



# wine women&shoes®

BENEFITING  
NAPLES CANCER ADVISORS

## SPONSORSHIP *Opportunities*



# The Perfect Pair...

## NAPLES CANCER ADVISORS & WINE WOMEN & SHOES

Wine Women & Shoes has exploded across North America in the last two decades, producing more than 800 fabulous fashion events that have helped raise an impressive \$400 million.

WWS events blend elegance and excitement, bringing women together to enjoy fine wine, fabulous fashion, and the joy of supporting meaningful causes.

# WWS

## AUDIENCE

- Accomplished, style-conscious women across a wide age range (30–90)
- Passionate about health, wellness, and giving back
- Community-minded, philanthropic, and driven by purpose
- Guests typically contribute between \$1,000 and \$1,200 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

# Join Us!

February 21, 2026

11:00 AM – 3:00 PM

Naples Sailing  
& Yacht Club





# Pair with Us!



## “PAIR” WITH US AND HELP PROVIDE BETTER OUTCOMES FOR CANCER PATIENTS!

Naples Cancer Advisors is not your typical oncology practice. We never charge our patients for our services, and we do not bill their insurance companies. This allows us to keep insurance companies from interfering with patient care. Our role is to consult with patients, not take over their treatment, so we have no financial incentive beyond working hand in hand with their treating oncologist. We approach each patient’s journey with compassion and patience, creating the space to fully understand their diagnosis and make informed, confident decisions.

## “MATCH” YOUR GOALS TO OUR MISSION

Our mission is to reduce the suffering and mortality that too often accompany a cancer diagnosis and to make Naples the best place in the country to be if one must face that diagnosis. You can play a vital role in that mission by becoming a sponsor or simply by attending our event. Enjoy yourself, and if you see something you like, consider making it yours. If you had a great time, share the experience with your friends.

## THE “SOLE” PURPOSE OF OUR MISSION

By partnering with us in 2026, you will help raise vital funds that enable us to expand our reach and strengthen our role as one of the most trusted cancer support resources in Lee and Collier counties. Each year, more than 600,000 Americans lose their lives to cancer, and in 2026, over 11,000 local residents are expected to receive a new diagnosis. Yet there is hope. Cancer research is advancing every day, and the care, support, and education surrounding each patient must advance as well.

With your support, we can continue offering:

- Free, personalized consultations and second-opinion services with experienced oncology experts
- Time, clarity, and guidance so patients fully understand their diagnosis and options
- A compassionate, unbiased partner to walk beside patients and families every step of the way
- Financial navigation services to help ease the burden of navigating treatment-related costs and resources

Together, we can make sure no patient has to face cancer alone, and that no family has to navigate it without expert support.



**EXCLUSIVE FASHION SHOW & RUNWAY SPONSOR**

# Building Visibility & Value FOR OUR PARTNERS

This year's Wine Women & Shoes campaign will highlight sponsors through a layered, high-visibility marketing strategy that reflects both the upscale nature of the event and the mission of Naples Cancer Advisors. Our goal is to create a lasting impact through compelling storytelling, refined branding, and genuine community connection.

## SOCIAL MEDIA & INFLUENCER VISIBILITY

Through curated collaborations with honorary committee members, local influencers, and our exclusive fashion partner, Turk & Turk, we are building momentum and expanding our visibility across digital platforms. We are proud to share that our 2024 Wine Women & Shoes event was named a top-three finalist for 'Best Fundraiser' in the Naples Daily News People's Choice Awards.

## INVITATIONS & DONOR OUTREACH

A beautifully designed, full-color invitation will be mailed and emailed to past attendees, community donors, and philanthropic leaders, ensuring your brand is seen by those who are most engaged in making a difference. As a confirmed sponsor, your logo will be featured according to your sponsorship level, placing your brand directly in front of influential community members.

## EMAIL CAMPAIGNS & DIGITAL COMMUNICATION

Targeted e-blasts will be sent throughout the campaign to promote the event, feature auction highlights, and recognize our sponsors. Each message will showcase key milestones while reinforcing your brand's connection to the mission of Naples Cancer Advisors.

## MEDIA COVERAGE & PUBLICITY

With Gulfshore Life as our official media sponsor, we are leveraging high-profile print and digital platforms to elevate sponsor visibility. Additional coverage will include Naples Press feature consideration, local television and podcast outreach, and placement in event calendars and society pages.

