



wine  
women & shoes®

BENEFITING



faison  
center



Sponsorship  
OPPORTUNITIES

# The Perfect Pair...

## THE FAISON CENTER & WINE WOMEN & SHOES

**Wine Women & Shoes** has exploded across North America in the last two decades, producing more than 800 fabulous fashion events that have helped raise an impressive \$400 million.

**Wine Women & Shoes** events blend elegance and excitement, bringing women together to enjoy fine wine, fabulous fashion, and the joy of supporting meaningful causes.

### JOIN US!

NOVEMBER 20, 2025 | 6:00-9:30 PM  
AT THE SCIENCE MUSEUM OF VIRGINIA

### WINE WOMEN & SHOES AUDIENCE

- Accomplished, style-conscious women across a wide age range (30–70)
- Passionate about health, wellness, and giving back
- Community-minded, philanthropic, and driven by purpose
- Guests typically contribute between \$500 and \$1,000 per event through donations, ticket purchases, and shopping
- Attend fashion-forward and charity-focused events
- A strong match for high-end fashion, beauty, and lifestyle partnerships
- Influential community leaders with a strong sense of style and social reach
- Enjoy meaningful experiences that support impactful causes

### THE FAISON CENTER'S MISSION

At **The Faison Center**, our mission is to give children and adults with autism and related challenges the best opportunity to improve their life's journey through evidence-based practice. We provide world-class services and programs through our unique lifespan model, which offers enriching opportunities from early diagnosis to adulthood. No matter when our services are needed, we are committed to improving the lives of the individuals we serve.





# MARKETING STRATEGY

## SAVE-THE-DATE

A postcard formally announcing the event date and theme, as well as confirmed high-level sponsors.

## INVITATION

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 confirmed sponsors and event details.

## NEWSLETTERS E-PROMOTIONS EBLASTS

Newsletters will be emailed to the entire network of **The Faison Center** supporters.



## WEBPAGE

The **Wine Women & Shoes** website will be updated with event and sponsor information and include links to sponsor webpages.

## SOCIAL MEDIA

With an audience of over 5,000 spread across social media outlets, **The Faison Center** will link guests/followers to our mission, our sponsors, and their messages through dynamic, engaging and fabulous content.

## PROGRAM

Distributed to all attendees at the event, the program includes event details, sponsor recognition, **The Faison Center** program information, and live and silent auction item descriptions.

**Expected Audience:** 250 guests

+ Much more!

# EXCLUSIVE SPONSORSHIP OPPORTUNITIES

## \$25,000 PLATINUM PUMP EXCLUSIVE PRESENTING SPONSOR

- A \$25,000 tax-deductible investment in **The Faison Center**
- Exclusive recognition as presenting sponsor with name or logo incorporated in Wine Women & Shoes event branding
- Prominent logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral, including programs, signage, invitations, and save the dates, event website, e-blasts, and social networking campaigns (i.e., Facebook, LinkedIn, & Instagram) reaching **The Faison Center** followers
- Link to your company website from **The Faison Center** and **Wine Women & Shoes** 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 reserved VIP tables for a total of 16 guests
- Swag Bags for 16 guests

## \$15,000 PLATINUM PUMP SPONSOR

- A \$15,000 tax-deductible investment in **The Faison Center**
- Exclusive recognition as Platinum Pump sponsor with name or logo prominently placed in marketing materials
- Prominent logo placement in event public relations and advertising initiatives, press releases, and event collateral, including programs, signage, invitations, and save the dates, event website, e-blasts, and social networking campaigns (i.e., Facebook, LinkedIn, & Instagram) reaching **The Faison Center** followers
- On-stage verbal recognition during the seated program
- Link to your company website from **The Faison Center** and **Wine Women & Shoes** websites
- Opportunity to place a premier item in swag bag (event-appropriate items only)
- One reserved VIP table for a total of 12 guests
- Swag Bags for 12 guests

## \$10,000 SHINE LIKE A DIAMOND SPONSOR

- A \$10,000 tax-deductible investment in **The Faison Center**
- Prominent logo placement in event public relations and advertising initiatives, press releases, and event collateral, including programs, signage, invitations, and save the dates, event website, e-blasts, and social networking campaigns (i.e., Facebook, LinkedIn, & Instagram) reaching **The Faison Center** followers
- On-stage verbal recognition during the seated program
- Link to your company website from **The Faison Center** and **Wine Women & Shoes** websites
- Opportunity to place a premier item in swag bag (event-appropriate items only)
- One reserved VIP table for a total of 8 guests
- Swag Bags for 8 guests

