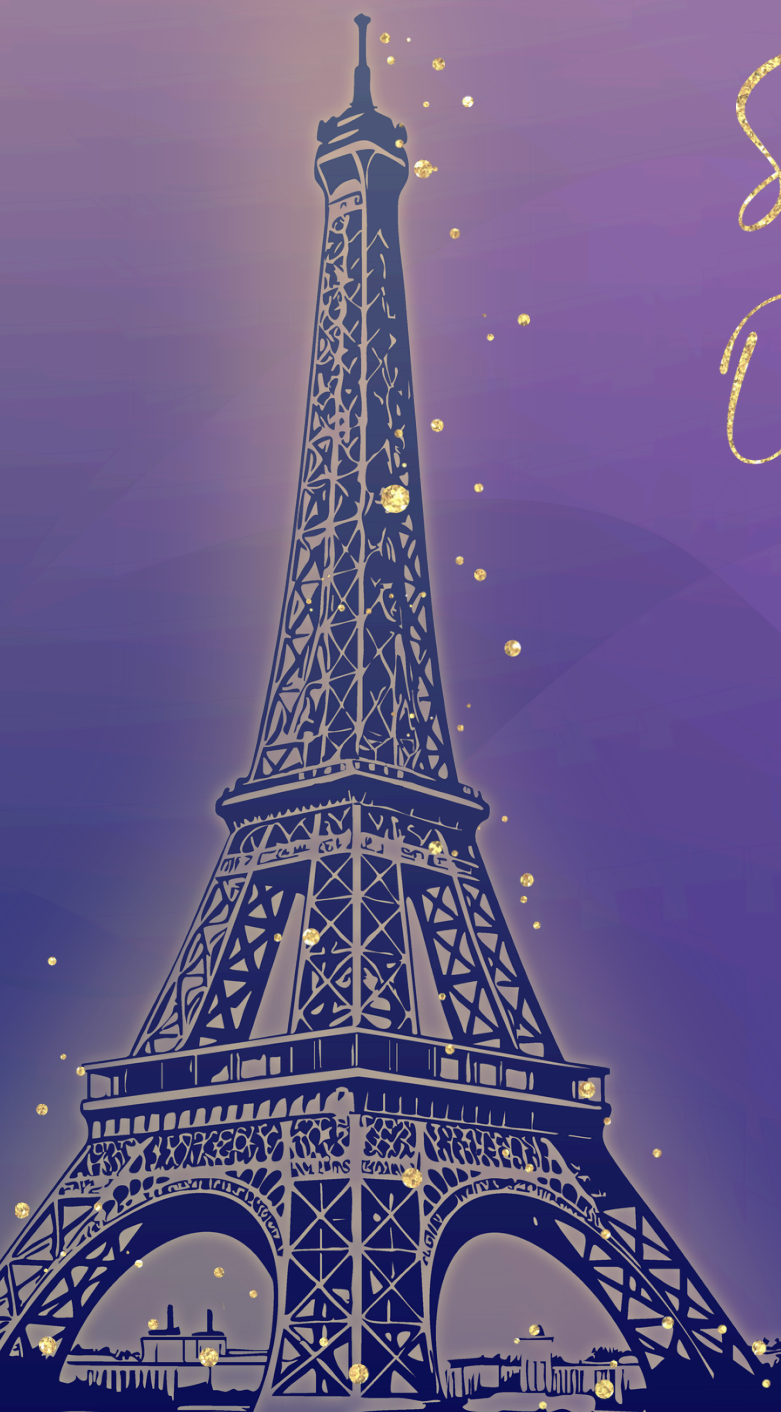




wine women & shoes[®]

- BENEFITING -
paws4people[®], Inc.

*Sponsorship
Opportunities*



Join us!

OCTOBER 15TH, 2025

6:00 PM - 9:30 PM

Wilmington Convention Center

WWS AUDIENCE

- 80% Women Ages 30 to 55
- Retired Executives to CEO Moms to 30-Something Young Professionals
- Key Influencers, Tastemakers, Connectors
- Charity Supporters, Socially Conscious and Community Minded
- Passionate About Improving the Health and Well-Being Our Community
- Conscious of Fashion and Fashion Events
- Enjoy Wine and Attend Wine Events
- Represent the Typical Luxury Brand Consumer
- Women Control Two-Thirds of Consumer Wealth in the U.S.
- 92% of These Women Will Pass on Information About Deals or Finds to Others
- On Average, Donate/Spend \$200-\$600 Per Event
- Loves adorably fluffy puppies

The Perfect Pair...

paws4people®

AND WINE WOMEN & SHOES

OUR MISSION

Educating and empowering people to utilize Assistance Dogs to transform their lives.

