



wine
women & shoes®
— BENEFITING —
FAMILY SCHOLAR HOUSE
ECTC CAMPUS

Be There, Be Fabulous.

FRIDAY, SEPTEMBER 25, 2026
PHILLIPS GROVE

Sponsorship Opportunities



Join us!

WHEN & WHERE

Friday, September 25, 2026

6:00 - 9:30 p.m.

Phillips Grove

58 Ernest R. Kouma Blvd.

Radcliff, KY 40160

*Proceeds of this event go directly to benefit **Family Scholar House Elizabethtown** students succeed in the classroom and beyond.*

ABOUT FAMILY SCHOLAR HOUSE

As a community-focused organization, **Family Scholar House** works to end the cycle of poverty and transform lives throughout the Elizabethtown region. We honor student-parents, foster alumni, and all students pursuing a life-changing education by providing a holistic continuum of care. Through our partnership with ECTC and local leaders, we offer wrap-around services like academic coaching, advocacy, and emergency assistance to ensure our residents are fully prepared for new workforce opportunities.



EVENT SCHEDULE

WELCOME

As guests arrive, they are warmly greeted by our dashing hosts, the Shoe Guys. With every detail perfectly in place, it is time to celebrate in style and let the FUN begin.

6:00p.m. - 7:45 p.m.

Marketplace • Wine Tasting • Silent Auction

Shop an exclusive collection of local boutiques and national designers showcasing the latest styles, all while sipping exceptional wines from across the country. Enjoy the Silent Auction, Wall of Bourbon, live music, and an evening filled with FUN and celebration.

7:45 p.m. - 9:30 p.m.

Live Auction • Fashion Show • Announcing the Winners

Guests will delight in a high-energy fashion show, bid on exceptional trips and experiences, take part in the inspiring Fund-a-Need appeal, cheer on the Best in Shoe and King of Sole winners, and celebrate as the evening's exciting raffle winners are announced.

TICKET OPTIONS

VIP TABLE FOR 6 - \$1,500

VIP table for 6 to an evening of style and celebration, featuring marketplace shopping, unlimited wine tastings, shopping, fashion show, and seated program.

GENERAL ADMISSION TABLE FOR 6 - \$1,200

General Admission table for 6 guests with access to all event activities, including marketplace shopping, wine tastings, fashion show, and seated program.

Our Mission

To end the cycle of poverty and transform our community by empowering families and youth to succeed in education and achieve life-long self-sufficiency.



Family Scholar House is about Family

In all expressions, we are family to those we serve. And, like family, we offer guidance and support to our student parents as they face the challenges of being parents without adequate income or the education to obtain career-track employment. We empower families to succeed through family advocacy, career coaching, technology, access to a food pantry, and connection to community resources.

Students often fail to complete their education not because of a lack of motivation or academic ability, but because life, too, usually gets in the way of their studies. Of those ECTC students we have served, 78% report experiencing housing insecurity. To address this challenge, the ECTC Foundation and Family Scholar House are partnering to bring a 48-unit housing program to the ECTC campus for student parents who are pursuing their education. This housing facility will open in fall of 2026.

We strongly believe that education is the key to empowering individuals to achieve their dreams. As our region continues to grow, we must be ready to remove barriers to employment and education so our workforce can continue to thrive.

2025 Partnership Outcomes at a Glance

Over 9,884 services provided directly to 1,718 ECTC students

- These services include:
 - Food Resources - Lunch box visits, snack bags, and visits to our pantry for meals and household items.
 - Linda's Closet - Our professional clothing closet giving students the confidence to succeed in the classroom and the workforce.
 - Loaner Laptops - Monthly check-ins to ensure students are on track for graduation and course completion.
 - Financial Education - Giving students the tools they need to budget and save for their personal goals.
 - Connections to Community Resources - Utilizing other agencies in the community to support students for housing, emergency assistance, health and wellness, child care, etc.
 - Emergency Assistance - FSH provides emergency assistance funding to students when life gets in the way of completing their education. Emergency Assistance funds are used for eviction prevention, utilities, transportation, child care, books and other supplies that may be needed for classes.
 - FSH awarded over \$24,010.19 in emergency assistance funds to ECTC students in 2025.

