



wine women & shoes[®]

— BENEFITING —

RONALD MCDONALD HOUSE CHARITIES[®] OF AUGUSTA

Sponsorship Opportunities



OCTOBER 8TH, 2026

6:00 p.m. *at* Bell Auditorium

Please
Join
Us



WHEN & WHERE

October 8, 2026

6:00 p.m.

Bell Auditorium

Proceeds from this event support the mission of Ronald McDonald House Charities® of Augusta, which is to provide nurturing and supportive environments and services to directly improve the health and well being of children and to bring comfort to their families.



**Ronald McDonald
House Charities®**
Augusta

Ronald McDonald House Charities® of Augusta

Our Mission

Ronald McDonald House Charities of Augusta provides essential services that remove barriers, strengthen families, and promote healing when children need healthcare.

Our Vision

RMHC Augusta envisions a world where every family has what they need to ensure the best health outcomes for their children.

Our Values

RMHC Augusta leads with **compassion**.

RMHC Augusta is deeply **respectful**.

RMHC Augusta acts with **integrity**.

RMHC Augusta is firmly **committed**.

Story of the House

We believe in Keeping Families Close. Since 1984, The Ronald McDonald House Charities of Augusta has opened its doors and its heart to care for families with critically injured and seriously ill children. We take care of the little things, like where to sleep and what to eat, so families can stay focused on what really matters; the health of their child. Located steps away from the Children's Hospital of Georgia, we provide a much-needed retreat for families. With our 23-bedroom house, we are able to serve over 1,000 families each year.

Your Sponsorship Supports

Your sponsorship supports the mission of Ronald McDonald House Charities® of Augusta to provide families with the care and resources they need when their child is sick and to offer programs and services that directly improve the health and well-being of children.



Joyce Mills: Leigh was living in Starkville, Mississippi when she traveled to Augusta, Georgia to visit her eldest daughter while entering her third trimester. Unexpected complications led to an emergency C-section, and her daughter Joyce was born 10 weeks prematurely. While Leigh was discharged just two days later, Joyce had to remain in the NICU for an uncertain period as she worked toward important milestones like breathing independently, gaining weight, and eating on her own. Thanks to the support they received, Leigh and her family had a place to stay, nutritious meals, and a strong community of staff and volunteers who became like family during the difficult time. Today, Joyce is one year old and doing great.



Abby Smith (Wheeler and Mose): When the Smiths learned they were expecting identical twins, they were shocked and excited. At Abby's 16-week appointment, however, doctors discovered the boys had twin-to-twin transfusion syndrome, and one of the twins, Mose, also had severe growth restriction. Living in Macon, the family was referred to a maternal-fetal medicine specialist in Augusta, where Abby received treatment and stayed at the Ronald McDonald House in Augusta while navigating the complicated pregnancy. Abby remained inpatient at Wellstar MCG for a month before delivering the twins at 32 weeks in late November. After birth, both boys were admitted to the NICU at the Wellstar Children's Hospital of Georgia—Wheeler stayed for one month, while Mose required a much longer stay of 133 days. Throughout the journey, the Ronald McDonald House provided a place for the Smiths to stay close to their babies and remain together as a family, even welcoming Wheeler for his first night "home" after leaving the NICU.



Chase Bales: When Pamela's son, Chase, was born on August 24, 2022, in Athens, Georgia, he was diagnosed with VACTERL association, a condition that affects multiple body systems. Shortly after birth, Chase was transferred to the Children's Hospital of Georgia for critical medical care before Pamela even had the chance to hold him. Referred to Ronald McDonald House Augusta, Pamela was able to stay close to her son during his long and difficult medical journey. Over six months and four surgeries, the House provided a comforting home with a place to rest, warm meals, and supportive experiences like therapy dog visits and family activities. Although Chase was eventually able to go home, Pamela and Chase still travel the two hours to Augusta frequently for ongoing appointments and surgeries, and Ronald McDonald House continues to welcome them and support their family along the way.



