



Sponsorship Opportunities





Our Vision

Your sponsorship of **Wine Women & Shoes** will benefit **Ballad Health**'s women's cancer services through the **Ballad Health Foundation**. Our vision is for every woman in our community to have access to comprehensive, high-quality, and compassionate care when faced with a cancer diagnosis. Too often, women are overwhelmed by life-altering challenges that compound the complexities of their treatment.

The barriers associated with cancer transcend racial and socioeconomic boundaries, influencing a woman's ability to fight the disease and impacting her long-term survival. These challenges include limited access to early screenings, the high cost of medical care, transportation difficulties, and the affordability of wigs, garments, prostheses, and other vital supplies. Such obstacles can add tremendous stress during one of the most difficult times in a woman's life.

Women are nurturers, often placing their families' needs before their own. Many will go without if it means their loved ones experience less anxiety and greater well-being. Yet, a cancer diagnosis demands strength, focus, and an active, aggressive response, something that can feel insurmountable for those already stretched thin. We are determined to ensure that no woman has to sacrifice her health because of the competing burdens of everyday life.

With your help, women facing cancer, and their families, will have the resources they need to endure a diagnosis and improve their chances of survival. Through the **Ballad Health Foundation**, your sponsorship directly supports **Ballad Health**'s mission to honor those we serve by delivering the best possible care.

There is nothing stronger than the collective power of women helping women.

100% of proceeds directly support Ballad Health.

Join us!

WHEN & WHERE

Saturday, April 18, 2026

1:00 - 4:00 p.m.

The Olde Farm

16639 Old Jonesboro Rd.

Bristol, VA 24202

100% of the proceeds directly support **Ballad Health's** cancer services for women and associated strategic program priorities.

ABOUT BALLAD HEALTH

Ballad Health is a community-focused health system serving 29 counties across the Appalachian

Highlands in four states. Our mission is to honor those we serve by delivering the best possible care. With 20 hospitals and a wide range of care services, we work alongside local providers and partners to improve the health of nearly one million people. As a leader in rural healthcare, we prioritize value-based care, invest in strong families and communities, and are committed to being accountable to those we serve, because this is our home, too.



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.

1:00 p.m. - 2:45 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 Wine, live music, and an evening filled with FUN and celebration.

2:45 p.m. - 4:00 p.m.

Fashion Show • Live Auction • 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

GENERAL ADMISSION TICKETS - \$125

Admission for 1 to an afternoon of style and celebration, featuring marketplace shopping, unlimited wine tastings, shopping, fashion show, and luncheon.

GENERAL ADMISSION TABLE FOR 6 - \$1,200

Reserved table for 6 guests with access to all event activities, including marketplace shopping, wine tastings, fashion show, and luncheon.



BALLAD HEALTH & WINE WOMEN & SHOES

Wine Women & Shoes has exploded across North America in the last two decades, producing more than 800 fabulous signature fundraising 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.

WINE WOMEN & SHOES AUDIENCE

- Accomplished, Style-Conscious Women Across a Wide Age Range (30 to 90)
- 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



Marketing Strategy

SAVE-THE-DATE

A beautifully designed postcard announcing the event date, theme, and featured sponsors will be mailed in January 2026 to targeted lists of donors, members, and past **Wine Women & Shoes** supporters and guests.

Expected Audience Reach: 5,000+

INVITATION

A beautifully designed, full-color invitation featuring sponsor recognition and event highlights will be mailed to sponsors, guests, and targeted donors 7 weeks in advance of the event.

Expected Audience Reach: 5,000+

NEWSLETTERS

Newsletters will reach the entire **Ballad Health Foundation** community of members, donors, volunteers, and friends, providing updates on events, activities, promotions, and other exciting news.

Expected Audience Reach: 16,000+

PROGRAM & BIDDER PADDLE

The program and bidder paddle booklets are distributed to all guests at the event and include the bidder number on one side and event details, sponsor recognition, and Live Auction lineup on the reverse.

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 **Ballad Health Foundation**'s website and online event registration.

SOCIAL MEDIA

Leveraging our wide-reaching social media audience, the **Ballad Health Foundation** showcases our mission and celebrates our sponsors through dynamic and engaging content and community resources.

Expected Audience Reach: 5,000+

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 **Ballad Health Foundation**'s life-changing mission.