Marketing Strategy

HOW WE PROMOTE YOUR SUPPORT

SAVE-THE-DATE

A beautifully designed postcard announcing the event date, theme, and featured sponsors will be mailed in to targeted lists of donors, members, and past **Wine Women & Shoes** supporters and guests.

Expected Audience Reach: 350+

E-BLASTS

A strategically curated series of digital newsletters will be distributed to our comprehensive network of alumni, donors, and community partners. These communications will highlight essential event milestones, exclusive promotions, and engagement opportunities.

Expected Audience Reach: 5,600+

EVENT PROGRAMS

The program is distributed to all guests at the event and includes the bidder number on one side and event details, sponsor recognition, and Live Auction lineup.

Expected Audience Reach: 300+

WEBSITE

The **Wine Women & Shoes** website highlights event and sponsor information with links to sponsor webpages and direct access to the **Family Scholar House's** website and online event registration.

Expected Audience Reach: 1,000+

SOCIAL MEDIA

Leveraging our wide-reaching social media audience, the **Family Scholar House** showcases our mission and celebrates our sponsors through dynamic and engaging content and community resources.

Expected Audience Reach: 10,000+

COMMUNITY ENGAGEMENT

We are bringing the excitement of **Wine Women & Shoes** to the community! Our volunteers will visit local businesses and community groups to celebrate our sponsors, spark enthusiasm, and share the joy of this unforgettable event in support of the **Family Scholar House's** life-changing mission.





Sponsorship Opportunities

LEGACY LACE PUMP PRESENTING SPONSOR - \$10,000 (2 AVAILABLE)

- A \$10,000 investment in Family Scholar House at ECTC.
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral, including programs, signage, and invitations.
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e. Facebook & Instagram) reaching followers of Family Scholar House and sponsors.
- On-stage verbal recognition during the seated program.
- Opportunity to provide a 30-second video OR have a company representative address the audience during the seated program.
- A full-page ad in our printed program.
- Opportunity to place a premier item in swag bag (event-appropriate items only).
- Opportunity to choose up to four company leaders as members of the Honorary Committee, includes recognition in the program and invitation to a "members-only" networking reception.
- Two VIP tables for a total of twelve guests.

Sponsorship Opportunities

DIAMOND STILETTO SPONSOR - \$7,500

- A \$7,500 investment in Family Scholar House at ECTC.
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, signage, and invitations.
- Prominent recognition on event website, e-blasts, and social media campaigns (i.e. Facebook & Instagram) reaching followers of Family Scholar House and sponsors.
- On-stage verbal recognition during the seated program.
- A half-page ad in our printed program.
- Opportunity to place a premier item in swag bag (event-appropriate items only).
- Opportunity to choose up to three company leaders as members of the Honorary Committee, includes recognition in the program and invitation to a "members-only" networking reception.
- One VIP table for six guests and one general admission table for six guests.

GOLDEN HEELS SPONSOR - \$5,000

- A \$5,000 investment in Family Scholar House at ECTC.
- Logo placement in ALL event public relations and advertising initiatives, programs, and signage.
- Recognition on the event website, e-blasts, and social media campaigns (i.e. Facebook & Instagram) reaching followers of Family Scholar House and sponsors.
- A quarter-page ad in our printed program.
- Opportunity to place a premier item in the swag bag (event-appropriate items only).
- Opportunity to choose up to three company leaders as members of the Honorary Committee, includes recognition in the program and invitation to a "members-only" networking reception.
- One VIP table for six guests.