## \$7,500 GOLDEN HEELS SPONSOR

- A \$7,500 tax-deductible investment in **The Faison Center**
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral, including programs, signage, invitations, and save the dates, event website, e-blasts, and social networking campaigns (i.e., Facebook, LinkedIn, & Instagram) reaching **The Faison Center** followers
- On-stage verbal recognition during the seated program
- Link to your company website from **The Faison Center** and **Wine Women & Shoes** websites
- Opportunity to place a premier item in swag bag (event-appropriate items only)
- Six (6) VIP tickets
- Swag bags for 6 guests

# EXCLUSIVE SPONSORSHIP OPPORTUNITIES

## \$5,000 SILVER SLIPPERS SPONSOR

- A \$5,000 tax-deductible investment in **The Faison Center**
- 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 Faison Center** and **Wine Women & Shoes** websites
- Opportunity to place a premier item in the swag bag (event-appropriate items only)
- Four (4) VIP Tickets
- Swag Bags for 4 guests

## \$2,500 BRONZE PUMPS SPONSOR

- A \$2,500 tax-deductible investment in **The Faison Center**
- Link to your website from **The Faison Center** and **Wine Women & Shoes** websites
- Opportunity to place a premier item in swag bag (event-appropriate items only)
- Name in the event program & on event signage
- Two (2) General Admission tickets
- Swag bags for 2 guests

## SPONSORSHIPS AT A GLANCE

Sponsorship Level & Benefits	Donation	Tickets & Swag Bags	Logo & Link Promo	Marketing Opportunities	On Stage Recognition
Platinum Pump Exclusive Presenting	<b>\$25,000</b>	2 VIP Tables for a total of 16 Guests & 16 Swag Bags			
Platinum Pump	<b>\$15,000</b>	1 VIP Tables for a total of 12 Guests & 12 Swag Bags			
Shine Like a Diamond	<b>\$10,000</b>	1 VIP Table for a total of 8 Guests & 8 Swag Bags			
Golden Heels	<b>\$7,500</b>	6 VIP Tickets & 6 Swag Bags			
Silver Slippers	<b>\$5,000</b>	4 VIP Tickets & 4 Swag Bags			
Bronze Pumps	<b>\$2,500</b>	2 GA Tickets & 2 Swag Bags			



# Unique Sponsorship Opportunities

## \$5,000 SPONSORSHIP OPPORTUNITIES

**Swag Bag** (1 available) - It's all in the Bag! Your logo will appear at each guests place setting with the coveted swag bag gifted to all attendees. These swag bags will contain a curated selection of fabulous goodies and are sure to leave a lasting impression. **Benefits Include:** Logo recognition + Marketing Benefits + Event Tickets

**Wine Glass** (1 available) Be the first stop of the evening and help our guests savor every sip! As the Wine Glass Sponsor, your brand will be prominently featured at the wine glass display station, where each guest picks up their glass for the night's tastings. A perfect way to pour your brand into the experience from the very start. **Benefits Include:** Logo Recognition on glass display + Marketing Benefits + Event Tickets

**Red Carpet/Step & Repeat** (1 available) Flashbulbs. Fame. Your Logo! Unleash the power of the paparazzi with a red-carpet experience as guests arrive and flash their best smiles in front of a branded step and repeat. As the sponsor, your brand becomes part of every snapshot shared across social media for months to come. **Benefits Include:** Your logo photo backdrop + Marketing Benefits + Event Tickets

**Key to the Closet** (1 available) Be the name behind the ultimate luxury prize of the evening, a closet filled with everything a woman could want. Guests will be buzzing with excitement as they try to unlock this dream wardrobe, and your brand will be front and center at every moment. **Benefits Include:** Logo on all KTC promotions, signage, and display + Verbal Recognition from Stage + Opportunity to help draw/announce winner + Marketing Benefits + Event Tickets

**Entertainment** (1 available) Be the name behind the most memorable part of the evening, a unique entertainment moment at the end of our program. As the exclusive Entertainment Sponsor, you will help create an unforgettable experience that will keep guests talking long after it ends. **Benefits Include:** Marketing Benefits + Event Tickets

**Mission Moment** (1 available) Align your brand with the most powerful moment of the night by sponsoring the Mission Moment Video. This heartfelt feature captures the true impact of your mission, leaving a lasting impression on every guest. You will be highlighted with verbal recognition during the video's introduction, prominent logo placement during playback as "Brought to you by..." or "This moment made possible by...", and continued exposure through mission-related e-blasts, event slides, signage, and post-event social media shares. **Benefits Include:** Verbal Recognition from Stage + Logo Recognition on Video + Marketing Benefits + Event Tickets



