



AMARILLO'S FOURTH ANNUAL



wine
women & shoes®
Benefiting RMH® of Amarillo

SPONSORSHIP *Opportunities*



Join Us!

THURSDAY
APRIL 9, 2026
6:00 PM
ARTS IN THE SUNSET

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. **Wine Women & Shoes** events blend elegance and excitement, bringing women together to enjoy fine wine, fabulous fashion, and the joy of supporting meaningful causes.

Amarillo's wine-savvy, shoe-loving women will kick up their heels, sip fine wines, and shop the latest shoes and accessories from fabulous fashion vendors all while supporting families who call **Ronald McDonald House** their home away from home. The 4th annual **Wine Women & Shoes Amarillo** will take place on April 9th with event favorites like the Best in Shoe contest, charming Sole Men, and a fun-filled fashion show and live auction. Every dollar raised will support keeping families together when they need it most.

We have a variety of sponsorship options to fit your company's charitable strategy. With YOUR help, we can continue our mission of providing comfort, care, and support in a homelike environment to families of children receiving medical treatment.

"Shortly after birth, our baby girl Katalina was diagnosed with severe jaundice due to Rhesus disease, or RH incompatibility between the mother's and child's blood. She was immediately sent to the NICU.

Being from out of town and nowhere else to turn, the Ronald McDonald House served as a beacon of hope in one of the darkest times. We were truly blessed to have the opportunity to stay so close to our little girl."

~ Sarah & Jair Tintori - Wheeler, TX

We are the only organization in the region that exists solely to provide a home away from home to families of ill and injured children who must travel to receive medical care. Amarillo serves as the primary medical hub between Oklahoma City and Albuquerque, and from Lubbock to Wichita. As a result, families from the 26 counties of the Texas Panhandle, as well as the Oklahoma Panhandle, Eastern New Mexico, Southwestern Kansas, and beyond, rely on the vital services of the **Ronald McDonald House of Amarillo** each and every year. Since first opening our doors in 1983, **Ronald McDonald House of Amarillo** has provided more than 75,000 nights of hospitality to families.

In a typical year, the **Ronald McDonald House of Amarillo** impacts more than 1,000 families through our House, Family Room, and toy/gift delivery program in our partner hospitals. It costs approximately \$125 per night per room to house for a family. For the overwhelming majority of families who are away from work for extended periods of time, as bills and medical expenses stack up, a financial contribution of any amount is simply out of reach. Thanks to the generosity of advocates and supporters like yourself, we are able to offer 100 percent of our services and programs to all families at no cost.

A hospital stay is among the scariest events a child could ever face. Your support helps to ensure they don't have to do it alone. Please consider supporting **Wine Women & Shoes** as an individual or corporate sponsor and help us continue providing life-changing support to families in need.







































**Ronald McDonald
House Charities®**
Amarillo

Keeping Families Together

Become an Official Sponsor

WINE WOMEN & SHOES BENEFITING RMH® OF AMARILLO
THURSDAY, APRIL 9, 2026 AT ARTS IN THE SUNSET | 6:00PM

	Platinum Pump Exclusive \$15,000	Diamond Stiletto \$10,000	Emerald Espadrille \$7,500	Golden Heels \$5,000	Sapphire Sandal \$3,000	Silver Slipper \$2,500	Bronze Boot \$1,500
Exclusive							
Recognition as Presenting Sponsor							
Unique Speaking Opportunity at Event							
TV Recognition							
Custom Curated Sponsorship Package							
Recognition in Pre & Post Event Press Releases							
Podium Recognition							
Local Magazine & PSA Recognition							
Facebook, Instagram, Website, Digital Newsletter	Story & Post	Story & Post	Post	Post	Post	Post	Name
Unique Underwriting Opportunity							
Link to Your Company Website from the WWS Website							
Tickets to the Event	VIP Table for 10 + Swag Bags for 10	VIP Table for 10 + Swag Bags for 10	VIP Table for 8 + Swag Bags for 8	GA Table for 8 + Swag Bags for 8	GA Table for 4 + Swag Bags for 4	GA Table for 4 + Swag Bags for 4	GA Table for 2 + Swag Bags for 2

