



Be There. Be Fabulous!

SATURDAY, MAY 9, 2026
ECOMAMA FARMS, SANTA YNEZ

Sponsorship Opportunities



Our Vision

Your sponsorship of **Wine Women & Shoes** will benefit **Friendship House**, directly supporting our mission to provide specialized, compassionate care for seniors in the Santa Ynez Valley. We strive to ensure that every individual facing Alzheimer's and dementia has access to a safe, home-like environment where they are treated with dignity and "Person Centered Care." Too often, families are overwhelmed by the life-altering progression of memory loss that compounds the complexities of aging.

The barriers associated with dementia transcend all boundaries, influencing a family's ability to provide adequate care and impacting the long-term well-being of both the senior and their caregiver. These challenges include the intense demands of 24-hour supervision, the emotional toll of witnessing personality changes, and the difficulty of finding safe, engaging environments that feel like home rather than a facility. Such obstacles can add tremendous stress during one of the most difficult transitions in a family's life.

With your help, seniors facing memory loss and their families will have the resources they need to endure this journey with grace. With your support, we can fund vital initiatives such as our Life Enrichment Day Program, Music and Art Therapy, and essential respite services that help families recharge. Your sponsorship directly supports Friendship House's mission to honor those we serve by creating a place that "Just Feels Right."

100% of proceeds directly support Friendship House.



Join us!

WHEN & WHERE

Saturday, May 9, 2026

11:00 a.m. - 3:00 p.m.

Ecomama Farms

3870 Baseline Ave

Santa Ynez, CA 93460

100% of your contribution directly funds the compassionate personal care and essential program priorities that make **Friendship House** a true home for our residents.

ABOUT FRIENDSHIP HOUSE

For 48 years, **Friendship House** has provided quality residential and dementia care in a safe, charmingly homey environment. Founded in 1978 by Dr. Lou Netzer, our home was envisioned as a supportive space

for frail elders who desire a residential rather than institutional setting. Today, our care and passions

are solely devoted to our Alzheimer's and dementia residents.

It is with respect and love that we maintain a welcoming home for them and their families, sustained by a community that values our affordability and high standard of personal care.

COMMITTEE MEMBERS

Ann Young and Judy Canby
Event Co-Chairs

Leanna Drammer, Donna Eichelberger,
Kelly Hunziker, Mia Murphy,
Araceli Navarro, Melissa Redell,
Tammy Westwood



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.

11:00 a.m. - 1:00 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. Enjoy the Silent Auction, Hors d'Oeuvres, Wall of Wine, Music, Specialty Cocktails, and an afternoon filled with FUN and celebration.

1:00 p.m. - 3:00 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 Key to the Closet raffle winner is announced.

TICKET OPTIONS

GENERAL ADMISSION TICKETS - \$175 (TABLES OF 8 OR 10 AVAILABLE)

General Admission - Sip, Shop & Support

Join us for an unforgettable afternoon at Wine Women & Shoes, where fashion, friendship, and philanthropy come together in a beautiful outdoor setting. General Admission guests will enjoy browsing the Marketplace boutiques, sipping local wines, and indulging in a delicious luncheon. Your General Admission ticket includes event entry, Marketplace shopping, wine, luncheon, the fashion show, and full program—all benefiting Solvang Friendship House and the seniors and families we serve.

VIP TICKETS - \$225 (TABLE OF 10: \$2,250)

VIP Experience - An Elevated Way to Wine, Shop & Shine

Enjoy Wine Women & Shoes at its most indulgent with a VIP ticket. VIP guests receive early access to the Marketplace, offering first choice of fabulous shopping before doors open to the general audience. Relax in VIP seating with premium views of the fashion show, enjoy elevated wine selections during the luncheon, and be personally attended to by a private Sole Man, dedicated to catering to your every need. VIP guests will enjoy exclusive VIP perks and a special surprise during the luncheon, created just for our VIP tables. It's a seamless, stylish way to experience the event—while making a meaningful impact for Solvang Friendship House.



Our Vision

FRIENDSHIP HOUSE & 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 to targeted lists of donors, members, and past **Wine Women & Shoes** supporters and guests.

Expected Audience Reach: 2,000+

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: 2,000+

NEWSLETTERS

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

Expected Audience Reach: 2,500+

WEBSITE

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

SOCIAL MEDIA

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

Expected Audience Reach: 2,000+

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+

Sponsorship Opportunities

EXCLUSIVE PRESENTING SPONSOR: \$15,000

Put your best foot forward! We are offering an exclusive sponsorship for the presenting rights to **Wine Women & Shoes**. This includes your name incorporated into the official event logo as well as all collateral, event signage, and décor. Your company name will be associated with everything involving **Wine Women & Shoes** throughout **Friendship House's** largest, most robust marketing campaign.

