



YWCA NASHVILLE & MIDDLE TENNESSEE
The largest provider of domestic violence services in Tennessee

Presented by  **REGIONS**

Sponsorship **OPPORTUNITIES**



Sip. Shop. Support.

MARCH 21, 2026 | MUSIC CITY CENTER

ABOUT WINE WOMEN & SHOES

Nashville's most extraordinary women will kick up their heels, sip fine wines, shop the latest fashion accessories, bid on fabulous live auction items, and celebrate an afternoon of style and purpose in support of **YWCA Nashville & Middle Tennessee**. Over the past 13 years, **Wine Women & Shoes Nashville** has raised more than \$3.7 million to provide safety for thousands of women escaping domestic violence and to empower survivors to rebuild their lives. **Wine Women & Shoes** offers a unique opportunity to unite **YWCA**, wineries, retailers, corporate sponsors, and the community in one unforgettable experience. Together, we raise vital funds and awareness for **YWCA's** mission, drive sales for winery and retail partners, and create meaningful visibility for corporate sponsors, all while inspiring generosity, empowerment, and connection.

WINE WOMEN & SHOES AUDIENCE

Wine Women & Shoes attracts an audience of socially conscious women ages 25 to 65, including executives, young professionals, community leaders, and influencers, who embrace luxury brands and are deeply committed to supporting the programs and services of **YWCA Nashville & Middle Tennessee**. Equally important to note:

- Women control two-thirds of consumer wealth in the United States.
- Over 90% of our audience will pass along event information to others.
- On average, guests spend over \$700 at **Wine Women & Shoes Nashville**.

2026 EVENT CO-CHAIRS



Roxianne Bethune



Laurie Miller



Meredith Risner



Marketing Strategy

SHOWCASING YOUR PARTNERSHIP WITH PURPOSE

WEBSITE

Sponsors will be celebrated on the **YWCA Nashville & Middle Tennessee** & **Wine Women & Shoes** event websites.

INVITATION

An elegantly crafted, full-color invitation will be mailed to over **800 targeted donors and supporters.**

PROGRAM

Presented to 600+ guests, the beautifully designed event program highlights the evening's details, celebrates sponsors, shares **YWCA's** work and mission and features exclusive live auction item descriptions.

MEDIA & IMPRESSIONS

With an **audience of more than 8,800,** YWCA will recognize event sponsors with dynamic, engaging, and fabulous content.

On average, **Wine Women & Shoes Nashville** is annually featured in **12 pieces of media coverage** with an estimated **45K+ views.**

THE NASHVILLE SIGN

The Nashville Sign boasts a truly unique position as the anchor of the **13-lane intersection** of Broadway, West End Avenue, and 16th Avenue.

This well-known intersection is one of the busiest in the state and is used by residents, tourists, and all forms of city transportation.



Your Impact in Action



WINE WOMEN & SHOES BENEFITS YWCA'S WEAVER DOMESTIC VIOLENCE CENTER

YWCA offers more than safety. We help break the cycle of abuse by offering a continuum of services:

- 24-Hour Crisis & Support Helpline and Textline
- Abbie's Safe Home Pet Shelter
- Adult and Children's Counseling
- Case Management
- Career Counseling
- Community Education
- Financial Literacy Education
- Legal Aid Clinics
- Re-New at the **YWCA**
- Shear Haven Training
- Shelter and Community-Based Support Groups
- Strengthening Families Program (TANF)
- Survivors First Program
- Transitional Housing Referrals
- Weaver Domestic Violence Center Emergency Shelter

WHAT YOUR SPONSORSHIP MAKES POSSIBLE



Last year, **YWCA** provided **10,200** nights of safety to **326** women and children at the Weaver Domestic Violence Center and **5,227** nights of safety to pets of survivors.

Additionally, **5,200** phone calls to our 24-hour Crisis and Support Helpline were completed, and **97%** reported an increased knowledge of available domestic violence services and indicated that their needs were met at call's end.

SPONSORSHIP AMENITIES LIST

PEACE SPONSOR: \$25,000

Reserved Prime Seating for 20 Guests (2 Tables)

- 1 bottle of celebratory champagne for each table
- Verbal recognition from the stage
- Company name in all event press releases
- Full-page, color advertisement in the printed event program
- Company logo included on all event materials, including:
 - Exclusive recognition as the Mission Moment Supporter during the luncheon video
 - Event advertisement on The Nashville Sign, exclusive to the top two sponsor levels
 - Event webpage, event invitations, event signage, event slideshow, and one social media post

JUSTICE SPONSOR: \$15,000

Reserved Prime Seating for 10 Guests (1 Table)

- Verbal recognition from the stage
- Exclusive recognition as the Marketplace Sponsor(s)
- Opportunity to provide a branded takeaway item for all guests
- Company name in all event press releases
- Half-page, color advertisement in the printed event program
- Company logo included on all event materials, including:
 - Event webpage, event invitations, event signage, event slideshow, and one social media post

FREEDOM SPONSOR: \$10,000

Reserved Seating for 10 Guests (1 Table)

- Half-page, black-and-white advertisement in the printed event program
- Company logo included on all event materials, including:
 - Event webpage, event invitations, event signage, event slideshow, and one social media post

DIGNITY SPONSOR: \$6,000

Reserved Seating for 10 Guests (1 Table)

- Quarter-page, black-and-white advertisement in the printed event program
- Company logo included on all event materials including:
 - Event webpage, event invitations, event signage, event slideshow, and one social media post

MARKETING SPONSOR: \$3,000

Reserved Seating for 2 Guests

- Company name recognized in printed event program
- Company logo included on event webpage
- Exclusive sponsor indication for selected event component on signage or tags

Select the Sponsorship That Best Aligns with Your Brand:

- | | |
|-----------------------------|-----------------------------|
| • Wall of Wine Sponsor | • Registration Sponsor |
| • Key to the Closet Sponsor | • Culinary Sponsor |
| • Best in Shoe Sponsor | • Live Auction Sponsor |
| • 360 Photo Booth Sponsor | • Artist Activation Sponsor |
| • DJ Sponsor | • Girlfriends Swag Sponsor |

For more information about Sponsoring Wine Women & Shoes,
Contact Maddi Walton at maddi.walton@ywcanashville.com