Sponsorship Opportunities

SHINE LIKE A DIAMOND SPONSOR \$15,000

- Welcome remarks from company representative
- 2 prominent tables with seating for 6 guests each (12 total) and 12 swag bags
- Logo on the invitations when secured 45 days prior to the event
- Logo placement in ALL event public relations and advertising initiatives, press releases, event collateral including program paddle, signage and paparazzi glam photo backdrop
- Acknowledgement as the Diamond Sponsor and logo on all print and electronic promotional materials
- On-stage verbal recognition and prominent signage at the event
- Opportunity to promote business with booth at event (booth/contents to be approved by **Ballad Health Foundation**)
- Opportunity to nominate 2 “Shoe Guys” for the event
- Post-event thank you e-blast to all attendees featuring your logo

PLATINUM PUMP SPONSOR \$10,000

- 1 prominent table with seating for 6 guests and 6 swag bags
- Logo on the invitations when secured 45 days prior to event
- Acknowledgement as the Platinum Pump Sponsor and logo on print and electronic promotional materials
- Logo placement on the program paddle
- On stage verbal recognition and prominent signage at the event
- Opportunity to nominate 2 “Shoe Guys” for the event

\$5,000 GOLD STILETTO SPONSOR

- A \$5,000 investment in **Ballad Health**
- Logo on the invitations when secured 45 days prior to event
- On-stage verbal recognition and prominent signage at the event
- Opportunity to promote business with product placement at event
- Opportunity to nominate 1 “Shoe Guy” for the event
- Logo placement on the program paddle
- 4 VIP tickets and 4 swag bags

\$2,500 SILVER SLING-BACK SPONSOR

- A \$2,500 investment in **Ballad Health**
- Logo on the invitations when secured 45 days prior to event
- Opportunity to nominate 1 “Shoe Guy” for the event
- Logo placement on the program paddle
- 2 VIP tickets and 2 swag bags

Specially Sponsorships

\$5,000

LIVE AUCTION SPONSOR - Who doesn't want to be a part of the excitement of the Live Auction? The Live Auction sponsorship guarantees just that. **Benefits Include:** Your logo on the Live Auction preview e-blast, all Live Auction slides, Live Auction thank you acknowledgments and multiple verbal recognitions from stage during the Live Auction + 4 tickets to the event.

FASHION SHOW SPONSOR - Take it to the catwalk. All eyes are on the runway during the climactic fashion show. **Benefits Include:** Your logo on stage, preview e-blast, social media posts, and on our website, a model from your business + 4 tickets to the event.

PAPARAZZI GLAM PHOTO SPONSOR - Ladies will receive a 5x7 souvenir photograph. **Benefits Include:** Your logo (along with **Wine Women & Shoes & Ballad Health**) on the photograph + 4 tickets to the event.

POP THE CORK SPONSOR - Be the brand that gets the celebration started. This sponsorship helps cover corkage fees for the evening and gives you the spotlight to lead guests in a celebratory toast. As glasses are raised across the room, your company will be front and center, making this one of the most memorable moments of the night. **Benefits Include:** Opportunity for sponsor representative to give a toast during the program, logo recognition on champagne service signage + 4 tickets to the event.

\$3,500

SHOE GUYS SPONSOR - 20+ "Shoe Guys" working the room and engaging more than 300 women. It's a great opportunity to showcase your brand. These men are a targeted group of brand ambassadors who will be the hit of the event. **Benefits Include:** Your logo and branding exposure on the "Shoe Guys" T-shirts + 2 tickets to the event.

BEST IN SHOE AWARDS SPONSOR - We will celebrate our guests' fabulous footwear by promoting shoe awards. Sponsor may provide the judges. Judges have the opportunity to come on stage and announce the winner after the fashion show. **Benefits Include:** Logo recognition on judge badges and on stage + 2 tickets to the event.

WINE GLASS SPONSOR - Each guest receives a souvenir wine glass. The perfect opportunity for you to leave a fabulous impression as they sip away, and as they relive memories from this magical day when they take this glass home with them. **Benefits Include:** Logo on souvenir glass + 2 tickets to the event.

WALL OF WINE SPONSOR - Everyone's a winner. Guests will purchase a ticket to pull a bottle from the Wall of Wine. Bottle values range from \$25 to \$100. **Benefits Include:** Logo on signage, bags, and display + 2 tickets to the event.

All specialty sponsorship opportunities will include your logo placed on our event website, print program, and event day slideshow.

Additional Opportunities

\$2,500

MARKETPLACE SPONSOR - Bring your brand front and center as the event begins. Your brand will be prominently featured on the on the bottom of each vendor sign throughout the marketplace where guests will mingle, sip, and shop for the entire first half of the evening.

Benefits Include: Logo recognition + 2 tickets to the event.

COCKTAIL NAPKIN SPONSOR - As attendees sip and shop your logo will be on the napkin they receive when visiting with each of our vintners. **Benefits Include:** Logo recognition + 2 tickets to the event.

