



wine  
women & shoes®

BENEFITING

**BOYS & GIRLS CLUBS  
OF THE TAR RIVER REGION**

# Gratitude & Glitter



## Sponsorship Opportunities

**MAY 7, 2026 | 5:30 P.M.  
ROCKY MOUNT EVENT CENTER**



# Our Vision

Your sponsorship directly helps the **Boys & Girls Clubs of the Tar River Region** deliver critical programs and support for kids in the Twin Counties, enabling them to thrive. Our goal is simple: to make sure every child, especially those who need us most, has the chance to become a productive, responsible, and caring citizen.

We know our kids have what it takes to succeed. They are eager to learn and full of hope. But growing up requires more than just good intentions; it takes ongoing relationships with caring mentors to help them make wise choices and plan for a bright future. Whether it is mastering a math problem in Power Hour or learning leadership in the Torch Club, they need someone in their corner. We are determined to be that support system so that no child is left behind.

With your help, we can provide the life-enhancing programs that build character and academic success. Your sponsorship directly supports our mission to give every child the tools they need to graduate with a purpose and plan for the future.

There is no better investment than the one we make in our children's lives.

**100% of proceeds directly support the Boys & Girls Clubs of the Tar River Region.**



# Join us!

## WHEN & WHERE

Thursday, May 7, 2026

5:30 - 8:30 p.m.

Rocky Mount Event Center

285 NE Main St

Rocky Mount, NC 27801

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100% of the proceeds directly support the **Boys & Girls Clubs of the Tar River Region**, empowering young people through academic success, healthy lifestyles, and character development initiatives.

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## ABOUT BOYS & GIRLS CLUB OF THE TAR RIVER REGION

For over 50 years, the **Boys & Girls Clubs of the Tar River Region** has served the Twin Counties, growing from a single Boys Club in Rocky Mount to a regional organization with locations in Tarboro, Rocky Mount, and Nashville. We now serve over 1,200 young people, providing a world-class Club experience that puts success within reach for every member. Our programs ensure youth stay on track to graduate with a plan for the future, demonstrating good character and maintaining a healthy lifestyle.



## 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.

### 5:30 p.m. - 7:15 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.

### 7:15 p.m. - 8:30 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

### VIP TICKETS - \$175

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

### VIP TABLE FOR 8 - \$1,400

Reserved table for 8 guests with access to all event activities, including marketplace shopping, wine tastings, fashion show, and luncheon.



## BOYS & GIRLS CLUB OF THE TAR RIVER REGION AND 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 to targeted lists of donors, members, and past **Wine Women & Shoes** supporters and guests.

**Expected Audience Reach:** 250+

## 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:** 250+

## NEWSLETTERS

Newsletters will reach the entire **Boys and Girls Clubs of the Tar River Region's** community of members, donors, volunteers, and friends, providing updates on events, activities, promotions, and other exciting news.

**Expected Audience Reach:** 300+

## 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 **Boys and Girls Clubs of the Tar River Region's** website and online event registration.

## SOCIAL MEDIA

Leveraging our wide-reaching social media audience, the **Boys and Girls Clubs of the Tar River Region** showcases our mission and celebrates our sponsors through dynamic and engaging content and community resources.

**Expected Audience Reach:** 2,300+














## 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 **Boys and Girls Clubs of the Tar River Region's** life-changing mission.



# Sponsorship Levels

## BENEFITS CHART

	PRESENTING PLATINUM \$20,000*	DIAMOND STILETTO \$15,000	GOLDEN HEELS \$10,000	BRONZE HEEL \$5,000
Recognition as presenting sponsor				
On stage speaking opportunity or video at event				
On stage verbal recognition at event				
Opportunity to place Premier item in swag bags				
Logo placement in ALL event public relations and advertising initiatives				
Name/Logo featured on website, eblasts, program & press releases				
Link to your company website from the Boys & Girls Club & WW&S website				
Mentioned on screen at event				
Tickets	2 VIP Tables of 8	2 VIP Tables of 8	1 VIP Table of 8	4 VIP Tickets

