



# wine women&shoes®

— BENEFITING —

## FAMILY SCHOLAR HOUSE

# Sponsorship Opportunities



MARCH 6<sup>TH</sup>, 2026  
6:00 PM - 10:00 PM

at

Churchill Downs - First Turn Club

Please  
Join Us



#### WHEN & WHERE

March 6, 2026

6:00 – 10:00 pm

Churchill Downs  
First Turn Club

#### PRICE

VIP Table 6 Seats - \$2,500

GA Table 6 Seats - \$2,000

Attendance limited to 430

100% of ticket sales support  
Family Scholar House

## Family Scholar House

*Changing Lives, Families & Communities Through Education*

Family Scholar House recognizes the challenges that parent scholars face in trying to provide housing, childcare, and basic necessities for their children without adequate income or the education necessary to obtain career-track employment.

Through a full continuum of services, Family Scholar House delivers educational support and family services including: residential housing and rental assistance, financial assistance for childcare and transportation, academic advising and career support, food assistance through donations and referrals to other community resources.

99% of Family Scholar House participants have exited the program to stable housing. Realizing that all participants entered the program because they were homeless or had unstable housing adds to the impact of this outcome.

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

Thank you for your consideration.



Heels On,  
Glasses Up

# 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 for those we serve. In 2024, through a full continuum of care, Family Scholar House served 106,004 households across 48 states. Currently, 247 families and 32 foster alumni are in residence in Louisville and receiving services including academic advising, family advocacy, peer support, career coaching and connection to resources as they pursue post-secondary education. For our Louisville community, Family Scholar House is providing over 4,328 household in Louisville metro area with 3,261 children with the support and resources to achieve their goals and discover their full potential.

One of our biggest challenges is keeping our non-residential families hopeful as they work toward their educational goals and often face homelessness or displacement. Our programs and services continue to expand to address the barriers that struggling families face in completing their education and breaking the cycle of poverty. Emphasis is placed not only on empowering adults but also on giving their children a good start on their educational journey.

## Our Outcomes by the Numbers

Our outcomes continue to reflect the success of our programs and our participants. To date our participants have earned 944 degrees and educational credentials, and 81% of the parents enrolled in our residential program have exited to stable employment. 92% of all credit hours attempted by participants are satisfactorily completed. 66% continue their education, most often in graduate studies. 99% of families have exited to stable housing, allowing all of their children to have a place to call home. These successes are made possible by investments from our community supporters like you.





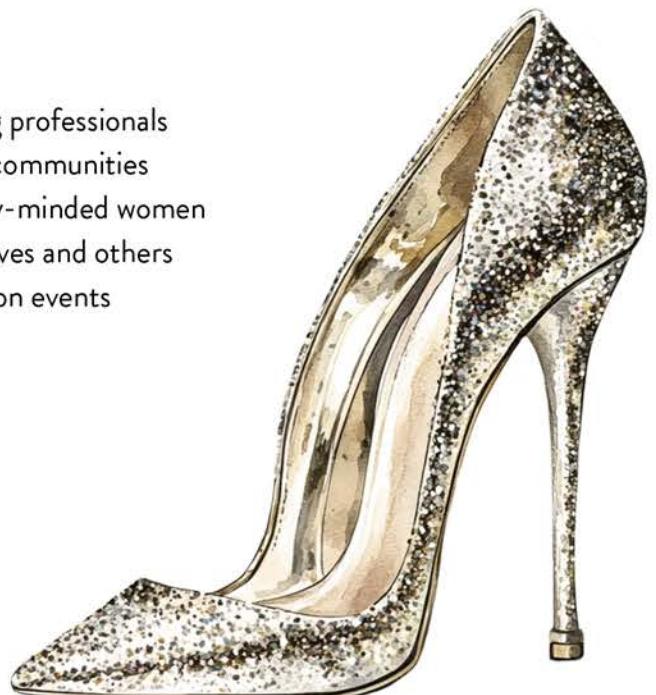
## About Wine Women & Shoes

Wine Women & Shoes is the brainchild of Napa Valley vintner, Elaine Honig. While chatting with a girlfriend about the growing popularity of wine and food pairing events, they jokingly said, "Wine and shoe pairings would be a lot more fun!" And they were right. WW&S events are now in over 60 cities across the country and have raised more than \$140,000,000 for women and children's causes.

Wine Women & Shoes fundraisers create an opportunity for partnerships between charities, wineries, shoe and accessory retailers, corporate sponsors and women in the community. In addition to raising money, these events raise awareness for charities, increase sales for wineries and retail partners, and provide community exposure for corporate sponsors.

## WW&S Guest Profile

- 80% Women ages 30 to 55
- Ranging from C-suite leaders to 30-something young professionals
- Key influencers, tastemakers and connectors in their communities
- Charity supporters, socially-conscious and community-minded women
- Conscious about the health and well-being of themselves and others
- Fashion-forward business women and patrons of fashion events
- Enjoy wine and attend wine events
- Represent the typical luxury brand consumer
- On average, donate/spend \$500-\$1,000 per event





SOLD!