- Exclusive title recognition as our Presenting Sponsor
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral, including programs, signage, invitations, and save-the-dates
- Prominent recognition on event websites, e-blasts, and social networking campaigns (i.e., Facebook, LinkedIn, and Instagram) reaching **Friendship House's** followers
- Logo printed on 300 wine glasses that each event guest gets to take home
- Onstage verbal recognition and prominent signage at the event, including on the Paparazzi social media/photo backdrop
- Your logo on the Marketplace shopping bags
- During the program portion of the event, you will be given the opportunity to welcome and thank the audience and mention your business as the Presenting Sponsor Company name/logo and click through link on event webpage
- Full-page ad in the event program (artwork provided by you)
- Opportunity to place a premier item in the swag bags (event-appropriate items only)
- 1 VIP table (10 guests)

EXCLUSIVE MARKETPLACE SPONSOR \$10,000

- Onstage verbal recognition and prominent signage in the marketplace, including on the marketplace Paparazzi social media/photo backdrop
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral, including programs, signage, invitations, and save-the-dates
- Prominent recognition on event websites, e-blasts, and social networking campaigns (i.e., Facebook, LinkedIn, and Instagram) reaching **Friendship House's** followers
- Your logo on the Marketplace shopping bags
- Full-page ad in the event program (artwork provided by you)
- 1 VIP table (10 guests)

Specially Sponsorships

\$5000

FASHION SHOW SPONSOR - Take it to the catwalk. All eyes are on the runway during the climactic fashion show. **Benefits Include:** Logo recognition during the Fashion Show and promotion, verbal recognition from the stage + 4 VIP tickets to the event.

BEST IN SHOE AWARDS SPONSOR - Celebrate our attendees' fabulous footwear by promoting the "Best in Shoe" awards. Your designated judges will choose the winners and have the opportunity to strut on stage and announce the winners as part of the live program.

Benefits Include: Logo recognition + 4 VIP tickets to the event.

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:** Logo recognition, your logo featured on the "Shoe Guys" T-shirts + 4 VIP tickets.

\$2,500

MISSION MOMENT SPONSOR - An opportunity to tie your brand to the ultimate emotional moment at the event by underwriting production costs for the heartfelt Mission Moment presentation. **Benefits Include:** Covering all production costs for the heartfelt mission video, receiving verbal recognition during the video's introduction, and featuring your logo within the video itself + 2 VIP tickets.

KEY-TO-THE-CLOSET SPONSOR - One hundred keys for sale, and only 1 will win a collective bounty of donated items. What's in the closet? Fashion? Gift certificates? All will be revealed on the day of the event! **Benefits Include:** Brand featured as the Key-to-the-Closet sponsor, logo recognition + 2 VIP tickets.

SIGNATURE COCKTAIL - Have your name associated with the most popular drink of the day! **Benefits Include:** Logo featured as the cocktail sponsor, logo recognition on cocktail napkins and signage at bar + 2 VIP tickets.

BRANDED BITES - While guests shop and mingle, treat them to a curated selection of tray passed hors d' oeuvres. **Benefits Include:** Logo sign on server trays, logo recognition + 2 VIP tickets.

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

Specially Sponsorships Cont.

\$2,500

BUBBLES SPONSOR - Make a sparkling first impression! As guests arrive they'll be welcomed with a glass of celebratory bubbles—graciously served by our Sole Men—setting the tone for an afternoon of style, connection, and community support. **Benefits Include:** Exclusive recognition as the Bubbles Sponsor, sponsor logo prominently displayed on arrival and bar signage, association with one of the most visible and photographed moments of the event + 2 VIP tickets.

WALL OF WINE SPONSOR - Pull a mystery bottle of wine to take home! **Benefits Include:** Logo prominently featured on signage & individual bags for bottles, logo recognition + 2 VIP tickets.

RESTROOM SPONSOR - Pampering the attendees is a luxury well afforded with your name proudly displayed! **Benefits Include:** Opportunity to put your company logo on lotions and soaps in the venue restrooms, logo recognition + 2 VIP tickets.

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:** Logo featured on every live auction paddle + 2 VIP tickets.

PHOTO BOOTH SPONSOR - Strike a pose and capture the moment! The Photo Booth Sponsor brings the fun to life by giving guests a stylish space to snap, share, and remember the day. From laughter with friends to fabulous shoe shots, this interactive experience will be one of the most visited and shared highlights of the event. **Benefits Include:** Recognition as the Photo Booth Sponsor, prominent logo placement on photo booth signage, sponsor logo included on digital photo overlays or prints, high-visibility presence at a popular guest attraction + 2 VIP tickets.

\$1,500

NON-ALCOHOLIC/HYDRATION STATION SPONSOR - Help our fabulous attendees hydrate at the water/non-alcoholic station. **Benefits Include:** Elegant signage and your logo featured on dispensers + 2 general admission tickets.

MIRROR MIRROR SPONSOR - "Who's the fairest of them all?" Underwrite the Marketplace vendor mirrors and your logo will be placed throughout. **Benefits Include:** Logo on all mirrors in the marketplace + 2 general admission tickets.

BEAT THE HEAT SPONSOR - Be the coolest sponsor! Each guest will receive a hand held fan with your logo. **Benefits Include:** Logo recognition + 2 general admission tickets

PARKING & TRANSPORTATION - Be the first and last logo guests see at Wine Women & Shoes! **Benefits Include:** Logo recognition with up to 4 impressions on event day with your logo on directional & parking signs, plus in the window of each transportation vehicle + 2 VIP tickets.

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



SPONSOR REGISTRATION

EXCLUSIVE OPPORTUNITIES

Presenting Sponsor \$15,000

Marketplace Sponsor \$10,000

ADDITIONAL OPPORTUNITIES

\$5,000 _____

\$2,500 _____

\$1,500 _____

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 **Friendship House** at:

880 Friendship Lane, Solvang, CA 93463

Charge my credit card for \$ _____

Please Circle: Visa MasterCard Amex Discover

CC#: _____ Exp.: _____ CVN: _____

Signature: _____

TO DISCUSS YOUR SPONSORSHIP & CUSTOMIZATION OPTIONS, PLEASE CONTACT:

Tammy Westwood | tammy@solvangfriendshiphouse.com

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. **Friendship House is a 501(c)3 nonprofit tax ID #95-3264110.**