## WEBSITE & DIGITAL PRESENCE

Sponsors will receive prominent placement on the Wine Women & Shoes event page and the Naples Cancer Advisors website, with logo visibility and recognition throughout the entire promotional cycle. Social media, event updates, and ticketing pages will further amplify your brand, keeping it front and center with a highly engaged audience.

## SAVE-THE-DATE OUTREACH

Our digital save-the-date will launch early in the season to spark excitement and secure interest from both past guests and new supporters. Sponsors confirmed at this stage will be highlighted in early campaign materials and recognized across our digital platforms, maximizing visibility from the very start.

## UPSCALE PROGRAM BOOK

Guests will receive a professionally printed program book at the event, a polished and keepsake-quality piece. The book will feature sponsor recognition and ads, Sole Man and honorary profiles, fashion partner highlights, and live auction previews. **New this year**, ad space will also be available for community partners and supporters who are unable to attend in person.



# GULFSHORE LIFE® EXCLUSIVE PRINT MEDIA SPONSOR

# Platinum Pump

## EXCLUSIVE PRESENTING SPONSOR - \$25,000

Your \$25,000 sponsorship is more than an investment in Naples Cancer Advisors. It is an investment in your community. Your support ensures that local cancer patients have access to life-changing oncology second opinions, giving them clarity, confidence, and the best possible path forward. As the sole Platinum Pump Sponsor, your brand will receive unmatched visibility and prestige throughout the entire Wine Women & Shoes campaign.

*Platinum Pump Presenting sponsorship benefits also include:*

- Exclusive recognition as the only presenting sponsor, with your name or logo integrated across all Wine Women & Shoes branding
- Prominent logo placement in all event PR, advertising, press releases, and collateral, including programs (inside front or back cover), signage, invitations, save-the-dates, and step & repeat photo backdrop
- High-visibility recognition on the event website, e-blasts, and across social media platforms, reaching thousands of engaged Naples Cancer Advisors supporters
- Direct link from the Naples Cancer Advisors and WWS websites, driving targeted, high-value traffic to your business
- Showcase your brand with a 30-second video or have your representative inspire and engage guests live from the stage during the seated program
- Premium branded item placement at every guest's seat (event-appropriate items only)
- Your brand featured by a dedicated fashion show model and Sole Man throughout the event
- One exclusive, premium front-row VIP table for 10, the best seats in the house
- Luxurious VIP gift for each of your 10 guests, a keepsake experience they'll remember
- VIP sponsor

As the Platinum Presenting Sponsor, your evening continues with an unforgettable private yacht sunset experience for 10 guests. Indulge in champagne and chef-selected heavy hors d'oeuvres while enjoying breathtaking waterfront views. A professional photographer will capture candid and group moments on board, providing your guests with keepsake photos of this extraordinary night—a true celebration of your commitment to community and impact.

**Only one Platinum Pump sponsorship is available, secure yours now for maximum exposure and community impact.**

*Sold!*



# Diamond Stiletto

## SPONSORSHIP - \$15,000

Your \$15,000 sponsorship is more than an investment in Naples Cancer Advisors. It is an investment in your community. Your support helps local patients gain access to life-changing oncology second opinions, giving them clarity, confidence, and the best possible path forward. This high-visibility sponsorship places your brand front and center at Wine Women & Shoes on every major piece of event marketing, from signage to social media.

*Diamond Stiletto sponsorship benefits also include:*

- \$15,000 investment in Naples Cancer Advisors and the local community
- Prominent logo placement in all event PR, advertising, press releases, and collateral, including programs (inside front or back cover), signage, invitations, and save-the-dates
- High-visibility recognition on event website, e-blasts, and across social media platforms
- On-stage brand recognition during the seated program
- Direct link from the Naples Cancer Advisors and WW&S websites
- Premium branded item placement at every guest's seat (event-appropriate items only)
- One reserved VIP table for 8 guests with premium placement
- VIP gift for each of your 8 guests

# Golden Heels

## SPONSORSHIP - \$10,000

Your \$10,000 sponsorship is more than an investment in an event. It is an investment in your community. Your support helps local cancer patients access critical oncology second opinions, providing them with expert insight and reassurance during one of the most challenging times of their lives.