## Diamond Studded Stiletto

EXCLUSIVE PRESENTING SPONSOR

The exclusive presenting sponsor will receive the highest level of recognition and brand exposure to our guests and through pre-and post-event media campaigns. The benefits of this sponsorship include:

- Three front-row Priority VIP tables of six (18 of the best seats)
- Logo included on the event invitation, print and digital
- Opportunity to choose up to four company leaders for the Honorary Committee
- Prominent business recognition on 250-300 PSA spots running from January 2026 through event day (March 6, 2026)
- Logo placement in all PR and advertising initiatives including tv, print, e-blasts, website, and social media
- Prime exposure with logo placement on the step and repeat
- Verbal recognition on stage
- Full page ad in the event program
- Opportunity to place premier item in the swag bags





SOLD!

## Derby Worthy D'Orsay

\$25,000 EVENT SPONSORSHIP

The event sponsor will receive the highest level of recognition and brand exposure to our guests and through pre- and post-event media campaigns. The benefits of this sponsorship include:

- \$25,000 donation for educational programs at Family Scholar House
- Three front-row Priority VIP tables of six (18 of the best seats)
- Logo included on the event invitation, print and digital
- Opportunity to choose up to four company leaders for the Honorary Committee
- Prominent business recognition on 250-300 PSA spots running from January 2026 through event day (March 6, 2026)
- Logo placement in all PR and advertising initiatives including tv, print, e-blasts, website, and social media
- Verbal recognition on stage
- Full page ad in the event program
- Opportunity to place premier item in the swag bags





SOLD!

## Paparazzi Peep Toe Platform

EXCLUSIVE TELEVISION PARTNER

The benefits of this sponsorship include:

- Two Priority VIP tables at the event (12 seats)
- Logo included on the event invitation, print and digital
- Opportunity to choose four company leaders for the honorary committee
- Prominent business recognition on 250-300 PSA spots running from January 2026 through event day (March 6, 2026)
- Logo placement in all PR and advertising initiatives including tv, print, e-blasts, event website, and social media
- Verbal recognition on stage
- Full-page ad in event program
- Opportunity to place premier item in the swag bags





SOLD!

# Walk the Walk Fashion Show

EXCLUSIVE FASHION SHOW PARTNER

The benefits of this sponsorship include:

- One priority VIP table at the event (6 seats)
- Logo included on the event invitation, print and digital
- Opportunity to name up to four company leaders to Honorary Committee
- Prominent business recognition on 250-300 PSA spots running from January 2026 through event day (March 6, 2026)
- Logo placement in all PR and advertising initiatives including tv, print, e-blasts, event website, e-blasts, and social media
- Verbal recognition on stage
- Full-page ad in event program
- Opportunity to place a premier item in the swag bags





## Legacy Lace Pump

\$20,000 SPONSORSHIP

### The benefits of this sponsorship include:

- \$20,000 donation for educational programs at Family Scholar House
- Two priority VIP tables at the event (12 seats)
- Logo included on the event invitation, print and digital
- Opportunity to name up to four company leaders to Honorary Committee
- Prominent business recognition on 250-300 PSA spots running from January 2025 through event day (March 7, 2025)
- Logo placement in PR and advertising initiatives including print, e-blasts, event website, and social media
- Verbal recognition on stage
- Full-page ad in event program
- Opportunity to place premier item in the swag bags



# Mink-Trimmed Mary Jane

**\$10,000 SPONSORSHIP**

**The benefits of this sponsorship include:**

- \$10,000 donation for educational programs at Family Scholar House
- One VIP table at the event (6 seats)
- Listing on the event invitation, print and digital
- Opportunity to name three company leaders to Honorary Committee
- Logo placement in PR and advertising initiatives including print, e-blasts, event website, and social media
- Full-page ad in event program
- Opportunity to place premier item in the swag bags

# Golden Gladiator

**\$5,000 SPONSORSHIP**

**The benefits of this sponsorship include:**

- \$5,000 donation for educational programs at Family Scholar House
- One VIP table at the event (6 seats)
- Listing on the event invitation, print and digital
- Opportunity to name one company leader to Honorary Committee
- Business recognition on event website and social media
- Logo placement in event program
- Opportunity to place premier item in the swag bags

# 14-Karat Kitten Heel

**\$3,000 SPONSORSHIP**

**The benefits of this sponsorship include:**

- \$3,000 donation for educational programs at Family Scholar House
- One general admission table at the event (6 seats)
- Listed in event program
- Opportunity to place premier item in the swag bags



# Signature

## MARKETING & UNDERWRITING OPPORTUNITIES

Family Scholar House offers a great opportunity to reach an untapped, coveted demographic in our community. Highlight your business in a unique way while supporting the educational programs of Family Scholar House. Opportunities include:

SOLD!

