

A decorative border of colorful floral and abstract shapes surrounds the central text. The border includes various flowers in shades of orange, pink, purple, and yellow, along with green leaves, purple and yellow teardrop shapes, and swirling lines in yellow, green, and purple. The background is black.

wine
women & shoes
— BENEFITING —
Presbyterian ear Institute

**SPONSORSHIP
OPPORTUNITIES**

THE PERFECT PAIR ... PRESBYTERIAN EAR INSTITUTE AND WINE WOMEN & SHOES

**Presbyterian Ear Institute invites you to don your
best heels at the 3rd Annual Wine Women & Shoes:**

HEELS FOR HEARING

Wine Women and Shoes has exploded across North America in the last decade, producing more than 500 fabulous fashion events that have helped net an impressive \$112 million for non-profit partners. In the last 2 years, Presbyterian Ear Institute has been able to raise more than \$300,000 at our amazing Wine Women & Shoes events! Our Heels for Hearing event is a fun, festive, and full of “sole” – community celebration that brings people together around fine wine, great style and a life changing cause.

JOIN US!

Saturday, November 1, 2024 11:00am

SANDIA
Resort & Casino

CLOSE TO HOME. FAR FROM ORDINARY.

WWS AUDIENCE

- 80% women ages 30 to 55
- Retired executives to CEO moms to 30-something young professionals
- Key influencers, tastemakers, connectors
- Socially conscious and community-minded charity supporters
- Health-conscious trend-setters interested in their own and others' well-being
- Fashion enthusiasts
- Wine connoisseurs
- Luxury-brand consumers
- Donors who spend an average of \$200-600 per event





Presbyterian ear Institute



“PAIR” WITH US AND GIVE THE PRICELESS GIFT OF HEARING AND SPEAKING TO DEAF AND HARD OF HEARING CHILDREN!

For 38 years Presbyterian Ear Institute (PEI) has provided services for deaf and hard of hearing (D/HH) individuals in New Mexico, restoring the ability to hear using cochlear implants and hearing aids. Join us in 2025 as we celebrate 38 years of helping individuals hear life.

OUR MISSION

PEI exists to assist people with hearing loss to better listen and speak and integrate into mainstream society. We offer hope in breaking the silence for children and adults by working daily to mitigate the lifelong effects that hearing loss has on literacy, educational achievement, vocational opportunities and social and emotional well-being.

Founded in 1987, PEI has broken the silence for hundreds of students, adult clients, and their families. Poet Elizabeth Alexander writes, “We encounter each other in words, and indeed 99% of the world’s population is hearing and speaking.” PEI changes lives – and not only the lives of individuals with hearing loss, but the lives of their families, friends, neighbors, and communities, making the world a much bigger place for people with hearing loss by increasing their capacity to participate more fully in all aspects of life and shine their light on others in ever-widening ripples!

THE “SOLE” PURPOSE

Imagine the world without sound: Not being able to hear rain falling, the cheering of a crowd, the beauty of music, or the voices of your family at dinnertime. Imagine being the parent of a deaf child and fearing your baby will never hear you say, “I love you.” Or being the grandparent who cannot hear the sweet voices of your grandchildren.

NOW IMAGINE THAT SILENCE CAN BE BROKEN!

At Presbyterian Ear Institute, we turn tough situations like the diagnosis of hearing loss into the opportunity to hear and speak! When you pair with PEI for our Wine Women and Shoes - Heels for Hearing event, you help change lives! That’s because the funds you help raise give individuals with hearing loss access to advanced hearing technology and research-driven methods that connect them with the world of sound and spoken language, letting them realize their unlimited potential!



“PEI taught me to hear and speak as a young child. Today I am a graduate of Embry Riddle Aeronautical University. At Embry Riddle, I sat in large, noisy auditoriums, was on launch pads with small-scale rocket launches, and was in wind-tunnel testing labs with experiments. I was allowed to truly enjoy and appreciate the large and the fine details of every sound that I heard. All of this was a gift. And the true gift was ‘normality.’ Without the aid of PEI, I would not have been able to achieve the goals that I have achieved today.”