*Golden Heels sponsorship benefits also include:*

- \$10,000 investment in Naples Cancer Advisors and the local community
- Logo placement in all event PR, advertising, and collateral — including programs (inside front or back cover) and signage
- Recognition on the event website, e-blasts, and social media campaigns
- Direct link from the Naples Cancer Advisors and WW&S websites
- Name placement in the event program and on event signage
- Premium branded item placement at every guest's seat (event-appropriate items only)
- One reserved VIP table for 6 guests
- VIP gift for each of your 6 guests



# Silver Slippers

## SPONSORSHIP - \$5,000

Be at the forefront of this unforgettable evening, bringing women together for fine wine, great style, and a powerful cause. Your sponsorship helps fund oncology second opinions through Naples Cancer Advisors, giving local cancer patients the clarity, confidence, and best possible path forward.

*Silvers Slippers sponsorship benefits also include:*

- \$5,000 investment in Naples Cancer Advisors and your local community
- Direct link to your website from the Naples Cancer Advisors and WW&S websites
- Premium branded item placement at every guest's seat (event-appropriate items only)
- Name recognition in the event program and on event signage
- Four (4) VIP Tickets

# It's About the Bling

## SPONSORSHIP - \$2,500

Your sponsorship in this category invests directly in Naples Cancer Advisors and supports the entertainment, guest experiences, and interactive elements that keep our attendees engaged and delighted throughout the event. Choose the area that best aligns with your brand:

*It's About the Bling sponsorship benefits also include:*

- Direct link from the Naples Cancer Advisors and WW&S websites
- Name recognition in the event program and on event signage

## FEATURED SPONSORSHIPS

**FASHION SHOW - \$20,000** – The moment everyone is waiting for. Your logo will shine on the big screens during the fashion show, the highlight of the afternoon. Increase your company's visibility by serving as the presenting sponsor of this signature event. Company representatives may take part in the show as models, and a company spokesperson may be invited to help announce the catwalk.

**PRINT MEDIA - \$15,000** – Showcase your brand in style by joining us as the official print media sponsor for one of the season's most prestigious philanthropic gatherings. Your publication will receive prominent recognition in event marketing, exclusive access for editorial coverage, and on-site brand visibility with a caring, socially engaged audience. Together, we will inspire readers and guests, celebrating the beauty of giving back with style.

# MENU OF Additional Sponsorships

## **MISSION MOMENT - \$8,000** – (1 available) Be the heartbeat of the evening. The Mission Moment

Sponsor holds a premier and exclusive role in our program, spotlighting your brand at the most meaningful point of the event. *Benefits Include: Your company's name and logo featured during a powerful three minute "Mission Moment" video, acknowledgment from the stage and recognition in the event program, digital promotions, and event signage. Legacy of Impact: Align your brand with the most emotional, inspiring segment of the evening, ensuring guests associate your company with purpose and community transformation. Plus five VIP tickets.*

**ENTERTAINMENT - \$6,000** – (1 available) Be the name behind the most exciting part of the afternoon, with all the unique entertainment moments that keep guests engaged, delighted, and talking about the event long after it ends. As the exclusive Entertainment Sponsor, you will help create unforgettable experiences while supporting the mission of Naples Cancer Advisors. *Benefits include: Prominent logo placement on all entertainment signage, recognition in the printed program and event slideshow, featured placement on the event website, and four VIP tickets.*

## **FEATURED SPONSORSHIPS**

**KEY TO THE CLOSET - \$5,000** – (2 available) Be the name behind the ultimate luxury prize of the evening, a closet filled with designer fashion, sparkling jewelry, and exclusive accessories valued at more than \$10,000. Guests will be buzzing with excitement as they try to unlock this dream wardrobe, and your brand will be front and center at every moment. *Benefits include: Recognition as the exclusive Key to the Closet sponsor in all pre-event and on-site materials, logo displayed on signage at the closet showcase area and during the live program, listing in the printed program, event slideshow, and event website, and two VIP tickets to enjoy the event.*

**KEY TO THE DESTINATION - \$5,000** – (2 available) Help us send one lucky winner on the trip of a lifetime. This unforgettable travel package, valued at \$5,000, will be one of the most sought-after prizes of the day. As the exclusive sponsor, your brand will be connected to the excitement and anticipation of the drawing. *Benefits include: Recognition as the exclusive Key to the Destination sponsor in all event promotions, logo featured on signage during the trip display and during the drawing, listing in the printed program, event slideshow, and event website, and two VIP tickets to enjoy the event.*



