



Benefitting the YWCA of Nashville & Middle Tennessee

February 27, 2016
 11:00 am – 3:00 pm
 Omni Nashville Hotel

Sponsorship Snapshot

A quick overview of 2016 Wine Women & Shoes sponsorship opportunities - details and benefits of each sponsorship level are detailed on the pages to follow.

Sponsorship Level	Investment	Availability
Exclusive Presenting	\$35,000	SOLD
Exclusive Paparazzi	\$25,000	SOLD
Exclusive Swag Bag	\$10,000	Pending
Platinum Pump	\$10,000	Available
Exclusive Best In Shoe Contest	\$10,000	SOLD
Exclusive Last Impression	\$10,000	Available
Exclusive Sole Men	\$7,500	Available
Exclusive Wall of Wine	\$7,500	Available
Signature Stiletto	\$5,000	Available
Exclusive Mobile Bidding Sponsor	\$5,000	Pending
Exclusive Flip Flop Sponsor	\$5,000	Available
Exclusive Coat Check	\$5,000	Available
Exclusive Personalized Pens	\$5,000	Available
Diamond D'orsay	\$2,500	SOLD
Exclusive Napkin	\$2,500	Available
Exclusive Key to the Closet	\$2,500	Pending
Exclusive Logoed Water Bottle	\$2,500	Available
Exclusive Mirror Cling	\$2,500	Pending

Event Overview ~ A Perfect Fit

Created for women who enjoy fine wine, great style, and supporting a noble cause, *Wine Women & Shoes* is one of the fastest-growing charity event series in the country. The Signature Event features wine tastings, a silent auction, and walk-around boutique Marketplace. *Wine Women & Shoes* is a highly successful national fundraising event platform that offers sponsors a unique opportunity to place their businesses in front of an ideal but hard to reach demographic: affluent, savvy women.

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The YWCA of Nashville & Middle Tennessee is thrilled to bring the event to the Nashville area and to be working alongside Wine Women & Shoes' expert team, who has managed over 120 well-attended events and helped net more than \$15 million dollars for their charity partners. We respectfully ask that you consider joining us on this exciting journey as an active supporter and be part of helping to make this a successful event for the YWCA of Nashville & Middle Tennessee.

Attendee Profile

500 Well-Heeled Women and their Solemates! Wine Women & Shoes events attract affluent, educated, professional women – aka **Luxury Brand Consumers**.

80% of attendees are women ages 30 to 65 ranging from CEO's and moms to 30-something young professionals who define the female luxury brand consumer market:

- Key influencers, taste makers and connectors in their communities
- Philanthropic, socially conscious and community minded
- Voracious fashion consumers
- Enjoy and consume luxury wine and fine food
- Decision makers for themselves and their families

The event price is \$125 per ticket with guests donating or spending an average of \$200 - \$600 additionally at these events.

The Cause

The YWCA of Nashville & Middle Tennessee has served the community for over 117 years. We work to empower thousands of clients each year, all of whom desire a better quality of life for themselves and their families, to achieve self-sufficiency, and to increase their financial strength.

Funds generated through *Wine Women & Shoes* will support the YWCA's domestic violence services, which provide a 24-hour crisis and information line and a confidential emergency residential shelter for women and children fleeing domestic violence. In addition to necessities like food and clothing, shelter residents receive comprehensive case management services including safety planning; individual and group counseling; access to addiction treatment; referrals for medical, dental and mental health care; on site legal advocacy; transportation; transitional housing planning; and support in meeting educational, employment and financial goals. A community support group is also available.

Last year alone, the YWCA's services impacted our community by providing more than 16,800 nights of emergency shelter to women and children fleeing abusive homes, serving and providing case management for more than 386 women and children at the Weaver Domestic Violence Center, and answering more than 3,900 domestic violence crisis calls.

The Weaver Domestic Violence Center is the largest domestic violence shelter in the state of Tennessee. **In 2013 alone, the Metropolitan Nashville Police Department received 26,000 reports of domestic violence – that's one report every 20 minutes.** As a state, Tennessee ranks tenth in the nation for the number of women killed by men. The YWCA is committed to providing a safer environment for the women and children of Middle Tennessee. As a community, we are only as strong as the families in it.

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The events presenting sponsor will receive the highest level of recognition and brand exposure to our attendees and through all of the pre and post event media campaigns. This is an exclusive sponsorship.

- The event will be promoted as "Your Company Presents Wine Women & Shoes 2015"
- Your logo will be included with the official WW&S YWCA logo on all marketing and media materials, including Save the Date, Invitations, E-Blasts, Press Releases, Social Media Networking, Public Relations and Advertising initiatives.
- One full page color ad in the event program with premier placement.
- The option to write a personal letter for the event program.
- Company logo on commemorative wine glasses (each guest receives a wine glass).
- Company logo placed throughout the marketplace and all other event space used for the WW&S YWCA Event.
- Product placement inside and outside of the event space.
- A company representative will have the opportunity to address attendees during the event.
- A link to company's website will be included on the WW&S/YWCA and WW&S National website.
- The presenting Sponsor will receive 1.5 tables (15 tickets) with VIP seating for the event.

Exclusive Paparazzi Sponsor: \$25,000

Don't miss this multi-exposure visual branding opportunity providing both on-site brand impressions as well as pre- and post-event impressions.

As lovely ladies arrive at the entrance of the event, they are escorted to a red-carpet platform where they are photographed in front of a step and repeat banner. One underwriter partner logo will be splashed onto a vibrant banner backdrop (along with the WW&S and YWCA logo).

The photos are the exclusive use of the Paparazzi photo sponsor. We recommend the Paparazzi Sponsors can choose to ask guests for their email address as they enter. The day of the event, each guest will receive an email message from the Paparazzi sponsor, thanking them for attending the event and including a copy of the photo that was taken at the event. This is a great way to reinforce your brand and remind guests about the wonderful event.

