

IF THE SHOE FITS...

Sponsor It!



WINE
WOMEN & SHOES®
Benefiting
RMHC® of Greater Chattanooga

Presented By **HHM**
TRUST MATTERS.

THURSDAY, MARCH 12, 2026

6:00PM - 10:00PM AT THE SIGNAL



Ronald McDonald
House Charities®
Greater Chattanooga



Join Us!

**THURSDAY,
MARCH 12, 2026
6:00 PM - 10:00 PM
THE SIGNAL**

WW&S GUEST PROFILE

450 Women and their Solemates! Wine Women & Shoes events attract affluent, educated, professional women and men - aka Luxury Brand Consumers.

- 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



**Ronald McDonald
House Charities®**
Greater Chattanooga

Keeping families close®

Get Pumped For...

WINE WOMEN & SHOES CHATTANOOGA

Created for individuals who enjoy fine wine, great style, and supporting a noble cause: Ronald McDonald House Charities® of Greater Chattanooga

This year's Wine Women & Shoes will include a marketplace featuring local vendors, a live & silent auction, and glamorous entertainment. Wine Women & Shoes offers sponsors a unique opportunity to place their businesses in front of affluent, savvy women in the Chattanooga community while contributing to a fantastic organization.

Ronald McDonald House Charities® of Greater Chattanooga is proud that our signature fundraising event has grown into an annual tradition in our community, continuing in partnership with the expert Wine Women & Shoes team, who have helped raise \$400+ million with their charity partners across the United States and Canada.

We have a variety of sponsorship options to fit your company's charitable strategy. With YOUR help, we can continue our mission of providing comfort, care, and support in a homelike environment to families of children receiving medical treatment.



Your Sponsorship Supports

Proceeds from this event support the mission of Ronald McDonald House Charities® of Greater Chattanooga, which is to provide families with the care & resources they need when their child is sick and to support programs and services that directly improve the health and well-being of children.

THE BROWN FAMILY



When Audrea Brown was rushed to the hospital with dangerously high blood pressure, she thought she was just being cautious. Within hours, she was diagnosed with severe preeclampsia. “Congratulations, you’re having a baby today,” the doctor said, and in an instant, everything changed.

At just 32 weeks, baby Adler was born via emergency C-section. He was tiny and fragile, placed immediately in a bag to regulate his body temperature, and rushed to the NICU for critical care. Audrea, still recovering from the magnesium drip and surgery, wasn’t able to hold her son or even see him for more than 26 hours. “Being ripped away from the child you carried — not even getting to touch him — was one of the hardest things I’ve ever experienced,” she shared.

After spending one night in the hospital room, Ethan and Audrea were offered a place at the Ronald McDonald House in Chattanooga. “We didn’t know what to expect,” Ethan shared. “But it was more than we imagined. It was warm and welcoming. The staff was amazing—one of them even moved us to another room because the AC was making a noise and she wanted us to rest.” At the House, the Browns found a safe place just steps from their son. “It gave us the ability to be close to Adler, to heal, and to breathe. That mattered more than we can ever explain,” said Ethan.

Over the course of 38 nights, the Browns found stability in the little things: having a hot meal ready after a long day in the NICU, talking with other parents going through similar challenges, and knowing they could walk across the street to be with their son. “It was a place where we could breathe,” said Ethan. “You don’t realize how much that matters.”

The days were long, filled with medical updates, learning to be first-time parents in a NICU setting, and trying to keep faith that their baby boy would continue to grow stronger. But each small milestone Adler reached was celebrated, and the House gave his parents a space to heal, rest, and show up for him. “The Ronald McDonald House made a huge difference for us,” Audrea said. “It helped us be there for Adler every single day. It gave us the support we didn’t know we would need.”



Sponsorship Levels AND BENEFITS CHART

	Platinum Pump \$20,000	Diamond Stiletto \$15,000	Golden Heels \$10,000	Silver Slippers \$5,000	Bronze Booties \$2,500
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On-stage speaking opportunity at event



Exclusivity - one available



Entrance sponsor recognition



Name/Logo featured, program and event signage



Name/Logo featured on email invite, e-blasts, and press releases



Link to your company website from the WWS website



Mentioned on screen at event



Tickets

1 Table of 8

1 Table of 8

6 Tickets

4 Tickets

2 Tickets

SPONSORSHIPS CAN BE CUSTOMIZABLE TO MEET YOUR NEEDS AND INTERESTS!

To request additional details regarding your uniquely crafted sponsorship investment, please contact Estephanie Acheson at 423.719.0700, ext: 4140 or estephanie.acheson@rmhchattanooga.com. We are also accepting in-kind donations for the Key to the Closet raffle, silent auction, & live auction. Table sales and individual ticket sales coming soon!