**CENTERPIECES- \$5,000** – (1 available) Help create a stunning atmosphere by sponsoring the centerpieces at each table. *Benefits include: Logo incorporated into each centerpiece, listing in the printed program and event slideshow, featured placement on the event website, and four VIP tickets.*

# MENU OF Additional Sponsorships

**RED CARPET EXPERIENCE - \$5,000** – (Up to 4 available) Own the spotlight as guests arrive in style. The Red Carpet Experience features branded step-and-repeat signage, live music to set the tone, and event hosts interviewing and photographing guests as they arrive, capturing the excitement from the very first moment. Multiple sponsorships are available to highlight different brands along the carpet. *Benefits include: Prominent logo placement along the red carpet, mentions during guest interviews, inclusion in event coverage, and four VIP tickets.*

**WELCOME CHAMPAGNE - \$5,000** – (1 available) Make a sparkling first impression. As the exclusive Welcome Champagne Sponsor, your brand will be the first thing guests see and taste as they are greeted with a glass of bubbly upon arrival. *Benefits include: Exclusive naming rights for the welcome champagne, branded signage at the entrance, prominent signage and logo placement, inclusion in the printed program, a verbal mention during the program, and four VIP tickets.*

**SOLE MEN - \$5,000** – (1 available) Sponsor our charming Sole Men as they mingle with more than 300 guests, creating connections and adding energy to the event. Your brand will appear on each Sole Man's shirt, their peer-to-peer fundraising page, and in event marketing. *Benefits include: Logo on shirts, event signage, e-blasts, program mention, and four VIP tickets.*

**LUNCH - \$5,000** – (4 available) Be part of the heart of the afternoon, when guests gather, connect, and share a meal together. As a Lunch Sponsor, your brand will be seen and remembered at every seat with prime placement on the afternoon's menu and table signage, along with multiple mentions in event materials. *Benefits include: Logo on each table's menu and signage, recognition in the printed program, event slideshow, e-blasts, event website, and four VIP tickets to enjoy the event.*

**WINE - \$3,000** – (4 available) As the exclusive Wine Sponsor, your name will be associated with every celebratory pour of the day, from the first welcome sip to the final toast. You will help set the tone for an afternoon of elegance, connection, and giving, with your brand woven into one of the most memorable parts of the event. *Benefits include: Exclusive recognition as the Wine Sponsor in all event promotions and announcements, logo placement on wine service signage and on each table's printed menu, a mention from the stage during the seated portion of the event, recognition in the printed program, event slideshow, and on the event website, and two VIP tickets.*

**BEAUTY REFRESH LOUNGE - \$3,000** – (1 available) Elevate the guest experience with an exclusive Beauty Refresh Lounge. As the sponsor, you will help provide a curated selection of luxury amenities such as hairspray, perfume, deodorant, lip gloss, and other freshening essentials, so guests can look and feel their best throughout the event. This high-traffic, high-visibility sponsorship ensures your brand will be both seen and remembered. *Benefits include: Elegant decals featuring an empowering message for women and your logo placed on the mirrors, a discreet branded countertop display or QR code to connect guests directly with your business, and exclusive recognition as the Beauty Refresh Lounge Sponsor in event materials.*

**MYSTERY BOX PULL - \$2,500** – (4 available, 2 sold) Add a touch of mystery with this fun and engaging sponsorship. Your logo will be featured on 50 mystery boxes displayed in the marketplace for guests to select and open, creating excitement and anticipation throughout the event. *Benefits include: Logo featured on each mystery box, prominent placement on mystery box signage, and recognition on the display, plus 2 VIP Tickets to enjoy the event.*

# MENU OF Additional Sponsorships

**VALET - \$2,500** – (1 available) Be the first and last impression of the day. As the exclusive Valet Sponsor, your brand will welcome every guest upon arrival and send them off with a lasting reminder as they depart. From the convenience of a seamless arrival to the personal touch of a branded keepsake placed in their vehicle, your brand will be associated with exceptional service and style. *Benefits include: Exclusive recognition as the Valet Sponsor in event materials, logo displayed prominently at the valet station, branded hangtag or keepsake placed in each guest's car, recognition in the printed program, event slideshow, and on the event website, and two VIP tickets to enjoy the event.*

