

wine
women & shoes®
BENEFITING BOYS & GIRLS CLUBS
OF NORTH ALABAMA

Sponsorship Opportunities



Pair With Us!

Wine Women & Shoes has exploded across North America, producing more than 500 fabulous events that have helped raise an impressive \$140 million net for nonprofit partners.

Wine Women & Shoes events are fun, festive, and full of feminine soul –community celebrations that bring women together around fine wine, great style, and causes that matter!

Wine Women & Shoes, benefiting Boys & Girls Clubs of North Alabama, will take place on Thursday, October 30th, 2025 and will feature amazing fashions, fine wines, an incredible auction, fabulous raffles, shopping Marketplace, seated dinner and fun! We have a variety of sponsorship options to fit your company's charitable giving strategy. With YOUR help, we can continue to offer hope and opportunity to thousands of underserved youth.

Be There. Be Fabulous!

Thursday, October 30th, 2025 at 5:30 pm at the Jackson Center
6001 Moquin Drive, NW, Huntsville, AL 35806

WW&S AUDIENCE

- 80% women ages 25 to 85
- Retired executives to CEO moms to young professionals
- Charity supporters, socially conscious, and community minded
- On average, donate/spend \$200-\$600 per event

Marketing Strategy

EVENT WEBPAGES

Wine Women & Shoes website and BGCNAL event page continually updated with event and sponsor information, sponsor links included on event website.

SOCIAL MEDIA ENGAGEMENT

With a social media audience of more than 5,000 followers, BGCNAL will promote sponsor information across appropriate channels through engaging content.

E-BLASTS

E-blasts will be sent to a network of BGCNAL donors, friends, and volunteers.

The Perfect Fit

Proceeds from this event benefit the Boys & Girls Clubs of North Alabama and support our mission to inspire and enable all young people, especially those who need us most, to realize their full potential as productive, responsible, and caring citizens. This is accomplished through our daily programs after school and during the summer in the areas of Academic Success, Healthy Lifestyles, and Character & Citizenship.

WE'RE DOING WHATEVER IT TAKES TO

Build Great Futures

Every community, family, school system and young person is different. **Boys & Girls Clubs of North Alabama** are strategically located in areas of greatest need, with locations in public housing communities, low performing schools, and rural areas. We started in 1938 with one Club in Huntsville, and now have 15 sites in Madison, Limestone, Morgan, and Jackson counties.

We provide programs, people and pathways that teach young people how to live, lead, and serve no matter where they are from or what challenges they face.

We do this by partnering with people and organizations who understand that building a better community begins with providing our youth with an education that provides real-life skills for the real world.

We serve over 4,000 youth annually, with an average daily attendance of 1,200.



BOYS & GIRLS CLUBS
OF NORTH ALABAMA



Sponsorship LEVELS & BENEFITS CHART

	Presenting Platinum \$25,000	Gold Studded \$10,000	Silver Stiletto \$5,000	Bronze Heel \$2,500
Recognition as presenting sponsor				
On stage speaking opportunity at event				
Name/Logo featured on invitation and event signage				
One-of-a-Kind branding opportunity				
Link to your company website from the Boys & Girls Club & WW&S websites				
Name/Logo featured on website, social networking campaigns, program & press releases				
Mentioned on screen at event				
Tickets	2 VIP Tables of 8	1 VIP Table of 8	4 VIP Tickets	4 GA Tickets



SOLD!

\$25,000

Platinum Pump

PRESENTING SPONSOR

PRESENTING SPONSOR BENEFITS INCLUDE:

- Recognition as presenting sponsor with name or logo incorporated in Wine Women & Shoes event branding.
- Opportunity to provide a 30 second video OR have a company representative address the audience during the seated program.
- Your logo will be featured on the step & repeat backdrop (along with the WW&S and Boys & Girls Clubs logos) OR any other One-of-a-Kind branding opportunity of your choice.
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, social media, signage, invitations and save the dates.
- Link to your company website from the Boys & Girls Clubs and WW&S websites.
- Opportunity to place a premier item in swag bag (event appropriate items only).
- Two reserved VIP tables and Swag Bags for a Total of 16 guests.
- Networking and team building.



\$10,000

Golden Studded

ONE-OF-A-KIND SPONSORSHIPS

LIVE AUCTION: Who doesn't want to be a part of the excitement of the Live Auction? The Live Auction sponsorship guarantees just that. Receive logo recognition on the Live Auction preview social networking campaigns, all Live Auction slides, Live Auction thank you acknowledgments and multiple verbal recognitions from stage during the Live Auction.

MISSION MOMENT: 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 social networking campaigns, event slides and signage, continued post event impressions as video is shared on social sites.

SOLD!

SHOE GUYS: Sponsor our charming "Shoe Guys" working the room and engaging more than 300 women. It's a great opportunity to showcase your branding on the "Shoe Guy" shirts, plus your logo will appear on each Shoe Guys peer-to-peer fundraising page and donation thank you email!

SOLD!

SWAG BAGS: Attendees receive a beautiful bag to take home with your logo on one side, which means they will be sporting your brand around town for years to come.