Ronald McDonald House Charities of Chattanooga is a 501c3 nonprofit organization.

Sponsorship Levels

\$20,000 PLATINUM PUMP EXCLUSIVE PRESENTING

Sold!

- A \$20,000 tax deductible investment in RMHC Chattanooga
- Exclusive recognition as presenting sponsor with name/logo incorporated in WWS event branding
- Logo placement in ALL event public relations, advertising initiatives, press releases, and event collateral
- Prominent recognition on event website, e-blasts, and social networking campaigns
- Link to your company website from the RMHC Chattanooga and WWS websites
- Opportunity to provide a 30 second video OR have a company representative address the audience during the seated program
- Full page ad in program
- Logo on photo backdrop
- One reserved table for a total of eight (8) guests and parting gift for each guest

\$15,000 DIAMOND STILETTO EXCLUSIVE

- A \$15,000 tax deductible investment in RMHC Chattanooga.
- Logo placement in ALL event public relations, advertising initiatives, press releases, and event collateral
- Prominent recognition on event website, e-blasts, and social networking campaigns
- On-stage verbal recognition during the seated program
- Link to your company website from the RMHC and WWS websites
- Full page ad in program
- Six (6) tickets with parting gift for each guest

\$10,000 GOLDEN HEELS

- A \$10,000 tax deductible investment in RMHC Chattanooga
- Logo placement in ALL event public relation, advertising initiatives, programs, and signage
- Recognition on event website, e-blasts, and social networking campaigns
- Link to your website from the RMHC and WWS websites
- Half page ad in program
- One table for a total of six (6) guests and parting gift for each guest

\$5,000 SILVER SLIPPERS

- A \$5,000 tax deductible investment in RMHC Chattanooga
- Recognition on event website, e-blasts, and social networking campaigns
- Link to your website from the RMHC and WW&S websites
- Half page ad in the program
- Four (4) tickets with parting gift for each guest

\$2,500 BRONZE BOOTIES

- A \$2,500 tax deductible investment in RMHC Chattanooga
- Link to your website from the RMHC and WWS websites
- Name in the event program & on event signage
- Two (2) tickets with parting gift for each guest

One-of-a-Kind OPPORTUNITIES

\$7,500 OPPORTUNITIES

Includes logo recognition + 4 tickets

AUTOMOBILE (1 available) 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. Sold!

PARTING GIFTS (1 available) Attendees receive a one of a kind parting gift to take home with your logo on it, which means they will be reminded of your brand for years to come.

WINE GLASS (1 available) Grab attention with 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. Sold!

\$5,000 OPPORTUNITIES

Includes logo recognition + 4 tickets

RED CARPET MOMENT (1 available) Unleash the power of the paparazzi with a red-carpet moment as guests enter and flash their best smiles in front of a backdrop splashed with your logo. And the moments live on in social media shares! Benefits Include: Company logo photo backdrop + Marketing Benefits & 4 tickets. Sold!

MISSION MOMENT (1 available) An opportunity to tie your brand to the ultimate emotional moment at the event by underwriting production costs for the heartfelt Mission Moment video. You will receive verbal recognition before video, logo impressions during playback positioned as “Brought to you by... Or This moment made possible by... (Your company)”. Sold!

BAG & COAT CHECK (1 available) Stay top of mind by watching their bags, wine, and winnings! Your logo is printed on bag check tags as well as signage. Benefits include: Logo recognition on Bag Check Signage and/or Bag Check Tags or shopping bags + Marketing Benefits & 4 Event Tickets.

SHOE GUYS (1 available) Sponsor our charming “Shoe Guy’s” working the room and engaging more than 450 women. It’s an opportunity to showcase your branding on the “Shoe Guy” shirts, plus your logo will appear on each Shoe Guy’s peer-to-peer fundraising page and donation thank you email! Sold!

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. Sold!

WALL OF WINE (2 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 signs says, “Wall of Wine presented by XYZ Company”. Sold!



One-of-a-Kind OPPORTUNITIES

\$5,000 OPPORTUNITIES CONTINUED Includes logo recognition + 4 tickets

WINE SPONSOR (3 available) The most important part (okay, second to our mission) of WINE Women & Shoes, brought to our guests by... YOU! This first time opportunity could be yours with the chance to highlight your brand through logo impressions on signage at each Wine Station.

LIVE AUCTION (1 available) Who doesn't want to be a part of the excitement of the Live Auction?! The Live Auction sponsorship guarantee just that! Receive logo recognition on the Live Auction preview eblast, all Live Auction slides, Live Auction thank you acknowledgments and multiple verbal recognitions from stage during the Live Auction. Sold!