### **\$10,000 SHOE GUY SPONSOR (1 available)**

Sponsor our charming "Shoe Guys" who work the room and engage up to 430 women. It's a great opportunity to showcase your brand as your logo will be displayed on the Shoe Guy shirts. Additionally, your logo will appear on each Shoe Guy's peer-to-peer fundraising page. You'll also have an opportunity to go onstage to present the King of Sole award to the Shoe Guy who has raised the most money. (Includes one VIP table).

SOLD!

### **\$10,000 KEY TO THE VAULT SPONSOR (1 available)**

One hundred keys for sales, 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 with logo on signage, e-blasts, and all raffle materials. (Includes one VIP table).

SOLD!

### **\$5,000 LIVE AUCTION SPONSOR (1 available)**

Who doesn't want to be a part of the excitement of the live auction! Receive logo recognition on the live auction bid paddles, live auction lot preview e-blast, all live auction slides, and verbal thank you acknowledgement from stage during the live auction. (Includes one VIP table).

SOLD!

### **\$5,000 VALET SPONSOR (1 available)**

Front-door valet service will be provided at the event provided 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. (Includes one VIP table).

### **\$5,000 SIGNATURE COCKTAIL SPONSOR (1 available)**

Have your name as the sponsor of our complimentary Signature Cocktail. Guests will delight in this unique beverage creation and fun flavor combination. (Includes one VIP table).

### **\$5,000 MARKETPLACE SPONSOR (1 available)**

As our guests shop the evening away, this opportunity ensures they know who you are in every possible way. Marketplace sponsor's signage to be placed throughout the venue. (Includes one VIP table).

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### **\$3,000 BEST IN SHOE SPONSOR (1 available)**

There's no better icebreaker than "I love your shoes"—and now, you get to say it with purpose. Your brand provides three Shoe Judges, who will work the room in style to spot the standout soles of the night. You'll help select the winners and take center stage to announce them during the live program. It's fashion, fun, and front-row bragging rights all in one. (Includes one general admission table).

SOLD!

### **\$3,000 BUY A SQUARE SPONSOR (1 available)**

Put your brand at the heart of the action with this high-energy, crowd-pleasing experience! Our "Game of Luck" invites attendees to pick a square and cross their fingers that their choice is the lucky winner of a special prize. Your brand will be front and center in this fun and memorable activation. (Includes one general admission table).

SOLD!

### **\$3,000 COCKTAIL NAPKIN SPONSOR (1 available)**

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, as well as at each table setting during the program portion. (Includes one general admission table).

SOLD!

### **\$3,000 DESSERT SPONSOR (1 available)**

What better way to ensure they remember your company? Desserts will be provided on each table during the fashion show and program with your company logo on each table, with table signage or on the desserts. (Includes one general admission table).

SOLD!

### **\$3,000 HYDRATION STATION SPONSOR (1 available)**

Help our fabulous attendees hydrate at the water stations. Elegant signage and dispensers at each hydration station throughout the venue. (Includes one general admission table).

### **\$3,000 SILENT AUCTION SPONSOR (1 available)**

Your brand will receive prominent recognition on signage in our silent auction area and on our mobile bidding site. Your logo will be featured on signage for each auction item. (Includes one general admission table).

# Signature

## MARKETING & UNDERWRITING OPPORTUNITIES

Family Scholar House offers a great opportunity to reach an untapped, coveted demographic in our community. Highlight your business in a unique way while supporting the educational programs of Family Scholar House. Opportunities include:

SOLD!

### **\$3,000 WALL OF BOURBON (1 available)**

Have your company logo engraved on our signature Wine Women & Shoes bottle of bourbon. A limited number of bottles 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. (Includes one general admission table).

### **\$3,000 WALL OF BUBBLES/SPIRITS (1 available)**

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. (Includes one general admission table).

### **\$3,000 WINE CHARM SPONSOR (1 available)**

Each guest receives a wine glass when they arrive with a wine charm featuring your company's logo. This is a perfect way to leave a fabulous impression as they sip away throughout the night and relive memories when they take this glass home. (Includes one general admission table).

### **\$3,000 WINE STATION SPONSOR (5 available)**

The most important part (okay, second to our mission) of WINE Women & Shoes, brought to our guests by... YOU! (Includes one general admission table).

### **\$1,500 BAG & COAT CHECK SPONSOR (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. (Includes two general admission seats).

### **\$1,500 GO & GLOW SPONSOR (1 available)**

Pampering the attendees is a luxury well afforded with your name proudly displayed on complimentary toiletries such as lotions, mints, mouthwash, deodorant, floss picks, etc. in venue restrooms. (Includes two general admission seats, Items provided by sponsor).



# Sponsorship Commitment Form

**PLEASE FILL OUT OUR ELECTRONIC SPONSORSHIP  
COMMITMENT FORM HERE**

## PAYMENT OPTIONS

### BY MAIL

Make checks payable to Family Scholar House

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

Please email **WWS@FamilyScholarHouse.org** regarding invoice or other payment options.

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

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## DON'T SEE WHAT YOU'RE LOOKING FOR?

Contact Mary Beth Norton and we can work with you to develop a customized sponsorship package.  
**WWS@FamilyScholarHouse.org | 502.310.7604**