SOLD!

WINE GLASS: Grab attention as the Wine Glass sponsor with your logo on the wine glass given to each attendee to use the night of the event and take home to enjoy for years to come.

CULINARY: Company name/logo on marketplace hors d'oeuvres station as well as on dinner table and signage.

Benefits Include:

- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, social media, signage and invitations.
- Choice of (1) One-of-a-Kind branding opportunity.
- Link to your company website from the Boys & Girls Clubs and WW&S websites.
- Opportunity to place a premier item in swag bag (event appropriate items only).
- One VIP Table & Swag Bags for 8 guests.
- Networking and team building.

\$5,000

Silver Stiletto

ONE-OF-A-KIND SPONSORSHIPS

SOLD!

KEY-TO-THE-CLOSET: One hundred keys for sale, and only 1 will win the collective bounty. Your brand will be featured as the Key-to-the-Closet sponsor.

SOLD!

WALL OF WINE: For this WINE focused event, your logo will be prominently featured on the Wall of Wine signage, display, and on each bag. If you'd like, you can turn this into a networking opportunity by providing a volunteer to staff the table and interact with attendees.

SOLD!

WATER BOTTLE: Your company Logo/name on Water Bottles set at each place setting during program.

SOLD!

MARKETPLACE: As our guests shop the day away, this opportunity insures they know who you are in every possible way. Sponsor may underwrite the marketplace and your signage will be placed throughout the marketplace area.

SOLD!

COCKTAIL NAPKIN: Your logo will be prominently featured on cocktail napkins for the event. Every best dressed lady needs somewhere to blot her lips!

SOLD!

SILENT AUCTION: As guests bid to their heart's content on fabulous Silent Auction packages your logo would be represented in this prime location! Receive logo recognition on the silent auction preview social networking campaigns, social media posts, all silent auction description pages, on our website, and verbal recognition from stage during opening remarks.

BEST IN SHOE: There's no better icebreaker than "I love your shoes"—and now, you can say it with purpose. Your brand provides three Shoe Judges, who will work the room in style to spot the standout soles of the night. You'll help select the winners and take center stage to announce them during the live program.

BEST DRESSED: Shine as the Best-Dressed Sponsor. Your brand provides judge(s) to mix and mingle, spot standout styles, and select the winners. Then, take the stage during the live program to announce them in style—it's a fabulous blend of fashion, fun, and brand visibility.

Silver Stiletto Sponsorships continued on the following page

SILVER STILETTO SPONSORSHIPS CONTINUED

LATE NIGHT EXIT: End the event on a high note with a delicious parting treat. Underwrite late night snacks like french fries, sweet treats, and coffee guests will appreciate at the end of the event. Your brand will be prominently featured on signage and containers, sending everyone home with something sweet, salty, or caffeinated to remember you by. If you'd like, you can turn this into a networking opportunity by providing a volunteer to staff the table and interact with attendees.

MOCKTAIL STATION: Help our fabulous attendees stay refreshed at the Mocktail Station. With elegant signage featuring your logo and stylish dispensers filled with a non-alcoholic beverage, your brand will be a refreshing addition to Wine Women & Shoes. If you'd like, you can turn this into a networking opportunity by providing a volunteer to staff the table and interact with attendees.

WINE: The most important part (okay, second to our mission) of WINE Women & Shoes, brought to our guests by....YOU! Highlight your brand through logo impressions on signage at each Wine Station, dedicated social networking campaigns to our entire database, with verbal recognition during the Program. Want extra exposure? Send up to 4 representatives to staff the tables and network with our fabulous guests at the Wine Stations during the Marketplace.

SOLD!

MIRROR MIRROR: Sponsor the marketplace and restroom mirrors, and have your logo prominently displayed across these spaces. Let attendees know: "You're here, and you look fabulous!"

SOLD!

CENTERPIECE: Sponsor the event centerpieces (chosen by Boys & Girls Clubs of North Alabama) for the tables. Stand out when the fabulous attendees sit down and see your name at their table where your centerpiece is on display. At the end of the night, guests may purchase their centerpiece and take it home!

Benefits Include:

- Choice of (1) One-of-a-Kind branding opportunity
- Name/Logo featured on website, e-blasts, program and press releases.
- Link to your company website from the Boys & Girls Club and WW&S websites.
- Opportunity to place a premier item in swag bag (event appropriate items only).
- VIP Tickets & Swag Bags for 4 guests.
- Networking and team building.

\$2,500

Bronze Heel

BELIEVER SPONSORSHIPS

Show your support of the Boys & Girls Clubs of North Alabama.

Benefits Include:

- Name/Logo featured on website, e-blasts, event signage, program and press releases.
- General Admission Tickets & Swag Bags for 4 guests.
- Opportunity to place a premier item in swag bag, event appropriate items only.
- Networking and team building.

Find the Perfect Fit

CUSTOM SPONSORSHIPS

Don't see what you're looking for? Let's build the perfect sponsorship to meet your marketing, team building, and philanthropic objectives.

For more information, please contact: Beth Moring, bmoring@bgcnal.com 256-520-6500