JETSETTER SLINGBACK SPONSOR - \$3,000

- A \$2,500 investment in Family Scholar House at ECTC.
- Opportunity to place a premier item in swag bag (event appropriate items only).
- Name listed in the event program and on event signage.
- Three general admission seats.

Additional Sponsorships

1 OF EACH AVAILABLE

GOLD - \$5,000 LEVEL

Benefits include one VIP table, plus logo and link on webpages

KEY TO THE VAULT SPONSOR - One hundred keys for sale, and only one will win a shopping spree that's sure to delight. Your brand will be featured as the Key to the Vault sponsor.

Benefits include: Logo on signage, e-blasts, and all raffle materials.

SHOE GUY SPONSOR - Sponsor our charming "Shoe Guys" who work the room and engage with more than 300 women. It's a great 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. Recognition for hosting Shoe Guy Social and King of Sole award.

Benefits include: Logo on shirts, signage, e-blasts.

STEP & REPEAT SPONSOR - 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. The moments live on in social media shares!

Benefits include: Logo on step & repeat and e-blasts.

SWAG BAG SPONSOR - Attendees receive a beautiful bag to take home with your logo displayed front and center, which means they will be sporting your brand around town for years to come.

Benefits include: Your logo on the swag bag.



Additional Sponsorships

1 OF EACH AVAILABLE

SILVER - \$3,000 LEVEL

Benefits include one general admission table, plus logo and link on webpages

LIVE AUCTION SPONSOR - SOLD to the highest bidder! Watch your logo rise to the occasion each time a supporter bids LIVE! Logo recognition on live auction paddles.

MARKETPLACE SPONSOR - 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 marketplace area.

SILENT AUCTION SPONSOR - As guests bid to their heart's content on fabulous silent auction packages, your logo will be represented in this prime location

VALET SPONSOR - Front-door valet service will be provided at the event, courtesy of your company. Company logo will be displayed outside the entrance, and you have the opportunity to place a small gift bag in each vehicle.

WALL OF BOURBON - A limited number of bottles with your company logo will be sold during the event for guests to take home and add to their prominently displayed at the Wall of Bourbon and also have the opportunity to provide bags for the bottles that will go home with each person who purchases a bottle.

WALL OF BUBBLES - Everyone loves wine, but sometimes you just need a little bubbly. This wall is much like the Wall of Bourbon except it is made up of sparkling wine with your logo prominently featured on its signage and display.

BRONZE - \$1,500 LEVEL

Benefits include three general admission seats, plus logo and link on webpages

BEST IN SHOE SPONSOR - 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.

COCKTAIL NAPKIN SPONSOR - All night long, our guests will taste some of the finest wines. Place your company logo on the napkin they receive when visiting with each of our vintners.

HYDRATION STATION SPONSOR - Help our fabulous attendees hydrate at the water/ non-alcoholic hydration station. Elegant signage and dispensers will draw a thirsty crowd.

RESTROOM SPONSOR - Pampering the attendees is a luxury well afforded with your name proudly displayed. Feature your company logo on lotions and soaps in venue restrooms and/or provide an attendant to assist with hand towels with the company logo.

WINE GLASS CHARMS - "Charm" your way into the hearts of each Wine Women & Shoes attendee with a signature wine glass charm created for our event.



Sponsorship Commitment Form

PLEASE FILL OUT OUR ELECTRONIC
SPONSORSHIP COMMITMENT FORM:

[CLICK HERE](#)

PAYMENT OPTIONS

BY MAIL

Make checks payable to Family Scholar House

Memo: WWS Etown 2026

Family Scholar House
Attn: Mary Beth Norton
403 Reg Smith Circle
Louisville, KY 40208

ONLINE

You can pay online here:

[CLICK HERE](#)

Family Scholar House, Inc is a 501 (C) 3 organization.

DON'T SEE WHAT YOU ARE LOOKING FOR?

Contact Mary Beth Norton

mbnorton@familyscholarhouse.org or 502.813.3081

We can work with you to develop a customized sponsorship package.