LET US TAILOR A SPONSORSHIP EXPERIENCE THAT REFLECTS WHAT MATTERS MOST TO YOU

To request additional details regarding your uniquely crafted sponsorship investment, please contact Luke Oliver at luke@rmhcofamarillo.org or (806) 358-8177 Ext. 109. We are also accepting in-kind donations for the Key to the Closet raffle, silent auction, & live auction. Table sales and individual ticket sales coming soon!

*Ronald McDonald House of Amarillo is a 501(c)(3) Tax Exempt Nonprofit Organization | **Federal Tax-Exempt ID Number:** 75-1790186*

Marketing Strategy

SAVE-THE-DATE

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. **Expected Audience Reach: 2,000+**

INVITATION

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. **Expected Audience Reach: 1,000+**

WEBSITE

Sponsors will receive prominent placement on the **Wine Women & Shoes** event page, with logo visibility and recognition throughout the entire promotional cycle. This page will link to the **RMH of Amarillo** website and registration page. **Expected Audience Reach: 700+ monthly visitors**

SOCIAL MEDIA

With an audience of approximately 10,000 followers spread across Facebook and Instagram, **RMH of Amarillo** will link followers to our mission, our sponsors, and their messages through dynamic and engaging content. These social media event updates will further amplify your brand, keeping it front and center with a highly engaged audience. **Expected Audience Reach: 100,000+ monthly reach**

PRINTED PROGRAM + DIGITAL DIRECT MAIL MARKETING

350+ print programs distributed to all guests at the event. Additional email marketing on behalf of sponsors will be sent within a two-week window following the event. Guests will receive a professionally printed program book at the event, a polished and keepsake-quality piece. The book will feature event details, sponsor recognition, **RMH of Amarillo** program information, and live auction previews. Targeted e-blasts will be sent throughout the campaign to promote the event, feature auction highlights, and recognize our sponsors. **Expected Audience Reach: 2,900+**

NEWSLETTERS

A newsletter will be sent to the entire network of **RMH of Amarillo** donors, volunteers, sponsors, and guest families with the latest news on event updates, activities, promotions and more. **Expected Audience Reach: 3,000+**

E-BLASTS

Frequent e-blasts are sent to **RMH of Amarillo** donors, sponsors, and guests to promote ticket sales and event highlights. Appropriate sponsors will be highlighted in each e-blast. All attendees will also receive a post-event follow-up survey to help gather insights, along with a thank you message sharing the successes of the night. **Expected Audience Reach: 3,000+**

OTHER MEDIA

Additional sponsor opportunities may include TV PSAs on NewChannel 10, Brick & Elm Magazine, Accent West Magazine, and the **RMH of Amarillo's** website, amongst others.



Sponsorship Opportunities

~~\$15,000 PLATINUM PUMP EXCLUSIVE TITLE SPONSOR~~

~~\$15,000 will Cover Costs for a Family of 4 for 4 Months - SOLD~~

Benefits Include:

- A tax-deductible investment in the **Ronald McDonald House of Amarillo**.
- Exclusive title recognition as presenting sponsor with name or logo incorporated in **Wine Women & Shoes** event branding.
- Logo placement in all event public relations and advertising initiatives, press releases, and event collateral, including programs, signage, save the date, and invitation.
- Logo printed on 350 wine glasses for each event guest to take home.
- Prominent recognition on event website, e-blasts, and social networking campaigns reaching **RMH of Amarillo's** followers.
- Link to your company website from both **RMH of Amarillo** and **Wine Women & Shoes** websites.
- Opportunity to have a company representative address the audience during the seated program.
- Opportunity to place a premier item in guest swag bags.
- One reserved VIP table for a total of 10 guests and 10 swag bags.

