there. Be fabulous!

THURSDAY, MAY 2, 2024 • 5:30 PM

ROCKY MOUNT EVENT CENTER

285 NE Main St, Rocky Mount, NC 27801

WWS AUDIENCE

- 80% women ages 30 to 55
- Retired executives, CEO moms, 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

EVENT WEBPAGES

Wine Women & Shoes website and BGCTRR event page continually updated with event and sponsor information, sponsor links included on event website.

PRINT AND DIGITAL INVITATION

The full-color event invitation will be sent to 250+ approximately 7-8 weeks before the event.

Expected audience: 250+ each

SOCIAL MEDIA

With a social media audience of more than 2,300, BGCTRR will promote sponsor information across appropriate channels through engaging content.

Expected audience: 2,300

EBLASTS

E-blasts will be sent to a network of BGCTRR donors, friends, and volunteers.

Expected audience: 300+

PRINTED PROGRAM

Distributed to all guests at the event. This book includes event details, sponsor recognition, mission information, and live auction item descriptions.

Expected audience: 300+

The Perfect Fit



BOYS & GIRLS CLUB
OF THE TAR RIVER REGION

Mission:

To inspire and enable all young people, especially those who need us most, to reach their full potential as productive, responsible and caring citizens.

Vision:

At the Boys & Girls Clubs we make sure that all club members are at or above grade level, practicing good characters and citizenship and living healthy lifestyles.























Boys & Girls Clubs of The Tar River Region has an impressive history that began over 50 years ago with the establishment of the Boys Club in Rocky Mount, NC. The organization has since grown to serve thousands of young people between the ages of 5-18 in three locations (Tarboro, Rocky Mount, and Nashville) in the Twin Counties.

We are providing a world-class club experience that assures success is within the reach of every club member who walks through our doors, with all members on track to graduate from high school with a plan for the future, demonstrating good character and citizenship, and living a healthy lifestyle.

We serve over 1,200 Club members in the Twin Counties.



Sponsorship LEVELS & BENEFITS CHART

	Presenting Platinum \$20,000*	Diamond Stiletto \$15,000	Golden Heels \$10,000	Bronze Heel \$5,000
Recognition as presenting sponsor				
On stage speaking opportunity or video at event				
On stage verbal recognition at event				
Opportunity to place Premier item in swag bags				
Logo placement in ALL event public relations and advertising initiatives				
Name/Logo featured on website, eblasts, program & press releases				
Link to your company website from the Boys & Girls Club & WW&S websites				
Mentioned on screen at event				
Tickets	2 VIP Tables of 8	2 VIP Tables of 8	1 VIP Table of 8	4 VIP Tickets

*Exc (one available)

\$20,000 Platinum Pump

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 the Boys & Girls Clubs of the Tar River Region Presented by "Your Company Name/Logo Here").

EXCLUSIVE PRESENTING SPONSOR BENEFITS INCLUDE:

- A \$20,000 investment in Boys & Girls Clubs of the Tar River Region
- 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, Twitter, & Instagram) reaching Boys & Girls Clubs of the Tar River Region followers
- Link to your company website from the Boys & Girls Clubs of the Tar River Region 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 items only)
- Two VIP tables of eight for a total of sixteen guests
- Swag Bags for sixteen guests



Sponsorship Opportunities

\$15,000 Diamond Stiletto

This sponsorship puts your name in front of all the guests of Wine Women & Shoes. Your name/logo will have prominent placement on all collateral, event signage, social networking campaigns and webpages.

BENEFITS INCLUDE:

- A \$15,000 investment in Boys & Girls Clubs of the Tar River Region
- 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, Twitter, & Instagram)
- On-stage verbal recognition during the seated program
- Link to your company website from the Boys & Girls Clubs of the Tar River Region and WWS websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Two VIP tables of eight for a total of sixteen guests
- Swag bags for sixteen guests



\$10,000 Golden Heels

Be in the forefront of this celebration bringing women together for an evening of fine wine, great style. You will receive recognition on on all collateral, event signage, social networking campaigns and webpages.

BENEFITS INCLUDE:

- A \$10,000 investment in Boys & Girls Clubs of the Tar River Region
- 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 Boys & Girls Clubs of the Tar River Region and WWS websites
- Opportunity to place a premier item in the swag bag (event appropriate items only)
- One VIP table of eight
- Swag Bags for eight guests



\$5,000 Silver Slippers

Includes recognition on event signage, program and webpages.

BENEFITS INCLUDE:

- Link to your website from the Boys & Girls Clubs of the Tar River Region and WWS websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name in the event program & on event signage
- Four VIP tickets
- Swag bags for four 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: Your logo on one side of a high-quality shopping bag + four VIP tickets*

SHOE GUYS - \$5,000: Sponsor our charming “Shoe Guys” working the room and engaging more than 350 women. It's a great opportunity to showcase your branding on the “Shoe Guys” 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 + four VIP Tickets.*

AUTOMOBILE - \$5,000: Drive the ladies wild by promoting your vehicles at Wine Women & Shoes. Display cars indoors or out while working the room at the Signature Event. Photo opps abound, especially if you park on the red carpet. *Benefits include: Your vehicles at the event + four VIP Tickets.*

MOBILE BIDDING - \$5,000: Be the logo prominently featured on all Mobile bidding and Silent Auction pages, e-blasts, and social posts! Our guests will be checking out the mobile bidding screen frequently while the auction is live and will see your logo every time! *Benefits include: Your logo on our Mobile Bidding pages, eblasts, and social posts + four VIP Tickets.*

PAPARAZZI PHOTO BACKDROP - \$2,500: *(Two available)* As lovely ladies mingle throughout 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 Boys & Girls Clubs of the Tar River Region logos) for the event entry photo opp, getting endless likes and shares! *Benefits Include: Logo on Step & Repeat banner + two GA Tickets*

KEY TO THE CLOSET - \$2,500: 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 Included: Logo on signage, e-blasts, and all raffle materials + two GA tickets.*

WALL OF WINE - \$2,500: 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 + two GA tickets*





Sponsorship Commitment

WE ARE EXCITED TO BE A PART OF THE EVENT ON MAY 2, 2024 AND WOULD LIKE TO PARTICIPATE IN THE FOLLOWING WAY:

\$20,000 PLATINUM PUMP EXCLUSIVE PRESENTING

\$15,000 DIAMOND STILETTO

\$10,000 GOLDEN HEELS

\$5,000 SILVER SLIPPERS

\$5,000 OPPORTUNITY _____

\$2,500 OPPORTUNITY _____

Name for Sponsor Recognition: _____ Contact Name: _____

Address: _____

E-mail: _____ Phone: _____

Unable to attend but here is a donation to Boys & Girls Clubs of the Tar River Region of \$ _____

Check enclosed (Boys & Girls Clubs of the Tar River Region)

Send me an invoice for \$ _____



Return form to Desiree Dolberry at ddolberry@bgcnec.org or by mail to P.O. Box 1622 Rocky Mount NC 27802