# Unique Sponsorship Opportunities

## \$2,500 SPONSORSHIP OPPORTUNITIES

**Wall of Wine** (1 available) For this WINE-focused event, your logo will be prominently featured on Wall of Wine signage and Wall of Wine display. This activation is always a sellout! **Benefits Include:** Logo recognition on WOW signage and/or display + Marketing Benefits + Event Tickets

**Glam Grab Bag** (1 available) Bring the glam and the buzz! The Glam Grab Bag will be filled throughout the evening as guests bring their favorite beauty, fashion, and lifestyle products to contribute. By the end of the night, this one-of-a-kind bag will be overflowing with up to 250 fabulous items. As the sponsor, your brand will be highlighted on stage while it is auctioned live to the highest bidder. **Benefits Include:** Logo Recognition + Marketing Benefits + Event Tickets

**Mirror Mirror** (1 available) "Who's the fairest of them all?" Sponsor or underwrite the marketplace vendor OR bathroom mirrors and their logo, as well as fun phrases like "You look mah-vellous!"

**Benefits Include:** Logo Recognition + Marketing Benefits + Event Tickets

**Raise Your Paddle** (1 available) Elevate your brand as the Raise Your Paddles sponsor! Your logo will be printed on the back of every event program, next to the bid numbers, ensuring maximum visibility as guests raise their paddles to bid. This prime placement guarantees your brand is seen by all during one of the event's most exciting moments, leaving a lasting impression as guests engage in the Live Auction and Fund-a-Need.

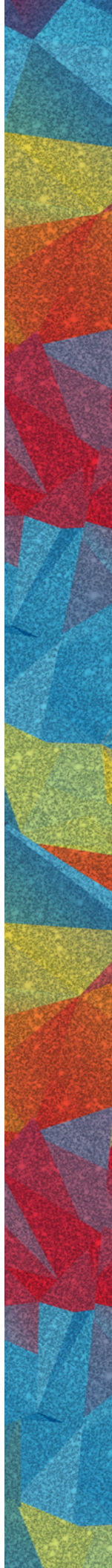
**Benefits Include:** Logo Recognition + Marketing Benefits + Event Tickets

**Marketplace Sponsor** (1 available) As our guests shop the day away, this opportunity ensures they know who you are in every possible way. Sponsor may underwrite the marketplace, and your signage will be placed throughout the venue. **Benefits Include:** Logo Recognition + Marketing Benefits + Event Tickets

**Hydration Station** (1 available) Help our fabulous attendees hydrate at the water/non-alcoholic hydration station. Elegant signage and dispensers will draw a thirsty crowd. **Benefits Include:** Logo Recognition + Marketing Benefits + Event Tickets

**Wine Tasting Station** (4 available) As a Wine Tasting Sponsor, your name will be associated with each celebratory pour at your branded station. You will help set the tone for an evening of elegance, connection, and giving, with your brand woven into one of the most memorable parts of the event. **Benefits Include:** Logo Recognition + Marketing Benefits + Event Tickets

**Charcuterie Boards** (1 available) Each table will have an elegant charcuterie board for guests to enjoy during the program. There is no better pairing than cheese and your logo. **Benefits Include:** Logo Recognition + Marketing Benefits + Event Tickets



# SPONSOR REGISTRATION

## EXCLUSIVE OPPORTUNITIES

- ☐ \$25,000 PLATINUM PUMP EXCLUSIVE PRESENTING SPONSOR
- ☐ \$15,000 PLATINUM PUMP SPONSOR ☐ \$10,000 SHINE LIKE A DIAMOND SPONSOR
- ☐ \$7,500 GOLDEN HEELS SPONSOR ☐ \$5,000 SILVER SLIPPERS SPONSOR
- ☐ \$2,500 BRONZE PUMPS SPONSOR
- ☐ ADDITIONAL OPPORTUNITY (NAME OF OPPORTUNITY)

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

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

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

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

☐ Invoice me

☐ Check enclosed for \$ \_\_\_\_\_ Payable to **The Faison Center**  
Mail to: 5311 Markel Road, Richmond, VA 23230

☐ Charge my Credit Card for \$ \_\_\_\_\_  
Return form via MAIL to: 5311 Markel Road, Richmond, VA 23230

Please Circle:      Visa              MasterCard              Amex              Discover

CC#: \_\_\_\_\_ Exp.: \_\_\_\_\_ CVN: \_\_\_\_\_

☐ I cannot attend. Please accept my donation of \$ \_\_\_\_\_

Company/Address: \_\_\_\_\_

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

Signature: \_\_\_\_\_



## DON'T SEE WHAT YOU'RE LOOKING FOR?

To request additional details regarding your uniquely crafted sponsorship investment, please contact **Ty Toepke** at [tntoepke510@faisoncenter.org](mailto:tntoepke510@faisoncenter.org)