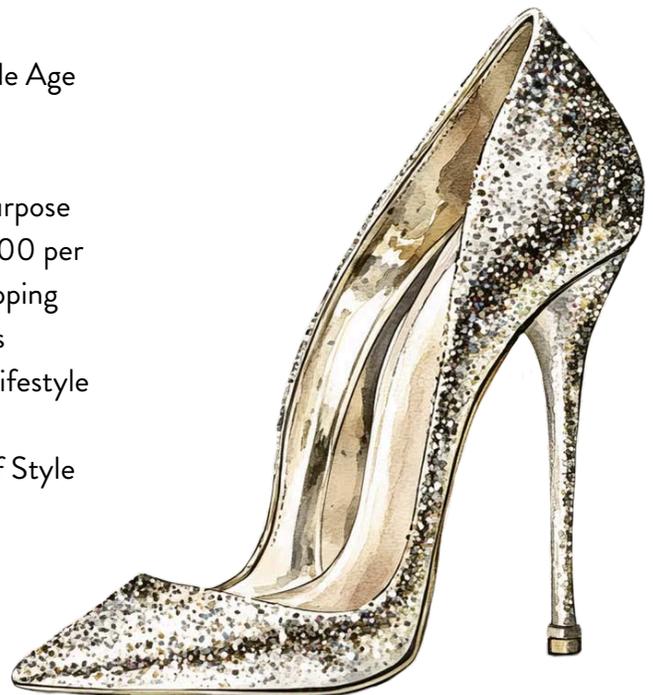
RMHC Augusta and Wine Women & Shoes

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 fundraisers create an opportunity for partnerships between charities, wineries, shoe and accessory retailers, corporate sponsors and women in the community. In addition to raising money, these events raise awareness for charities, increase sales for wineries and retail partners, and provide community exposure for corporate sponsors.

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



Marketing Strategy

SAVE-THE-DATE

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

NEWSLETTERS

Newsletters will reach the entire **RMHC of Augusta** community of members, donors, volunteers, and friends, providing updates on events, activities, promotions, and other exciting news.

Expected Audience Reach: 10,000+

PRINTED PROGRAM

The program is distributed to all guests at the event. The program includes essential items like event schedule & details, **RMHC of Augusta** impact, sponsor recognition & advertisements, and Live Auction lineup.

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 **RMHC of Augusta** website and online event registration.

SOCIAL MEDIA

Leveraging our wide-reaching social media audience, **RMHC of Augusta** 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 **RMHC of Augusta's** life-changing mission.





Platinum Pump

\$25,000 EXCLUSIVE PRESENTING SPONSOR

The exclusive presenting sponsor will receive the highest level of recognition and brand exposure to our guests and through pre-and post-event media campaigns.

The benefits of this sponsorship include:

- A \$25,000 tax deductible investment in **RMHC of Augusta**
- 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, and signage, Save the Date/Invitation
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook, Twitter, & Instagram) reaching **RMHC's** followers
- Link to your company website from the **RMHC Augusta** and **WWS** websites
- Opportunity to provide a 30 second video OR have a company representative address the audience during the seated program
- Two reserved tables for a total of 16 guests





Diamond Stiletto

\$15,000 SPONSORSHIP

The event sponsor will receive a high level of recognition and brand exposure to our guests and through pre- and post-event media campaigns.

The benefits of this sponsorship include:

- A \$15,000 tax deductible investment in **RMHC of Augusta**
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, signage, Save the Date/Invitation
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e. Facebook, Twitter, & Instagram)
- On-stage verbal recognition during the seated program
- Link to your company website from the **RMHC** and **WWS** websites
- One table for 8 guests



Golden Heels

\$10,000 SPONSORSHIP

The benefits of this sponsorship include:

- A \$10,000 tax deductible investment in **RMHC of Augusta**
- Logo placement in ALL 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 **RMHC** and **WWS** websites
- One table for a total of 8 guests

Silver Slippers

\$5,000 SPONSORSHIP

The benefits of this sponsorship include:

- A \$5,000 tax deductible investment in **RMHC of Augusta**
- Recognition on event website, e-blasts, and social networking campaigns
- Link to your website from the **RMHC** and **WWS** websites
- Four (4) tickets

Bronze Booties

\$2,500 SPONSORSHIP

The benefits of this sponsorship include:

- A \$2,500 tax deductible investment in **RMHC of Augusta**
- Link to your website from the **RMHC** and **WWS** websites
- Name in the event program & on event signage
- Two (2) tickets



One of a Kind

MARKETING & UNDERWRITING OPPORTUNITIES

\$5,000 Opportunities (Includes Logo Recognition + 4 Tickets)

MISSION MOMENT (1 available)

Align your brand with the most powerful moment of the night by sponsoring the Mission Moment Video. This heartfelt feature captures the true impact of your mission, leaving a lasting impression on every guest. You will be highlighted with verbal recognition during the video's introduction, prominent logo placement during playback as "Brought to you by..." or "This moment made possible by...", and continued exposure through mission-related e-blasts, event slides, signage, and post-event social media shares.

KEY TO THE CLOSET (1 available)

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.

STEP & REPEAT PHOTO OPPORTUNITY (1 available)

Flashbulbs. Fame. Your Logo! Unleash the power of the paparazzi with a sensational photo experience as guests arrive and flash their best smiles in front of a branded step-and-repeat. As the sponsor, your brand becomes part of every snapshot - shared across social media for months to come.

SHOE GUYS (1 available)

Sponsor our charming "Shoe Guys" working the room and engaging more than 350 women. It's a great opportunity to showcase your branding on the "Shoe Guy" shirts, plus your logo will appear on each Shoe Guy's peer-to-peer fundraising page and donation thank you email.

