


wine
women & shoes®
— BENEFITING —
happybottoms™
diapers for families in need
PRESENTED BY **thrivent**®

Be There. Be Fabulous!

THURSDAY, MAY 14, 2026

5:00 p.m. *to* 9:00 p.m. *at* Union Station Kansas City

Sponsorship Opportunities





HAPPYBOTTOMS & 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 event blends elegance and excitement, bringing women (and men) together to enjoy fine wine, fabulous fashion, and the joy of supporting a meaningful cause.

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





Our Vision

Your sponsorship of **Wine Women and Shoes** will benefit **HappyBottoms**, Kansas City's Diaper Bank. We are the only organization in the metropolitan area focused solely on obtaining and distributing diapers to families in need. Your sponsorship directly supports **HappyBottoms** mission to collaborate with the community to empower, connect and impact families by alleviating diaper need.

Diapers are not covered by government safety net programs and are the number 1 requested item at social service agencies. Nearly 1 in 2 (47%) of families with young children in Kansas City report needing access to this essential, basic need.

HappyBottoms philosophy is for our diapers to be a hand-up, not a hand-out. By providing diapers, **HappyBottoms** helps babies stay clean and dry, attend or stay in daycare so parents are not absent from work, and provides parents relief from the daily stress of choosing between purchasing diapers, paying a utility bill or buying food. **HappyBottoms** leverages the hand-up to connect families to agencies that can address other needs like job skills and training, education, clothing, and physical and mental health care.

There is nothing stronger than the collective power of women helping women and their families.

Join us!

WHEN & WHERE

Thursday, May 14, 2026

5:00 - 9:00 p.m.

Union Station Kansas City

30 W Pershing Rd,

Kansas City, MO 64108

100% of the proceeds directly support **HappyBottoms** Community Diaper Distribution Program and strategic initiatives to eliminate diaper need in the Kansas City community.

ABOUT HAPPYBOTTOMS

HappyBottoms is Kansas City's Diaper Bank. We are the only organization in the metropolitan area focused solely on obtaining and distributing diapers to families in need. In 2025 **HappyBottoms** distributed over 6.6 million diapers to 19,400 children through our Community Diaper Distribution, a 25% increase over the previous year. Through strategic partnerships with 80 agency and 5 hospital sites, **HappyBottoms** ensures that every child enrolled in the program receives 75 of the right size diaper every month. Access to this basic need means fewer health concerns for babies, fewer missed days of work for parents, less of a financial burden and greater stability for families.



EVENT SCHEDULE

WELCOME

As guests arrive, they will be warmly greeted by our dashing hosts, the Sole Mates. With every detail perfectly in place, it is time to celebrate style and let the FUN begin.

5:00p.m - 6:45pm

Marketplace • Wine Tasting • Heavy Appetizers

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 Wall of Wine, Key to the Closet, mystery boxes, live music, and an evening filled with FUN and celebration.

6:45 p.m. - 7:30 p.m.

Live Auction • Fund-a-Need • Best in Shoe • Best Dressed

Bid on exceptional trips and experiences, take part in the inspiring Fund-a-Need appeal, cheer on the Best in Shoe and Best Dressed winners, and celebrate as the evening's exciting raffle winners are announced.

7:30 p.m. - 9:00 p.m.

Fashion Show • King of Sole Award • Sole Sister Society Introduction

Guests will delight in a high-energy fashion show, an immersive celebration of flair and spirit that serves as the vibrant conclusion to an unforgettable night. This spectacular finale also features the presentation of the King of Sole Award and an introduction to the Sole Sister Society.

TICKET OPTIONS

GENERAL ADMISSION TICKETS - \$125

Admission for one to an afternoon of style and celebration, including marketplace shopping, unlimited wine tastings, the fashion show, heavy hors d'oeuvres and one runway seat.

VIP TICKETS - \$175

Enjoy reserved seating with full access to all event experiences, including marketplace shopping, wine tastings, the fashion show, heavy hors d'oeuvres and one premier runway seat.

Marketing Strategy

SAVE-THE-DATE

A beautifully designed postcard announcing the event date and theme will be mailed to targeted lists of donors, members, and past **Wine Women & Shoes** supporters and guests. **Expected Audience Reach: 5,000+**

INVITATION

A beautifully designed email invitation featuring sponsor recognition and event highlights will be sent to sponsors, guests, and targeted donors in advance of the event. **Expected Audience Reach: 5,000+**

NEWSLETTERS

Newsletters will reach the entire **HappyBottoms** community of members, donors, volunteers, and friends, providing updates on events, activities, promotions, and other exciting news. **Expected Audience Reach: 10,000+**

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: 400+**

WEBSITE

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

SOCIAL MEDIA

Leveraging our wide-reaching social media audience, **HappyBottoms** showcases our mission and celebrates our sponsors through dynamic and engaging content and community resources. **Expected Audience Reach: 5,000+**

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 **HappyBottoms** life-changing mission.