ABOUT WINE WOMEN & SHOES

Wine Women & Shoes has exploded across North America in the last decade, producing more than 600 fabulous fashion events that have helped net an impressive \$140 million for our nonprofit partners.

WW&S events are fun, festive, and full of feminine soul — community celebrations that bring women together around fine wine, great style, and causes that matter!

QUESTIONS AND CONTACT:

Melissa White, Relationship Development Officer
Melissa.White@paws4people.org
336.749.7045



Pair with Us!

“PAIR” WITH US AND TRANSFORM LIVES

paws4people® is an internationally accredited nonprofit organization that specializes in breeding, training, and placing customized Service Dogs for veterans, children, and civilians with physical, neurological, psychiatric, or emotional disabilities. With the support of our highly trained Service Dogs, we are helping people achieve priceless, well-deserved independence! Based in Wilmington, our mission is to educate and empower individuals to utilize Assistance Dogs to transform their lives.

Since our founding in 1999, paws4people has successfully placed over 1,600 Assistance, Service, Facility, and Emotional Support Dogs nationwide.

“MATCH” YOUR GOALS TO OUR MISSION

paws4people foundation has several different programs through which we train and place Assistance Dogs with people with disabilities. We specialize in clients under the age of 14 and both civilians and veterans with PTSD; as well as the ground-breaking field of training and utilizing Facility Dogs with human services professionals.

While there are many organizations that share our goal to enhance human lives with canine love, we have found that no other training program matches the selectiveness, variety and qualifications of the paws4people programs. Our mission's multiple aspects are unique in providing diverse groups of citizens with a menu of programs from which they can select the one that best meets their needs.

THE “SOLE” PURPOSE OF WHAT WE WANT TO ACCOMPLISH

When you “pair with us,” you have the opportunity to influence and enhance the lives of those with serious illnesses or disabilities living in your community and beyond. Funding ensures that people seeking a more fulfilling life will get the life-changing support that comes with having a paws4people dog. We hope you will partner with us to make a difference in the lives of others.



PLATINUM PUMPS PRESENTING - \$15,000

Exclusive Sponsor - 1 available

Includes your name/logo incorporated into the official event logo that's displayed on all collateral, event signage, social networking campaigns, and webpages. Your company name will be associated with everything involving Wine Women & Shoes (i.e. Wine Women & Shoes benefiting paws4people Presented by "Your Company Name/Logo Here").

Platinum Pumps Presenting sponsorship benefits also include:

- A \$15,000 investment in paws4people.
- Exclusive 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, invitations, and save the dates.
- Logo on the Step & Repeat banner (along with the Wine Women & Shoes and paws4people logos) for the event entry photo opportunity, receiving endless likes and shares.
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook & Instagram) reaching 17,000+ paws4people followers.
- Link to your company website from the paws4people and Wine Women & Shoes websites.
- Opportunity to provide a 30 second video OR have a company representative address the audience during the seated program.
- Opportunity to place a premier item in swag bag (event appropriate items only).
- Two reserved VIP tables for a total of twenty (20) guests.
- Swag Bags for 20 guests.

DIAMOND STILETTOS SPONSOR- \$10,000

Includes your name/logo will have prominent placement on all collateral, event signage, social networking campaigns and webpages.

Diamond Stilettos sponsorship benefits also include:

- A \$10,000 investment in paws4people.
- 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 website, e-blasts, and social networking campaigns (i.e., Facebook & Instagram) reaching 17,000+ paws4people followers.
- Link to your company website from the paws4people and Wine Women & Shoes websites.
- Opportunity to place a premier item in swag bag (event appropriate items only).
- On-stage verbal recognition during the seated program.
- One reserved VIP table for a total of ten (10) guests.
- Swag Bags for 10 guests.



GOLDEN HEELS SPONSOR - \$5,000

Includes recognition on all collateral, event signage, social networking campaigns and webpages.

Golden Heels sponsorship benefits also include:

- A \$5,000 investment in paws4people.
- Logo placement in event public relations and advertising initiatives, programs, and signage.
- Recognition on event website, e-blasts, and social networking campaigns.
- Link to your website from the paws4people and Wine Women & Shoes websites.
- Opportunity to place a premier item in swag bag (event appropriate items only).
- Four (4) VIP tickets.
- Swag Bags for 4 guests.