~~\$10,000 DIAMOND STILETTO EXCLUSIVE- MISSION MOMENT PARTNER SOLD~~

~~\$10,000 will Provide 1 Year of Hospitality in the RMH Family Room at Northwest Texas Healthcare System~~

Benefits Include:

- A tax-deductible investment in the **Ronald McDonald House of Amarillo**.
- Logo placement in all event public relations and advertising initiatives, press releases, and event collateral including programs, signage, save the date, and invitation.
- Prominent recognition on event website, e-blasts, and social networking campaigns.
- Opportunity for a company representative to address the audience during the seated program.
- Link to your company website from both **RMH of Amarillo** and **Wine Women & Shoes** websites.
- Your branding displayed at the beginning and end of the ultimate emotional moment of the event, the Mission Moment video.
- Your brand featured at the opening and conclusion of the event's most powerful experience, the Mission Moment video.
- Opportunity to place a premier item in swag bags.
- One reserved VIP table for a total of 10 guests and 10 swag bags.



Sponsorship Opportunities

\$7,500 EMERALD ESPADRILLE

\$7,500 will Fund 4 Months of Family Support

Market-Place Hors D'oeuvres / Phenomenal Food Sponsor (1 Available): SOLD Appetizers have never been more enticing. Showcase your brand at our beautifully designed food stations, where every bite and every detail reflect our collective "taste" for something extraordinary.

Key to the Closet Sponsor (1 Available): One hundred keys, each holding the promise of possibility, but only one will open the door to an unforgettable collection of treasures. From chic fashion and designer furniture to dream closet systems and pampering experiences, the Key to the Closet is every woman's wish come true. As the presenting sponsor, your brand will shine at the heart of this exciting moment, with the chance to join us onstage to reveal the winner.

Live Auction Sponsor (1 Available): SOLD Your logo will take center stage throughout the live auction, visible to every bidder, inspiring generosity during the event's most exciting moments.

Sole Men Sponsor (1 Available): Be part of the fun by sponsoring our charismatic Sole Men, ambassadors of style and spirit, entertaining and inspiring Wine Women & Shoes guests, both leading up to and during the event. Your brand will be featured on their t-shirts, individual fundraising pages, and every donor thank-you email ensuring lasting visibility and impact.

\$5,000 GOLDEN HEEL

\$5,000 will Staff our Guest Services Desk for 1 Month

Swag Bags Sponsor (1 Available): SOLD It's all in the bag! As the swag bag sponsor, your logo will grace the stylish totes gifted to each attendee, a keepsake that extends the magic of the evening well beyond the event itself. With hundreds of local tastemakers carrying your branded bag through their daily routines, your brand becomes a visible symbol of generosity and connection.

Stage Sponsor (1 Available): SOLD See your logo showcased front and center as guests gather for the seated portion of the night, where connection, celebration, and generosity take the stage.

Luxury Car Sponsor (1 Available): The road to style starts here. As the official car brand of Wine Women & Shoes Amarillo, your partnership includes onsite vehicle displays and exclusive signage showcasing your brand's prestige.

Step & Repeat Banner Sponsor (1 Available): SOLD Put your brand in the spotlight with prominent placement on the Step and Repeat banner, the backdrop for unforgettable photo moments and share-worthy social posts throughout the evening.

Wall of Wine Sponsor (1 Available): SOLD For a wine-filled celebration, there is no better place to be than the Wall of Wine sponsor. Your logo will shine on the display and signage, surrounded by guests who share a passion for great wine.

Napkin Sponsor (1 Available): SOLD As guests sip fine wines and shop for a cause, your brand can be part of every toast and conversation by sponsoring the event's cocktail napkins. Your logo will appear on 2,000 napkins, subtly woven into the evening's most social moments and ensuring your brand is in every guest's hand.