Sponsorship Opportunities

SHINE LIKE A DIAMOND PRESENTING SPONSOR \$30,000

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 **HappyBottoms** largest, most robust marketing campaign.

- A \$30,000 investment in **HappyBottoms** with exclusive recognition as Presenting Sponsor with name or logo incorporated in **Wine Women & Shoes** event branding
- Welcome remarks from company representative or an opportunity to play a 30-second video
- Prominent runway seats for 20 guests
- Logo on the invitations when secured 45 days prior to the event
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, signage, invitations and save the dates
- On-stage verbal recognition and prominent signage at the event
- Opportunity to promote business with booth at event (booth/contents to be approved by **HappyBottoms**)
- Opportunity to nominate two Sole Mates
- Prominent recognition on event websites, e-blasts, and social networking campaigns (i.e., Facebook, LinkedIn, and Instagram) reaching **HappyBottoms** followers
- Post-event thank you e-blast to all attendees featuring your logo



Sponsorship Opportunities

PLATINUM PUMP SPONSOR \$15,000

- A \$15,000 investment in **HappyBottoms**
- Logo on the invitations when secured 45 days prior to event
- Acknowledgement as the Platinum Pump 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
- Opportunity to nominate one Sole Mate
- Prominent runway seating for 8 guests

GOLD STILETTO SPONSOR \$10,000

- A \$10,000 investment in **HappyBottoms**
- 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
- Opportunity to nominate one Sole Mate
- Prominent runway seating for 6 guests

SILVER SLING-BACK SPONSOR \$5,000

- A \$5,000 investment in **HappyBottoms**
- Logo on the invitations when secured 45 days prior to event
- Logo placement on the program paddle
- Opportunity to nominate one Sole Mate
- Prominent runway seating for 4 guests

BRONZE BOOT SPONSOR \$2,500

- A \$2,500 investment in **HappyBottoms**
- Logo on the invitations when secured 45 days prior to event
- Logo placement on the program paddle
- Opportunity to nominate one Sole Mate
- Prominent runway seating for 2 guests

Specialty Sponsorships

\$5,000

Sold!

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 tickets to the event.

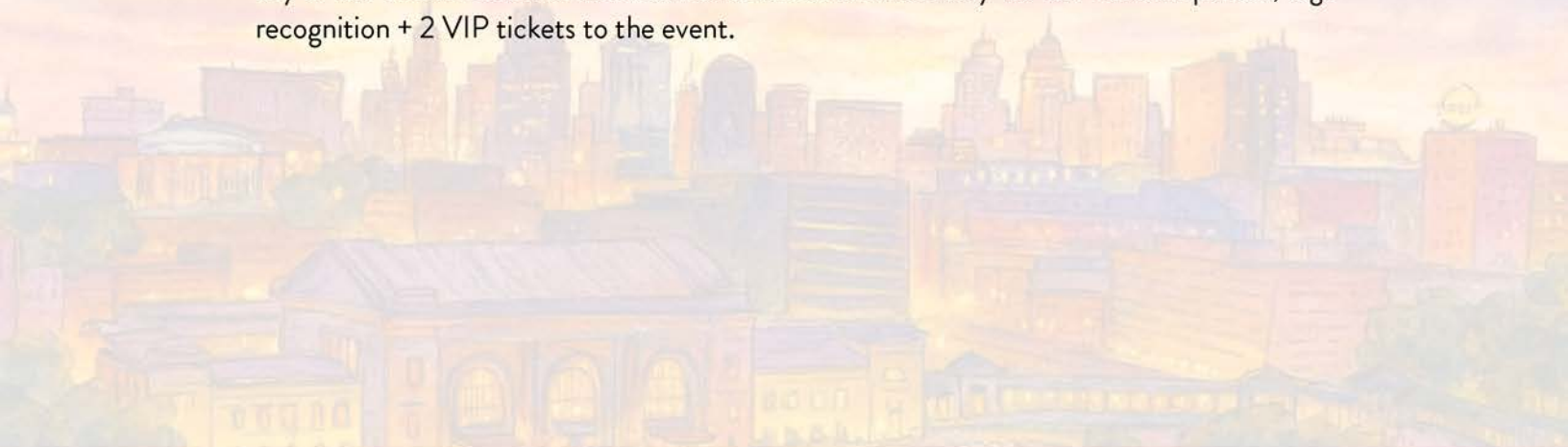
Sold!

PAPARAZZI PHOTO BACKDROP/STEP & REPEAT SPONSOR - Ladies will receive a 5x7 souvenir photograph. **Benefits Include:** Your logo (along with **Wine Women & Shoes & HappyBottoms**) on the photograph + 4 tickets to the event.

POP THE CORK SPONSOR - Be the brand that gets the celebration started. This sponsorship helps cover corkage fees for the evening and gives you the spotlight to lead guests in a celebratory toast. As glasses are raised across the room, your company will be front and center, making this one of the most memorable moments of the night. **Benefits Include:** Opportunity for sponsor representative to give a toast during the program, logo recognition on champagne service signage + 4 tickets to the event.