SILVER SLIPPERS SPONSOR - \$2,500

Includes recognition on event signage, program and webpages.

Silver Slippers sponsorship benefits also include:

- A \$2,500 investment in paws4people.
- Link to your website from the paws4people and Wine Women & Shoes websites.
- Opportunity to place a premier item in swag bag (event appropriate items only).
- Two (2) VIP tickets.
- Swag Bags for 2 guests.

Sponsorship Benefits AT A GLANCE

Sponsorship Benefits	Tickets & Swag Bags	Logo & Link Promo	Marketing Opportunities	On Stage Recognition
Platinum Pump Presenting - \$15,000	2 VIP Tables (20 Guests)			
Diamond Stilettos - \$10,000	1 VIP Table (10 Guests)			
Golden Heels - \$5,000	4 VIP Tickets			
Silver Slippers - \$2,500	2 VIP Tickets			

One of a Kind OPPORTUNITIES

Our exclusive sponsorship opportunities allow you to tailor your support to specific areas of the event that align with your business and promotional goals. As a one-of-a-kind sponsor, you'll enjoy unique benefits such as:



Direct guest interaction



Opportunity to join us on stage during the program



Prominent branding in our displays & signage



Co-branded gifts for the guests to take home

BEST IN SHOE, \$5,000 (1 available) Celebrate our attendees' fabulous footwear by judging our "Best in Shoe" competition! As the exclusive sponsor, you can provide up to three Shoe Judges to man the branded "Best in Shoe" station, providing invaluable guest interaction opportunities for your brand. Your judges will choose the winners, and take center stage to announce the winners during the live program. Benefits Include: Logo recognition + interaction with all guests throughout the event + opportunity to present on stage + 4 VIP Tickets.

SHOE GUYS, \$5,000 (1 available) Be a part of one of the most iconic elements of Wine Women & Shoes by sponsoring our "Shoe Guys"! Your logo will be prominently displayed on their shirts as they mingle with over 400 guests, ensuring high visibility throughout the event. Additionally, your branding will appear on each Shoe Guy's fundraising page and donation thank-you emails, extending your reach beyond the event. Benefits Include: Logo on shirts, signage, e-blasts + 4 VIP Tickets.

VIP EXPERIENCE, \$5,000 (1 available) Your logo will take center stage, prominently displayed at the entrance to our VIP Experience—a specially curated, luxurious space offering exclusive, unforgettable experiences for our most esteemed guests throughout the marketplace. This prime location ensures your brand is front and center, capturing the attention of high-profile attendees and reinforcing your connection to premium, high-end experiences. Benefits Include: Logo recognition, placement within the VIP Experience if desired + 4 VIP Tickets.

MISSION MOMENT, \$3,500 (1 available) An opportunity to tie your brand to the ultimate emotional moment at the event by underwriting production costs for the heartfelt Mission Moment video. This high impact sponsorship includes verbal recognition during the introduction of the video, logo impressions during playback positioned as, "Brought to you by...." or, "This moment made possible by...", highlighting of company name or logo in any mission related eblasts, event slides and signage, & continued post event impressions as video is shared on social sites. Benefits Include: Logo & verbal recognition + 4 VIP Tickets.

KEY-TO-THE-CLOSET, \$3,500 (1 available) Make your brand one in one hundred! Claim the exclusive Key-to-the-Closet sponsorship, where 125 keys are sold, but only one unlocks the ultimate prize! This high-visibility activation is a sell-out favorite, prominently displayed in the Wine Women & Shoes Marketplace, ensuring your brand gets noticed. Benefits Include: Logo on signage, e-blasts, and all Key-to-the-Closet materials + 4 VIP Tickets.

SWAG BAGS, \$3,500 (1 available) Attendees receive a beautiful bag to take home with your logo on one side, giving your business long-term exposure. Benefits Include: Logo on one side of a high-quality shopping bag + 4 VIP Tickets.

VIP GIFT, \$3,500 (1 available) Present the gift at each VIP guest's place setting. Your branded item will enhance the tablescape and provide a lasting memory of your brand for them to take home. Benefits include: Logo on a branded gift for VIP attendees + 4 VIP Tickets.

