



**Benefiting Ronald McDonald House Charities of Columbia, SC**  
Thursday, April 23, 2015 • [WineWomenandShoes.com/ColumbiaSC](http://WineWomenandShoes.com/ColumbiaSC)

## Committee Descriptions

### ABOUT WINE WOMEN & SHOES

Created for women who enjoy fine wine and great style while supporting an amazing charity; *Wine Women & Shoes* (WW&S) is a highly successful fundraising event that combines wine education with a language all women understand – **SHOES!**

Our event will be held on Thursday, April 23, 2015 at Stone River in West Columbia. The evening will consist of a walk-around wine and food tasting, designer marketplace, live auction and glamorous fashion show. We anticipate 250-300 guests. Net proceeds are raised through sponsorships, ticket sales, auctions and a percentage of wine, fashion and retail sales.



### AT THE EVENT, ATTENDEES CAN:

- ↳ Sip on a world-class wines of visiting wineries.
- ↳ Savor signature dishes from local restaurants.
- ↳ Purchase "keys" to the Closet or Cellar for a chance to win thousands of dollars worth of wine, clothing, shoes, jewelry and more!
- ↳ Mingle with charming Shoe Guys who wander the event tempting guests with stylish shoes on silver platters.
- ↳ Shop their way through the marketplace trying on designer shoes, handbags, jewelry & accessories.
- ↳ Bid on auction lots, featuring a trip to Napa for two couples.



## Committees

RMHC of Columbia, SC administrative staff will handle the venue and culinary (Randi Hollis), public relations and marketing (Jessica Albert) and sponsorship and wine logistics (Karen Marinelli). This year we want our committees to serve as ambassadors at our event and work alongside the staff members.

There will be approximately four committees and each committee will have a chair, staff member and two- three other members. Committees include:

- ✎ **Marketplace & Swag Bag** – This committee secures 6 boutiques (a combination of fashion, shoes and jewelry) and will also; solicit donations for VIP and general admission swag bags. Gifts may be from sponsors, event participants, or local/corporate businesses. The Marketplace will run for the first 2 hours (plus the VIP hour) of the event.  
**Co-Chair:**  
**Staff Member:** Liz Atkinson
  
- ✎ **Fashion Show** – This committee manages a dazzling and daunting duty – the Fashion Show. One word here makes all the difference between success and failure: **teamwork**. This enormous job requires a lot of collaboration with our marketplace co-chair and members. The committee will work closely with the models from our boutiques, organize the show stage and sound systems, coordinate show choreography and music, manage volunteers for set-up and breakdown. The Fashion Show will take place at the end of the event.  
**Co-Chair:**  
**Staff Member:** Randi Hollis
  
- ✎ **Live Auction/Key to the Closet & Cellar** – This committee seeks donations for live auction lots, as well as Key-to-the-Closet/Cellar. A person with community connections and a well-rounded rolodex will shine here and contribute significantly to the bottom line. Our goal is to have a closet and cellar that is valued at \$3,000 each. The closet should feature items such as jewelry, clothing, shoes, accessories, hotel stays, salon and spa services, home décor, etc. While the cellar will be made from wine and wine related items. We will sell keys to these auctions for (\$\$) the day of the event.  
**Co-Chair:**  
**Staff Member:** Randi Hollis
  
- ✎ **Shoe Guys** – This committee recruits and manages the 20+ Shoes Guys\*. The co-chair of this committee should be outgoing, a little flirty, and unafraid to chat up cute men to bring them on board. Shoe Guys will work the event charming our guests to increase auction, vineyard and retail sales. These men are not just pretty faces; they are charismatic, civic-minded members of our community who can add value to our event.  
**Co-Chair:**  
**Staff Member:** Karen Marinelli



# wine women & shoes®

Benefiting Ronald McDonald House Charities of Columbia, SC

## Committee you would like to join:

- Marketplace/Swag Bag     Fashion Show     Auction     Shoe Guy

## Committee Member Contact Information

Name: \_\_\_\_\_

Address: \_\_\_\_\_

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

Phone Number: \_\_\_\_\_ Best time to reach you: \_\_\_\_\_

E-mail: \_\_\_\_\_

Company: \_\_\_\_\_ Job Title: \_\_\_\_\_

Please complete this form and return it to Randi at  
[Randi@rmhcofcolumbia.org](mailto:Randi@rmhcofcolumbia.org)



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