ENTERTAINMENT (1 available) The best part of the evening is supporting RMHC of Greater Chattanooga AND all the entertainment that will keep our guests on their toes. You'll help us delight our guests with unique entertainment pieces throughout the event.

SIGNATURE COCKTAIL (1 available) Have your name as the sponsor of our signature cocktail station. Guests will delight in this unique beverage creation and fun flavor combination. An elegant display with tasteful signage will make sure to get everyone's attention. Sold!

\$2,500 OPPORTUNITIES Includes logo recognition + 2 tickets

BEST IN SHOE (2 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 strut on stage and announce the winners as part of the live program.

KEEP IT CLEAN (1 available) Celebrating helping hands by spreading love, not germs! These branded individual hand sanitizers will be handed out to each attendee at the beginning of the event. We love getting all these fabulous ladies together to celebrate, shop and sip wine, but no one needs to take home any unwanted germs. Sold!

HYDRATION STATION (1 available) Help our fabulous attendees hydrate at the water stations. Elegant signage at each hydration station throughout venue. Sold!

COCKTAIL NAPKIN (1 available) Be the logo prominently featured on all cocktail napkins for the event. Every best dressed lady needs somewhere to blot her lips! Sold!



One-of-a-Kind OPPORTUNITIES

\$2,500 OPPORTUNITIES CONTINUED Includes logo recognition + 2 tickets

MIRROR MIRROR (1 available) "Who's the fairest of them all?" Underwrite the marketplace vendor mirrors and your logo will be placed throughout. *Sold!*

PICTURE PERFECT (2 available) A 360 photo moment with your company's name and logo featured on the backdrop and every photo printed on-site for guests. Your logo will also be featured on digital prints of all the photos. *Sold!*

SILENT AUCTION (1 available) As guests bid to their heart's content on fabulous Silent Auction packages your logo would be represented in this prime location! Receive logo recognition on the silent auction preview e-blast, social media posts, and on all silent auction description pages/bid sheets. *Sold!*

VALET (1 available) Your logo will be the first thing that guests see when they arrive at the event. As the Valet Sponsor, you not only save guests a walk in their heels, but your brand could be the first thing on their minds as they leave the event when a branded hangtag is left in their car with your name or logo, showing you support RMHC of Greater Chattanooga. *Sold!*

MARKETPLACE SPONSOR (1 available) As our guests shop the night 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 Marketplace area.

SAFE RIDE (UBER) (1 available) Solve the problem of safe transportation by offering a code to allow guests to easily get to and from the event without the worry of alcohol consumption or parking. Everyone loves a safety hero! *Sold!*

RMHC FAMILY (1 available) As our guests celebrate the evening, this opportunity ensures your name is remembered in the most meaningful way. Sponsor the RMHC Family table and your sponsorship will bring past RMHC families back to Wine Women & Shoes for free, giving them a night to remember. Your signage will be prominently placed at the RMHC Family table, and your generosity will be highlighted throughout the event program. *Sold!*



Your sponsorship supports the mission of Ronald McDonald House Charities® of Greater Chattanooga to provide families with the care and resources they need when their child is sick and to offer programs and services that directly improve the health and well-being of children.

Sponsorship Commitment

YES! I would like to be a part of Wine Women & Shoes on March 12, 2026!

Tickets and sponsorships available online at winewomenandshoes.com/chattanooga



SPONSORSHIP OPPORTUNITIES

<input type="checkbox"/> Platinum Pump Presenting Sponsorship \$20,000	<input type="checkbox"/> Silver Slipper Sponsorship \$5,000
<input type="checkbox"/> Diamond Stiletto Sponsorship \$15,000	<input type="checkbox"/> Bronze Booties Sponsorship \$2,500
<input type="checkbox"/> Golden Heels Sponsorship \$10,000	
<input type="checkbox"/> One-of-a-Kind Sponsorship: Name of Sponsorship: _____	

REGISTRATION INFORMATION

Name for Sponsor Recognition Purposes: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Cell Phone: _____

PAYMENT INFORMATION

I am unable to attend, but here is a donation to RMHC® of Greater Chattanooga of \$ _____

Check enclosed (Made payable to Ronald McDonald House Charities® of Greater Chattanooga)

Charge my: Visa Mastercard AMEX Discover

Please send me an invoice for: _____

Name on Card: _____

Billing Address and Zip Code: _____

Credit Card Number: _____ Exp Date: _____ CVV: _____

Signature: _____ Date: _____

Return to Estephanie Acheson, Estephanie.Acheson@rmhchattanooga.com / 423.719.0700, ext: 4140

Mail to Ronald McDonald House Charities® of Greater Chattanooga: 200 Central Ave., Chattanooga, TN 37403

Tax deductibility of donations will be determined after sponsorship is finalized.