One of a Kind OPPORTUNITIES

KEY-TO-THE-DOG-HOUSE, \$2,500 (1 available) Unleash your brand as the exclusive Key-to-the-Dog-House sponsor, where 100 keys are sold, but only one unlocks the ultimate prize! With your logo featured on event signage, e-blasts, and all Key-to-the-Dog-House materials, your brand will be front and center. This paw-some activation will capture the attention of over 400 guests in the Wine Women & Shoes Marketplace. Benefits Include: Logo on signage, e-blasts, and all Key-to-the-Dog-House materials + 2 VIP Tickets.

LIVE AUCTION, \$2,500 (1 available) Want your brand to spark engagement and excitement? Take center stage as the exclusive Live Auction sponsor - the most high-energy moment of Wine Women & Shoes! Benefits Include: Logo and verbal recognition during the live event + 2 VIP Tickets.

PICK A PUP, \$2,500 (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 their favorite pup photo from a vibrant wall of adorable dogs—then cross their fingers that their choice is the lucky winner of a special prize. As the exclusive sponsor, your brand will be front and center throughout this fun and memorable activation, with prominent logo placement, on-site signage, and recognition during the prize announcement. Benefits Include: Logo recognition + 2 VIP Tickets.

FASHION SHOW, \$2,500 (1 available) Take it to the catwalk! All eyes will be on the stage during the climactic fashion show, and your brand will help bring that moment to life. This is the perfect opportunity for a sponsor who embodies style, sophistication, and the desire to showcase their brand at the heart of an unforgettable evening. Benefits Include: Logo recognition + 2 VIP Tickets.

CHAMPAGNE SERVICE, \$2,500 (1 available) Be part of this activation where guests will be thrilled with the option to purchase a chilled bottle of champagne for their table and your logo will be right in the middle of each champagne bucket. Benefits Include: Logo recognition + 2 VIP Tickets.

WINE GLASS, \$2,500 (1 available) Get your brand in the hands of every Wine Women & Shoes guest - literally! Your logo will be showcased on the wine glass gifted to every guest, used throughout the event, and taken home as a lasting keepsake. Benefits Include: Logo on each wine glass + 2 VIP Tickets.

COCKTAIL NAPKIN, \$1,500 (1 available) Make your mark on one of the most-used items of the night! As the Cocktail Napkin Sponsor, your logo will be prominently displayed on every napkin, ensuring consistent visibility as guests mix, mingle, and sip in style. Benefits Include: Logo recognition + 2 General Admission Tickets.

SMILE SPONSOR, \$1,500 (1 available) Be part of the picture for every unforgettable moment! For this sponsorship, your logo will be featured in every selfie station photo snapped at this highly photographed event, ensuring lasting visibility as guests share their selfies across social media. Your reach will extend far beyond the night itself. Benefits Include: Logo recognition + 2 General Admission Tickets.

PARKING SPONSOR, \$1,500 (1 available) As our exclusive Parking Sponsor, your brand will be front and center as the provider of complimentary VIP parking for all special guests. A premium opportunity to align your brand with convenience, hospitality, and a first-class guest experience. Benefits Include: Logo recognition + 2 General Admission Tickets.

WINE STATION, \$1,000 (5 available) The most important part (second to our mission) of WINE Women & Shoes, brought to our guests by...YOU! As the sponsor, your brand will be prominently showcased as our guests indulge in curated wine tastings, creating a memorable connection with attendees. Benefits Include: Logo recognition + 1 General Admission Tickets.

HYDRATION STATION, \$1,000 (1 available) Keep guests refreshed and your brand visible on our Hydration Stations! With your logo featured prominently on signage at each water station, attendees will see your brand all night long. Benefits Include: Logo recognition + 1 General Admission Ticket.



Sponsorship Commitment

SCAN HERE TO SEE REMAINING SPONSORSHIP OPPORTUNITIES



TO COMMIT & PAY VIA CHECK, PLEASE EMAIL US!

Mail: 1121 C-324 Military Cutoff Road, Wilmington NC 28405

Email: melissa.white@paws4people.org

PLEASE SEND LOGOS TO: melissa.white@paws4people.org in EPS or high-resolution jpg or png formats

FIND THE PERFECT FIT

We encourage you to suggest ideas for crafting the perfect sponsorship for your objectives such as special events, exclusive perks for your customers, or something that enhances the guest experience overall. Everything is customizable to meet your needs and interests.

Please contact: Melissa White at melissa.white@paws4people.org or 336.749.7045

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