MISSION SPONSOR - Make an impact by helping us communicate our mission to every guest. Our mission will be printed on a card and placed at each seat at the event. **Benefits Include:** Your logo on each mission card + 2 tickets to the event.

SILENT AUCTION SPONSOR - We're doing away with paper and pen and bringing all our fabulous silent auction items into a mobile bidding platform that could feature your logo. As guests bid to their heart's content on fabulous Silent Auction packages, your logo would be represented in this prime location. **Benefits Include:** Your logo on silent auction mobile bidding platform, preview e-blast, social media posts, and on our website + 2 tickets to the event.

BEVERAGE STATION SPONSOR - Help our fabulous attendees hydrate at the water/tea station. Elegant signage and your logo on water bottles. **Benefits Include:** Logo recognition + 2 tickets to the event.

All specialty sponsorship opportunities will include your logo placed on our event website, print program, and event day slideshow.

Additional Opportunities

\$1,500

WINE TAG SPONSOR - Grab attention as the Wine Tag Sponsor with a custom-designed tag slipped around the bottom of the wine glasses. Tags act as a business card advertisement placed in the hand of every attendee. **Benefits Include:** Logo recognition + 1 ticket to the event.

TRAY SPONSOR - Your branding will be elegantly served up on silver platters as the famous Shoe Guys showcase goods on their silver trays. **Benefits Include:** Logo recognition + 1 ticket to the event.

BRANDED BITES SPONSOR - While guests shop and mingle, treat them to a curated selection of appetizers, either from an elegant appetizer bar or passed hors d'oeuvres. As the Branded Bites Sponsor, your brand will be prominently featured on table signage or cards on servers trays, offering a delicious moment of indulgence amidst the Marketplace excitement. **Benefits Include:** Logo recognition + 1 ticket to the event.

HEAD HOME HYDRATED SPONSOR - Send guests off with feeling refreshed with a bottle of water for the road. Your logo will be on a water bottle for every guest, handed to them as they exit the event. Plus you'll have the chance to have a representative help with distribution and chat with attendees as they head home. **Benefits Include:** Logo recognition + 1 ticket to the event.

EXIT ESPRESSO SPONSOR - Send guests off with a caffeine kick from the **WWS** exit coffee cart. Your brand will shine with prominent signage and logo recognition, plus you'll have the chance to have a representative serve the coffee and chat with attendees as they head home. **Benefits Include:** Logo recognition + 1 ticket to the event.

SHOP TILL YOU DROP SPONSOR - As the Shop Till You Drop Marketplace Sponsor, your brand will guide the guest experience - literally. Custom floor clings and signage featuring your logo will direct foot traffic and add a stylish branded touch to the space. It's a subtle but powerful way to make sure your name is seen at every step. **Benefits Include:** Logo recognition + 1 ticket to the event.

All specialty sponsorship opportunities will include your logo placed on our event website, print program, and event day slideshow.

Don't See Your Perfect Pair?

To request additional details regarding your uniquely crafted sponsorship investment

Please Contact Tiffany Willis at

tiffany.willis@balladhealth.org

The tax deductibility of donations will be determined after sponsorship is finalized.



SPONSOR REGISTRATION

SHINE LIKE A DIAMOND \$15,000

SILVER SLING-BACK \$2,500

PLATINUM PUMP \$10,000

LEVEL \$ _____

GOLD STILETTO \$5,000

SPONSORSHIP _____

Name for Recognition Purposes: _____

Contact Name: _____

Address: _____

Email: _____

Phone: _____

CHECK ENCLOSED FOR \$ _____

Payable to Ballad Health Foundation. Please mail to: 1019 W. Oakland Avenue, Suite 2, Johnson City, TN 37604

CHARGE MY CREDIT CARD FOR \$ _____

Return form via MAIL to: Ballad Health, 1019 W. Oakland Avenue, Suite 2, Johnson City, TN 37604

PLEASE CHECK: Visa MasterCard Amex Discover

CC#: _____ Exp. Date: _____ CVN: _____

Billing Zip Code: _____

Signature: _____

TO DISCUSS YOUR SPONSORSHIP & CUSTOMIZATION OPTIONS, PLEASE CONTACT:

Tiffany Willis | tiffany.willis@balladhealth.org

We encourage you to suggest ideas for crafting the perfect sponsorship for your objectives such as special events and exclusive perks for your customers. Everything is customizable to meet your needs and interests.

All donations are tax deductible to the extent allowed by law. **Ballad Health Foundation is a 501(c)3 nonprofit tax ID #58-1594191.**