- IAN BIGGER, PEI ALUMNI



MARKETING STRATEGY

HOW WE PROMOTE YOUR SUPPORT

SAVE-THE-DATE

A save-the-date formally announcing the event will be distributed to a targeted list of donors, board members and volunteers. The save-the-date will include recognition of appropriate sponsors.

Expected audience: 1,300+

WEBPAGE

The Wine Women & Shoes website and Presbyterian Ear Institute page will be updated with event and sponsor information and include links to appropriate sponsor webpages.

Expected audience: 6,000+

INVITATION

A full color invitation will be sent to current sponsors, guests, targeted donors and supporters 7-8 weeks before the event. The invitation will include recognition for appropriate sponsors.

Expected audience: 1,375

SOCIAL MEDIA

With an audience of more than 600 spread across social media outlets, Presbyterian Ear Institute will link followers to our mission, appropriate sponsor webpages and their messages through engaging content.

Expected audience: 600

E-BLASTS

E-blasts will be sent to the entire network (1,000+) of Presbyterian Ear Institute members, donors, volunteers, and friends with the latest news on event updates, activities, promotions, and more.

Expected audience: 1,300+

PROGRAM

Distributed to all guests at the event. The program includes event details, sponsor ads and recognition, Presbyterian Ear Institute program information and silent and live auction item descriptions.

Expected audience 350

+ MORE!



PLATINUM PUMP EXCLUSIVE PRESENTING SPONSOR

\$15,000 – SOLD

SANDIA
Resort & Casino
CLOSE TO HOME. FAR FROM ORDINARY.

PUT YOUR BEST FOOT FORWARD! WE ARE OFFERING AN EXCLUSIVE SPONSORSHIP FOR THE PRESENTING RIGHTS TO WINE WOMEN & SHOES.

Benefits include:

- A \$15,000 investment in Presbyterian Ear Institute
 - 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 & Instagram) reaching Presbyterian Ear Institute followers
 - Links to your company website from the Presbyterian Ear Institute and WW&S websites
 - Opportunity to provide a 30-second video OR have a company representative address the audience during the seated program
 - Your sponsor logo on the Step & Repeat banner (along with the WWS and Presbyterian Ear Institute logos) for the event entry photo opportunity
- Two reserved VIP tables for a total of 20 guests





DIAMOND STILETTO SPONSOR - \$7,500 - SOLD

 **PRESBYTERIAN**



Benefits include:

- A \$7,500 investment in Presbyterian Ear Institute
- 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, & Instagram)
- Your logo on souvenir wine glass given to each attendee for use throughout the evening
- On-stage verbal recognition during the seated program
- Links to your company website from the Presbyterian Ear Institute and WW&S websites
- One VIP table for 10 Guests

GOLDEN HEELS SPONSOR - \$5,000

Benefits include:

- A \$5,000 investment in Presbyterian Ear Institute
- Logo placement in ALL event public relations and advertising initiatives, programs, and signage
- Recognition on event website, e-blasts, and social networking campaigns
- Links to your website from the Presbyterian Ear Institute and WW&S websites
- Ten (10) VIP Tickets

SILVER SLIPPER SPONSOR - \$2,500

Benefits include:

- A \$2,500 investment in Presbyterian Ear Institute
- Logo in the event program & on event signage
- Links to your website from the Presbyterian Ear Institute and
- WW&S websites Four (4) VIP tickets














BRONZE BOOT SPONSOR - \$1,000

Benefits include:

- A \$1,000 investment in Presbyterian Ear Institute
- Name in the event program & on event signage
- Links to your website from the Presbyterian Ear Institute and WW&S websites
- Two (2) General Admission tickets

SPONSORSHIP BENEFITS AT A GLANCE

Sponsorship Benefits	Tickets	Logo & Link Promo	Marketing Opportunities	On Stage Recognition	Two Tables for ten
Platinum Pump Exclusive Presenting - \$15,000	Two VIP Tables 20 VIP tickets				
Diamond Stiletto - \$7,500	One VIP Tables 10 VIP tickets				
Gold Heels - \$5,000	10 VIP tickets				
Silver Slipper - \$2,500	4 VIP tickets				
Bronze Boot - \$1,000	2 General Admission tickets				

MENU OF ADDITIONAL MARKETING SPONSORSHIPS

SOLE MEN- \$5,000 (1 available) - Sponsor our charming “Sole Men” working the room and engaging 350 attendees. It's a great opportunity to showcase your branding on the “Sole Men” shirts, plus your logo will appear on each Sole Man's peer-to-peer fundraising page and donation thank-you email! Benefits include: logo on shirts, signage, e-blasts + 10 VIP tickets.