\$7,500 & \$5,000 SPONSOR BENEFITS INCLUDE:

A tax-deductible investment in Ronald McDonald House of Amarillo, Logo placement on event webpage, name on post-event communications, name/logo recognition on social networking campaigns, name recognition on event e-blasts, and 1 GA table for 8 guests and 8 swag bags (Golden Heel sponsors) 1 VIP table for 8 guests and 8 VIP swag bags (Emerald Espadrille).

Sponsorship Opportunities

\$3,000 SAPPHIRE SANDAL

\$3,000 will fund 6 months of transportation for families

Wine Glass-Plate Sponsor (1 Available): SOLD Sipping and savoring has never been easier due to our custom wine plates that are designed to hold your glass and selected food tastings. This is a visual branding opportunity to have your logo featured on the wine glass plates for guests.

Wine Bottle Opener (1 Available): SOLD What is a wine bottle without an opener? This is a visual branding opportunity to feature your company's logo on the wine openers that are used at the bars, in the hands of the sole men, and placed in 350 swag bags.

Wine Stopper (1 Available): The wine doesn't stop after Wine Women & Shoes, and every wine lover needs a stopper. This is a visual branding opportunity to feature your company's logo on the wine stoppers that are placed in 350 swag bags.

\$2,500 SILVER SLIPPER

\$2,500 will fund 20 nights of lodging expenses for families

Volunteer Sponsor (1 Available): SOLD Be a part of encouraging the hardest working people in the room, our amazing volunteers! Your logo will be highlighted on all volunteer lanyards throughout the event.

Silent Auction Sponsor (1 Available): SOLD As guests bid to their hearts' delight on an extraordinary collection of Silent Auction packages, your logo will be beautifully showcased in one of the evening's most frequented areas. Each time a guest places a bid, your brand will be part of the excitement, generosity, and spirit of giving that defines this unforgettable night.

Photo Booth Sponsor (1 Available): SOLD Step into the spotlight! As the exclusive photo booth sponsor, your company will be showcased on all 360-degree photos taken throughout the night, ensuring your presence is captured, shared, and remembered long after the last toast.

VIP Experience Sponsor (1 Available): SOLD Join us in rolling out the red carpet for our distinguished VIP guests. As VIP Sponsor, your brand will shine through every elevated detail, with exclusive table décor, premium service, and the kind of experience that makes guests feel truly celebrated.

Heads or Tails Sponsor (1 Available): SOLD Add some playful energy to the evening as the sponsor of the Heads or Tails game! Your logo will be featured on 200 participant necklaces, putting your brand front and center as guests join in the fun. To top it off, you'll have the honor of taking the stage to present the prize to the winner.

Exit Espresso (1 Available): Perk up the finale! Sponsor the Exit Espresso cart, where your logo will be featured prominently and your team can serve coffee and share smiles as guests depart for their journey home.



\$3,000 and \$2,500 SPONSOR BENEFITS INCLUDE:

A tax-deductible investment in **Ronald McDonald House of Amarillo**, name placement on event webpage, recognition on event communication and social networking campaigns, and 4 GA tickets and 4 swag bags.

Sponsorship Opportunities

\$1,500 BRONZE BOOT

\$1,500 Provides Meals and Pantry Supplies to Families for 1 Month

Phone-Charging Station Sponsor (1 Available): SOLD Power up the evening and keep guests connected. Your logo will be featured at our phone charging stations.

Registration Sponsor (1 Available): SOLD From the first greeting to the final farewell, your logo will shine on signage at registration and auction check-out.

Restroom Spa Baskets Sponsor (1 Available): SOLD Indulge guests in a touch of luxury, with your brand beautifully featured throughout this pampering experience.

Best in Shoe Award Sponsor (2 Sold, 1 Available): Celebrate our guests' fabulous footwear by sponsoring the Best in Shoe award. Judges will mingle with guests, select the winners, and take the stage to announce them live. Your logo will shine on marketplace signage, onscreen during the awards, and on the winner's sash for your category.

