

# One of a Kind Marketing Opportunity to 550 Professional Women



Wine Women & Shoes is the fastest growing charity event series created for women by women in the U.S. Produced in over 65 markets, each event is attended by an average of 300-500 affluent women ages 30-55+. Since its inception, these major annual fundraisers have raised more than \$100million for the causes with whom WW&S partners. Given the targeted, niche demographic of women in attendance, these events present an exceptional opportunity for the right consumer brands seeking to market to this audience in a special way. Don't miss this opportunity to market your business at the 2025 Wine Women & Shoes Space Coast event, taking place August 2<sup>nd</sup> 2025 at the Clamente Center on the beautiful Florida Tech campus.

## Show Your Support for Local Woman-Owned Small Businesses

Your tax-deductible product donation could be used in the Live Auction, Key to the Closet Raffle, Mystery Raffle, or as a prize for the unique Best in Shoe competition. These all contribute to the Wine Women & Shoes experience that generates ticket sales and raffle income to support weVENTURE Woman's Business Center's mission to provide low and no-cost business education, training, and support to female entrepreneurs on the Space and Treasure Coasts. weVENTURE WBC is a program of the Florida Tech Bisk College of Business and is a non-profit funded in part by a grant from the U.S. Small Business Administration. You can learn more about weVENTURE WBC and their programs by visiting <http://weventure.fit.edu>

### In-Kind Donation Opportunities for Wine Women & Shoes Space Coast

#### **Live Auction**

Larger donations like travel destinations, experiences (e.g., meet a celebrity, attend a playoff game, drive a NASCAR racecar, etc.), home goods, or an expensive piece of jewelry. Ideal for unique donations valued at \$2,500 or more. Donor's name or business will be listed in the event programing, on social media leading up to the live event, and verbally onstage during the live auction portion of the evening.

#### **Key to the Closet**

Guests will purchase "keys" (\$100/raffle ticket) and one lucky winner will take home the contents of the closet – a collective bounty of donated fashion items, products and various treasures. Product donations may include, but are not limited to: art, furniture, home accessories, fashion merchandise, gift cards (retail, spa, restaurant, travel), etc. Ideal for donations valued at \$100 or more.

All donors and their items will be listed in the program and on Key to The Closet signage.

#### **Mystery Bags**

Guests will pay \$50 to pick a gift bag whose contents are a mystery. Product donations can be anything valued \$25-\$150. Every bag will have something inside, but some bags will have higher value items like jewelry or gift certificates, making this activation an exciting gamble for Wine Women & Shoes guests. Ideal donations are gift set(s) valued \$50 to exclusively fill one bag, or small items that can be placed in ~75 mystery bags. This is an ideal marketing opportunity for a small business who wants to showcase your products. Donations may attach/include business card to the donated items.

#### **Girls Night Out Raffle**

Plan a fun night out for 4 to 6 women at a future date. This is a unique opportunity to showcase your products and services by inviting Wine Women & Shoes guests to your place of business for an evening of fun! Get creative! Plan a wine tasting, champagne shopping experience, pampering party... make it night to remember! You just might meet you new best customer! Suggested minimum value \$500. This unique raffle will feature beautifully displayed posters describing each experience. Option to include gift basket of products or branded goodies. Guests will purchase raffle tickets and place them in the container for the experience they hope to win. Winners will be drawn live on stage at the event, providing additional opportunity for business shout out from the stage!

### **Swag Bags\***

All guests will be given swag bags. Product donations must be for all bags (approximately 550) or for only VIP or general admission (approximately 275 each). Donations can be sample size products, coupons, branded promotional products, etc. Items that the women will want to wear or use at the event do well, like glow wands, bracelets or flip flops. Businesses may attach or include a business card to their items. This is an excellent opportunity for businesses of all sizes to market to our audience of fashion-forward, professional women from the Space and Treasure Coasts.

*\*Please Note: Only financial sponsors and in-kind donors who donate products or gift certificates valued at \$1,000 or more to the Live Auction, Key to the Closet or Mystery Bag raffles are eligible to place promotional items in the swag bags.*

## **WINE WOMEN & SHOES SPACE COAST DONATION FORM**

*For your in-kind donation, your company will receive recognition in the event program and on the event website. Please print clearly. Thank you for your support!*

Item(s) Donated \_\_\_\_\_

Value \_\_\_\_\_

Company \_\_\_\_\_

Contact Name \_\_\_\_\_

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

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

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

*All donations are tax-deductible to the extent of the law of the law under section 501(c)3 of the Revenue Code.*

**Tax ID Number: 59-6046500**

**Thank you for your support!**

Return form to [wine womenshoes@fit.edu](mailto:wine womenshoes@fit.edu) Or call 321-674-7007 with Questions

For Internal Use Only

Received by: \_\_\_\_\_

Date: \_\_\_\_\_