SWAG BAG (1 available)

Every guest loves going home with an extra something at the conclusion of an event, and your sponsorship will help make this happen. Each guest will receive a swag bag or box with your logo represented on it that they take home with them at the conclusion of the event!



\$5,000 Opportunities Continued (Includes Logo Recognition + 4 Tickets)

THE ULTIMATE BAR (1 available)

For just \$50, your raffle ticket could win you an enviable collection of fine wines and premium spirits, curated to stock the perfect bar. From elegant bottles to raise a glass with friends to impressive additions for the serious collector, this is the raffle every wine and spirits lover in the room will want to win. One lucky winner takes it all.

RED CARPET (1 available)

Step Into the Spotlight in Style and Service. This exclusive sponsorship opportunity is designed for a generous donor or business who wants to make a bold and beautiful statement. The Red Carpet Sponsor will be front and center as guests arrive, pose, and celebrate, while making a powerful impact for RMHC Augusta.

From flashing cameras to heartfelt stories, your brand will be part of the magic from the very first step. The red carpet is where elegance meets purpose, and where your commitment to our mission shines brightest.

LIVE AUCTION (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! Your logo will be prominently featured in on the Live Auction preview e-blast, all Live Auction slides, Live Auction thank you acknowledgments, and multiple verbal recognitions from stage.

\$2,500 Opportunities (Includes Logo Recognition + 2 Tickets)

PHOTO BOOTH (1 available)

Strike a pose and capture the moment! The Photo Booth Sponsor brings the fun to life by giving guests a stylish space to snap, share, and remember the day. From laughter with friends to fabulous shoe shots, this interactive experience will be one of the most visited and shared highlights of the event.

HYDRATION STATION (1 available)

Help our fabulous attendees hydrate at the water stations. Elegant signage at each hydration station throughout venue.





\$2,500 Opportunities Continued (Includes Logo Recognition + 2 Tickets)

SIGNATURE COCKTAIL (1 available)

Have your name as the sponsor of our signature cocktail station. Guests will delight in this unique beverage creation and fun flavor combination. An elegant display with tasteful signage will make sure to get everyone's attention.

COCKTAIL NAPKIN (1 available)

Be the logo prominently featured on all cocktail napkins for the event. Every best dressed lady needs somewhere to blot her lips.

MIRROR MIRROR (1 available)

"Who's the fairest of them all?" Underwrite the marketplace vendor mirrors and your logo will be placed throughout.

BEST IN SHOE (1 available)

Celebrate our attendees' fabulous shoes by promoting a "Best in Shoe" award. Judges work the room, choose the winners, and have the opportunity to strut on stage and announce the winners as part of the live program.

VALET (1 available)

Front-door valet service will be provided at the event provided courtesy of your company. Company logo will be displayed outside the entrance and you have the opportunity to place a small gift bag in each vehicle.

RAISE YOUR PADDLES (1 available)

Elevate your brand as the Raise Your Paddles sponsor! Your logo will be printed on the back of every bid paddle, ensuring maximum visibility as guests raise their paddles to bid. This prime placement guarantees your brand is seen by all during one of the event's most exciting moments, leaving a lasting impression as guests engage in the Live Auction and Fund-a-Need.

WINE STATION (3 available)

The most important part (okay, second to our mission) of WINE Women & Shoes, brought to our guests by... YOU! This first time opportunity could be yours with the chance to highlight your brand through logo impressions on signage at each Wine Station.





BENEFITING
RONALD MCDONALD HOUSE CHARITIES® OF AUGUSTA

Sponsorship Commitment Form

SPONSORSHIP SELECTION

- Platinum Pump Sponsor \$25,000
- Silver Slippers \$5,000
- Diamond Stiletto Sponsor \$15,000
- Bronze Booties \$2,500
- Golden Heels \$10,000
- One of a Kind Opportunity _____ \$ _____

Please type or print your sponsor information as you would like it to appear on signage or printed materials.

Sponsor Name: _____

Primary Contact Name: _____

Mailing Address: _____

Email: _____ Phone: _____

Website: _____

I cannot attend. Please accept my donation of \$ _____

Please invoice the entire amount on this date: _____

Check enclosed for \$ _____ payable to **Ronald McDonald House Charities® of Augusta**

1442 Harper Street, Augusta, GA 30901

Charge my credit card for \$ _____

Please Circle: Visa MasterCard Amex Discover

CC#: _____ Exp.: _____ CVN: _____ Zip: _____

Signature: _____ Date: _____

Return to Margaret Woodard at mwoodard@augustadda.com (706.836.7629)

or by mail to Ronald McDonald House Charities® of Augusta: 1442 Harper Street, Augusta, GA 30901

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