Mocktail Station (1 Available): SOLD Join us in celebrating inclusivity and connection as the sponsor of our festive Mocktail Station. Guests will enjoy beautifully crafted, alcohol-free drinks that taste as fabulous as they look. Your sponsorship places your brand at the heart of this refreshing, feel-good experience that everyone can enjoy.

Hydration Station (1 Available): Quench the crowd's thirst while elevating your brand. Your logo and branding will be showcased at the drink station, keeping guests hydrated, happy, and engaged throughout the event.

Shop Till You Drop (1 Available): As the Shop Till You Drop Marketplace Sponsor, your brand will lead the way. Custom floor clings and signage featuring your logo will guide guests through the marketplace, adding a stylish and memorable branded touch at every step.

Directional Signage (1 Available): SOLD There's so much to see at Wine Women & Shoes. Help our attendees find their way around and get where they need to go! This is a visual branding opportunity to feature your company's logo on the directional signage that welcomes and guides guests to registration, restrooms, and around the venue.

\$1,500 SPONSOR BENEFITS INCLUDE:

A tax-deductible investment in Ronald McDonald House of Amarillo, name placement on event website, recognition on event communication and social networking campaigns, 2 GA tickets and 2 swag bags.

\$500 HONORARY COMMITTEE MEMBER*

\$500 Provides 1 Month of Transportation for Families

Be part of something extraordinary. As an Honorary Committee Member, your name or logo will appear in 350 event programs and an e-blast to over 2,400 supporters, shining a light on your dedication to advancing our mission and creating lasting impact in our community.

*Does not include event tickets



Sponsorship Commitment



Ronald McDonald
House Charities®
Amarillo

☐ YES! I would like to attend/sponsor Wine Women & Shoes on April 9, 2026!
Tickets and sponsorships available online at winewomenandshoes.com/rmhcofamarillo

SPONSORSHIP OPPORTUNITIES

- ☐ ~~Platinum Pump Exclusive Title Sponsor \$15,000~~
- ☐ ~~Diamond Stiletto Exclusive Mission Moment Sponsor \$10,000~~
- ☐ Emerald Espadrille Sponsorship \$7,500 - Name of Sponsorship: _____
- ☐ Golden Heels Sponsorship \$5,000 - Name of Sponsorship: _____
- ☐ Sapphire Sandal Sponsorship \$3,000 - Name of Sponsorship: _____
- ☐ Silver Slipper Sponsorship \$2,500 - Name of Sponsorship: _____
- ☐ Bronze Boot Sponsorship \$1,500 - Name of Sponsorship: _____
- ☐ Honorary Committee \$500
- ☐ Please Send Me Information About Custom Sponsorship Opportunities

REGISTRATION INFORMATION

Name for Sponsor Recognition Purposes: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Cell Phone: _____

PAYMENT INFORMATION

- ☐ Please Invoice Me
- ☐ Check Enclosed Payable to RMH of Amarillo
- ☐ Charge My: ☐ Visa ☐ Mastercard ☐ AMEX ☐ Discover
- Name on Card: _____
- Billing Address: _____
- Credit Card Number: _____ Exp Date: _____ CVV: _____
- Signature: _____ Date: _____
- ☐ I Would Like to Cover the 4% Credit Card Processing Fee
- ☐ I Am Unable to Participate but Would Like to Donate to RMH of Amarillo \$ _____

To ensure your company logo is included in event day materials, please mail or email this form to the address below by February 1, 2026.
Partners wanting this benefit must submit electronic logos in .EPS/.JPG format at a minimum of 300 dpi at actual size, color,
and black and white. If logo is not received by February 1, 2026, partner may be recognized in text.

Please make checks payable to **RMH of Amarillo** and send to: **RMH of Amarillo, 1501 Streit Drive, Amarillo, TX 79106**
Phone: (806) 358-8177 | Email: rmh@rmhcofamarillo.org | Federal Tax-Exempt ID Number: 75-1790186