# Sponsorship Opportunities

## PLATINUM PUMP PRESENTING SPONSOR \$20,000

- Welcome remarks from company representative
- 2 prominent tables with seating for 8 guests each (16 total) and 16 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 Platinum Pump Presenting 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 **Boys & Girls Clubs of the Tar River Region**)
- Post-event thank you e-blast to all attendees featuring your logo

## DIAMOND STILETTO SPONSOR \$15,000

- 2 prominent tables with seating for 16 guests and 16 swag bags
- Logo on the invitations when secured 45 days prior to event
- Acknowledgement as the Diamond Stiletto 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

## GOLDEN HEELS SPONSOR \$10,000

- A \$5,000 investment in **Boys & Girls Clubs of the Tar River Region**
- 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
- Logo placement on the program paddle
- 8 VIP tickets and 8 swag bags

## SILVER SLIPPERS SPONSOR \$5,000

- A \$5,000 investment in **Boys & Girls Clubs of the Tar River Region**
- Logo on the invitations when secured 45 days prior to event
- Logo placement on the program paddle
- 4 VIP tickets and 4 swag bags

# Additional Opportunities

## \$5,000

**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 + 4 VIP tickets to the event.

**WINE GLASS SPONOR** - 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 + 4 VIP tickets to the event.

**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 VIP tickets to the event.

**PAPARAZZI PHOTO BOOTH SPONSOR** - Ladies will receive a 5x7 souvenir photograph. **Benefits Include:** Your logo (along with **Wine Women & Shoes** & **Boys & Girls Club of the Tar River Region**) on the photograph + 4 tickets to the event.

**SWAG BAG SPONSOR** - Every guest loves going home with an extra something at the conclusion of an event, and your sponsorship will help make this happen. Each guest will receive a swag bag or box with your logo represented on it that they take home with them at the conclusion of the event! **Benefits Include:** Your logo on stage, preview e-blast, social media posts, and on our website, a model from your business + 4 VIP tickets to the event.

**KEY TO THE CLOSET SPONSOR** - One hundred keys for sale, and only one will win the collective bounty. Your brand will be featured as the Key to the Closet sponsor. **Benefits Included:** Logo on signage, e-blasts, and all raffle materials + 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 MOMENT 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 + 1 ticket 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

**\$1,500**

**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 + 1 ticket to the event.

**HYDRATION STATION SPONSOR** - Help our fabulous attendees hydrate at the water/tea station. Elegant signage and your logo on water bottles. **Benefits Include:** Logo recognition + 1 ticket 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 + 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 Desiree Dolberry at**

[ddolberry@bgcnec.org](mailto:ddolberry@bgcnec.org)

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





## SPONSOR REGISTRATION

### EXCLUSIVE OPPORTUNITIES

- ☐ Platinum Pump \$20,000      ☐ Diamond Stiletto \$15,000  
☐ Gold Heels \$10,000      ☐ Silver Slippers \$5,000

### ADDITIONAL OPPORTUNITIES

- ☐ \$5,000 \_\_\_\_\_  
☐ \$2,500 \_\_\_\_\_  
☐ I cannot attend. Please accept my donation of \$ \_\_\_\_\_

**Please type or print your sponsor information as you would like it to appear on signage or printed materials.**

Sponsor Name: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Website: \_\_\_\_\_

☐ Please invoice the entire amount on this date: \_\_\_\_\_

☐ Please invoice in installments of \$ \_\_\_\_\_ (Invoices will be sent on a monthly basis)

☐ Check enclosed for \$ \_\_\_\_\_ payable to **Boys & Girls Clubs of the Tar River**

**Region.** Please mail to: 301 S Church St #290, Rocky Mount, NC 27804.

☐ Charge my credit card for \$ \_\_\_\_\_

**Please Circle:**      Visa      MasterCard      Amex      Discover

CC#: \_\_\_\_\_ Exp.: \_\_\_\_\_ CVN: \_\_\_\_\_

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

## TO DISCUSS YOUR SPONSORSHIP & CUSTOMIZATION OPTIONS, PLEASE CONTACT:

**Desiree Dolberry | [ddolberry@bgcnec.org](mailto:ddolberry@bgcnec.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.*

**Boys & Girls Clubs of the Tar River Region is a 501(c)3 nonprofit tax ID #56-0934910.**