SOLE MATE SPONSOR - 20+ "Sole Mates" 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 "Sole Mate" T-shirts + 2 tickets to the event.

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 to the event.



Specialty Sponsorships

\$2,500

BEST IN SHOE AWARDS SPONSOR - (4 Available) 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 + 2 tickets 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.

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.



MISSION 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 + 2 tickets to the event.

MOCKTAIL & BEVERAGE STATION SPONSOR - This station will feature the artistic non-alcoholic creation of the evening that all guests will enjoy! Be the brand they see as they experience these fabulous sips. **Benefits Include:** Logo represented at the Mocktail & Beverage station, included on event website, print program and event day slideshow + 2 tickets to the event.

TRAY SPONSOR - Your branding will be elegantly served up on silver platters as the famous Sole Men showcase goods on their silver trays. **Benefits Include:** Logo recognition + 2 tickets to the event.

EXIT ESPRESSO SPONSOR - Send guests off with a caffeine kick from the WWS exit coffee cart. Your brand will shine with prominent signage and logo recognition, plus you'll have the chance to have a representative serve the coffee and chat with attendees as they head home. **Benefits Include:** Logo recognition + 2 tickets to the event.

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

Specialty Sponsorships

\$1,500 Opportunities

SUGAR & STYLE SPONSOR - Sponsor a show-stopping dessert display that's as delicious as it is beautiful. Your logo will be featured alongside an array of irresistible treats, making your brand part of one of the event's most delicious highlights. **Benefits Include:** Logo Recognition + Marketing Benefits + 2 tickets to the event

BEST DRESSED AWARD SPONSOR - Help crown the evening's style icons as the Best-Dressed Sponsor! Your brand will provide judge(s) to mingle with guests, scout standout looks, and select the winners. You'll also have the opportunity to take the stage and announce the winners during the live program.

Benefits Include: Logo Recognition + Marketing Benefits + Networking Opportunity + 2 tickets to the event

RESTROOM SPONSOR - Pampering the attendees is a luxury well afforded.

Benefits Include: Your company logo on lotions and soaps in venue restrooms + 2 tickets to the event

TREATS-TO-GO SPONSOR - End the event on a high note with a delicious parting treat! Underwrite the goodies like French fries, candy, or other crave-worthy snacks guests will grab on their way out. Your brand will be prominently featured through signage and logo placement, sending everyone home with something sweet (or salty) to remember you by. **Benefits Include:** Logo Recognition + Marketing Benefits + 2 tickets to the event



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

Specialty Sponsorships

\$1,500 Opportunities, Continued



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.

MIRROR MIRROR SPONSOR - "Who's the fairest of them all?" Sponsor or underwrite the Marketplace vendor OR bathroom mirrors and their logo, as well as fun phrases like, "You look mah-vellous!" or "You're here, you're fabulous!"

Benefits Include: Logo Recognition + 2 tickets to the event.

HYDRATION STATION SPONSOR - (2 Available) Help our fabulous attendees hydrate at the water/tea station. Elegant signage and your logo on water bottles.

Benefits Include: Logo recognition + 2 tickets to the event.



DÉCOR SPONSOR - Set the stage for a stunning evening! As guests take their seats, your brand will be at the heart of the conversation. This sponsorship covers the elegant floral arrangements and "tablescaping" that transform the room into a breathtaking experience. **Benefits Include:** Logo recognition on every dining table centerpiece + 2 tickets to the event.



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



SPONSOR REGISTRATION

- ☐ **SHINE LIKE A DIAMOND \$30,000** ☐ **BRONZE BOOT \$2,500**
☐ **PLATINUM PUMP \$15,000** ☐ **LEVEL \$ _____**
☐ **GOLD STILETTO \$10,000** **SPONSORSHIP _____**
☐ **SILVER SLING-BACK \$5,000**

Name for Recognition Purposes: _____

Contact Name: _____

Address: _____

Email: _____

Phone: _____

☐ **CHECK ENCLOSED FOR \$ _____**

Payable to HappyBottoms. Please mail to: 303 W 79th St, Kansas City, MO 64114

☐ **CHARGE MY DONOR ADVISED FUND**

☐ **CHARGE MY CREDIT CARD FOR \$ _____**

Return form via MAIL to: HappyBottoms, 303 W 79th St, Kansas City, MO 64114

PLEASE CHECK: ☐ Visa ☐ MasterCard ☐ Amex ☐ Discover

Billing Zip Code: _____ Exp. Date: _____ CVN: _____

CC#: _____

Signature: _____

TO DISCUSS YOUR SPONSORSHIP & CUSTOMIZATION OPTIONS, PLEASE CONTACT:

Susan Belger Angulo | WWSKC.Sponsorship@HappyBottoms.org | 913-940-4450

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. **HappyBottoms is a 501(c)3 nonprofit tax ID # 27-2423540.**