FASHION SHOW SPONSOR - \$5,000 (1 available) – Be the face of the runway by providing the models, clothing and shoes that are featured during the main event. This is truly a one-of-a-kind opportunity to show off your brand while supporting a charitable event. Benefits include: logo recognition during Fashion Show and promotion, verbal recognition from stage, logo on all Fashion Show promotional materials + 10 VIP tickets.

KEY TO THE CLOSET – \$2,500 (1 available) One hundred chance Keys for sale, and only 1 will win the collective bounty! Your brand will be featured as the Key-to-the-Closet sponsor. Benefits include: logo on signage, e-blasts, and all *raffle* materials + 4 VIP tickets.

BEST IN SHOE AWARDS - \$2,500 (2 available) Celebrate our attendees' fabulous shoes by promoting our “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. Benefits include: logo recognition + 4 VIP tickets.

WALL OF WINE & SPIRITS - \$2,500 (1 available) Your logo will be prominently featured on the Wall of Wine & spirits signage and display. Sign will read “Wall of Wine presented by XYZ Company.” Benefits include: logo recognition + 4 VIP tickets.

PRINTING SPONSOR - \$2,500 (1 available) Help us present this incredible event to our guests by sponsoring our invitation and program printing. Benefits include: logo recognition + 4 VIP tickets.

SWAG SPONSOR - \$2,500 (1 available) Your logo will appear on the coveted swag gifted to all attendees. Soon your branded item or tote will be paraded all over town. Benefits include: 4 VIP tickets.

DESSERT SPONSOR - \$2,500 (1 available) What better way to ensure they remember your company? Desserts will be provided during the event with your company logo on each table, with table signage or on the desserts! Benefits include: 4 VIP tickets.

COCKTAIL NAPKIN SPONSOR - \$1,000 (1 available) Be the logo prominently featured on all cocktail napkins for the event. Every best-dressed lady needs somewhere to blot her lips! Benefits include: logo recognition + 2 General Admission tickets.

LUCKY TICKET SPONSOR - \$1,000 (5 available) Sponsor the “Lucky Ticket Auction” and have your logo placed throughout the Lucky Ticket Auction area and online Benefits include: logo recognition + 2 General Admission tickets.





wine
women & shoes®
— BENEFITING —
Presbyterian ear Institute

PUT YOUR BEST FOOT FORWARD...

SPONSORSHIP OPPORTUNITIES

- SOLD!** Platinum Pumps Presenting - \$15,000 **SOLD!** Diamond Stiletto - \$7,500 Gold Heels - \$5,000
 Silver Slippers - \$2,500 Bronze Boots - \$1,000
 Marketing Sponsorship - Level _____ \$ _____

CONTACT INFORMATION

Name (For Recognition Purposes): _____

Phone Number: _____ Email Address: _____

PAYMENT INFORMATION

- Send invoice to (Name & Address): _____
 Enclosed is a check for \$ _____ made payable to Presbyterian Ear Institute

RETURN FORM VIA MAIL OR EMAIL TO

Mail: 415 Cedar St, SE Albuquerque, NM 87106 | Email: KMartinez@peiabq.org

PLEASE SEND LOGOS TO

KMartinez@peiabq.org (EPS or high-resolution jpg or png formats)
Presbyterian Ear Institute is a 501(c)(3), not-for-profit organization (Tax #85-0373591).
Your sponsorship contribution is tax-deductible as allowed by law.

FIND THE PERFECT FIT

We encourage you to suggest ideas for crafting the perfect sponsorship for your objectives such as special events, exclusive perks for your customers, or something that enhances the guest experience overall. Everything is customizable to meet your needs and interests! Please contact:

Kristina Martinez at KMartinez@peiabq.org or 505-998-7525