**SWAG BAG - \$2,500** – (2 available, 2 sold) Your brand, in the hands of every guest. As the exclusive Swag Bag Sponsor, your logo will be displayed on the coveted take-home bags filled with premium goodies, ensuring your name travels with guests long after the event ends. These bags are carried, photographed, and remembered, making them one of the most visible branding opportunities of the day. *Benefits include: Logo placement on all event swag bags, recognition in the printed program, event slideshow, and on the event website, opportunity to include a branded gift or promotional item in each bag, and two VIP tickets to enjoy the event.*

**REGISTRATION - \$2,500** – (1 available) Sponsor the very first stop for our guests, registration. Your logo will be displayed at check-in and on registration materials, ensuring your brand is seen by every attendee as they arrive. *Benefits include: Logo placement at the registration area, recognition on registration materials, and two VIP tickets to enjoy the event.*

**TOGETHER WE CARRY HOPE BANNER - \$2,500** – (1 available) Create a lasting emotional connection by sponsoring our 'Together We Carry Hope' pull-up banner, where guests can sign in honor or memory of someone touched by cancer. This interactive display will be placed in a prominent location, offering both visibility and heartfelt engagement throughout the event. The banner will be yours to take after the event as a meaningful keepsake. *Benefits include: Logo placement on the banner, in the event program, and on event signage, along with two VIP tickets to enjoy the event.*

## FIND THE PERFECT FIT

Your partnership is more than a sponsorship. It is an investment in hope, compassion, and life-changing care for local cancer patients. Together, we can create something extraordinary.



## SPONSORSHIP OPPORTUNITIES

{ } Platinum Pumps Presenting - \$25,000

{ } Silver Slippers - \$5,000

{ } Diamond Stiletto - \$15,000

{ } It's About the Bling - \$2,500

{ } Gold Heels - \$10,000

{ } Additional Opportunity: Please write in your selection

----- \$ -----

### CONTACT INFORMATION

Name (For Recognition Purposes): \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

### PAYMENT INFORMATION

Send invoice to (Name & Address): \_\_\_\_\_

Enclosed is a check for: \$ \_\_\_\_\_ made payable to Naples Cancer Foundation

Please charge my CC for: \$ \_\_\_\_\_

**Choose one:** { } VISA { } MasterCard { } AMEX { } Discover

Name as it appears on the card: \_\_\_\_\_

CC#: \_\_\_\_\_ Exp Date: \_\_\_\_\_ CVN: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



**RETURN FORM VIA MAIL OR EMAIL TO:**

**Naples Cancer Advisors**

**Mail:** PO BOX 7401, Naples FL 34101

**Email:** events@naplescanceradvisors.org

**PLEASE SEND LOGOS TO:** events@naplescanceradvisors.org

In EPS or high-resolution jpg or png formats



## AD SPONSORSHIP AGREEMENT

### UPSCALE PROGRAM BOOK

Guests will receive a professionally printed, keepsake-quality program book at the event, a polished piece they will take home and refer to long after the evening ends. Your presence in the book will include:

*Prominent sponsor recognition and advertisements | Sole Man and honorary profiles  
Fashion partner features | Live auction previews*

**New this year:** Even if you can't attend in person, you can still put your brand in front of our influential audience. Ad space is now available for community partners and supporters unable to join us that evening.

**This is a limited-opportunity placement designed to give your business lasting visibility with a high-profile audience.**

- Full Page Color or Black & White Ad in inches 4.75 x 7.75 (\$500.00)
- Half Page Color or Black & White Ad in inches 4.75 x 3.75 (\$250.00)
- Quarter Page Color or Black & White Ad in inches 2.3 x 3.75 (\$125.00)

**Sponsor Name** \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Phone \_\_\_\_\_

Contact Email \_\_\_\_\_

**Check enclosed for \$** \_\_\_\_\_ payable to *Naples Cancer Foundation*



#### RETURN FORM VIA MAIL OR EMAIL TO:

**Naples Cancer Advisors - Mail:** PO BOX 7401, Naples FL 34101  
**Email:** [events@naplescanceradvisors.org](mailto:events@naplescanceradvisors.org)

**PLEASE SEND ADS TO:** [events@naplescanceradvisors.org](mailto:events@naplescanceradvisors.org)

In EPS or high-resolution jpg or png formats