This is an exclusive sponsorship and benefits include:

- Logo included with official **Wine Women & Shoes YWCA** logo on all marketing and media materials, including save the date, invitations, e-blasts, press releases, social networking, public relation and advertising initiatives, and event program – receiving one full page color ad with premier placement and option to write a personal letter.
- Logo on red-carpet step and repeat banner (along with **Wine Women & Shoes and YWCA** logo) where each attendee or group of attendees will pose for pictures upon arrival.
- Opportunity to provide vehicle to be placed on red carpet for photos with attendees.
- Logo and hyperlink on **Wine Women & Shoes YWCA** website.
- Opportunity to address attendees during program and participate in event fashion show.
- Opportunity to place a dynamic item or offer in the event 'Swag Bag' that will encourage attendees to be 'Team Your Company'
- Receive one table (10 tickets) with VIP seating for the event.

Marketing Tip: Build a targeted database of followers and potential clients who will not only visit your Facebook page or company website to see their photos, but will expose your site to their network of friends by sharing. WWS attendees flock to the post-event sites to comment and blog about their experience.

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Swag Bag Exclusive Sponsor: \$10,000

Festooned Swag Bags are delivered by the Sole Men to all attendees at the end of the event. This is a high-energy feel-good moment. Every woman loves presents – especially those that are vibrantly presented and filled with relevant goodies.

The Swag Bag Sponsor will have the opportunity to distribute 550 custom bags with their logo imprinted on one side (bags to be provided by the Swag Bag Sponsor). These bags provide long term impression opportunities long after the event is over. In addition to the logo impression on the bag, the exclusive partner of this marketing opportunity is encouraged to place a dynamic item or offer in the bag that will encourage attendees to do business with you!

The more glorious the bag and offer placed within the bag, the greater the impression you will make with this targeted audience (**bags provided by sponsor – approved by Committee**).

The Swag Bag Sponsor will also receive one table (10 tickets) with preferred seating for the event.

Marketing Tip: One smart sponsor increased the shelf life of the opportunity by attaching their logo imprinted luggage tags on the bags to be used on the ladies' travel bags.

Platinum Pump Sponsor: \$10,000

- Your logo on marketing and media materials, including, E-Blasts, Press Releases, Social Media Networking, Public Relations and Advertising Initiatives
- One full page color ad in the event program with premier placement
- A link to company's website will be included on the WW&S/YWCA website
- A chance to include a unique item in the Signature event swag bag
- Platinum Pump Sponsor will receive ten (10) tickets to the event

Best in Shoe Contest Exclusive Sponsor: \$10,000

Instant popularity and authority for your brand/business is yours at the *Wine Women & Shoes* event with this high profile marketing opportunity! The Best in Shoe Contest Judges have power and authority at the event. They roam around the event evaluating and looking for the best shoes in several categories. This is a networking dream for the right sponsor, assuring you or your company one connection with each attendee.

Shoe judges wear a banner or apron identifying their brand – which makes them popular! They also get to address the entire audience and announce the winners and give awards (awards provided by sponsor).

Last Impression Exclusive Sponsor: \$10,000

Attendees leave *Wine Women & Shoes* feeling delighted. They have eaten fine foods, sipped wonderful wines, and shopped with exclusive retailers. Your brand could be the first thing on their minds as they leave the best girlfriend event of the year and see your merchandise materials in their car, placed by a valet, with your name and message attached to it, showing your support of the YWCA. (**parting gifts provided by sponsor – approved by Committee**).

The Last Impression Exclusive Sponsor will also receive one table (10 tickets) with preferred seating for the event & sponsor marketing benefits.

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Sole Men Exclusive Sponsor: \$7,500

Tempting guests with their charm, good looks and a silver platter with the season's must have shoes, the Sole Men are a highlight of every *Wine Women & Shoes* event. What is every woman in the room looking at, besides the shoes? The sole men!

Sole Men provide excellent promotional opportunities for your business. The sponsor of the Sole Men shirts receives constant brand impressions from every attendee throughout the event. What better way to deliver an impression of your business brand to beautiful, decision-making women than on the shirt of a handsome and charming Sole Man (**shirts provided by sponsor – approved by Committee**).

The Sole Men Sponsor will also receive one table (10 tickets) with preferred seating for the event & sponsor marketing benefits.

Marketing Tip: Nominate some Sole Men from your own staff and really kick up your company's one on one exposure. *(All Sole Men must be willing to fundraise \$500 for the YWCA)*

Wall of Wine Sponsor: \$7,500

The Wall of Wine is a collection of donated bottles of wine from the *Wine Women & Shoes* Host Committee, with a percentage of the wines being premium wines. Bottles are placed in a wine bag with your company name and/or logo and guests then purchase a bottle from the Wall of Wine (**wine bags provided by sponsor – approved by Committee**).

With wine being an unforgettable component of *Wine Women & Shoes*, what better way to promote your business than to have your company name placed on each wine bag?

The Wall of Wine Sponsor will also receive one table (10 tickets) with preferred seating for the event & sponsor marketing benefits.

Signature Stiletto Sponsor: \$5,000

A Signature Stiletto Sponsorship includes four (4) tickets to event, company name and logo on marketing and media materials including e-blasts, social networking, event signage, and event program – receiving a half page ad, and a link to your company's website on the WW&S/YWCA website. In addition, your company will have the opportunity to include an item in the Signature Event swag bag.

The Signature Stiletto Sponsor will also receive four (4) tickets to the event & sponsor marketing benefits.

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We're doing things differently for the auction at Wine Women & Shoes this year and your name and logo could be ALL over it! That's right, we are offering mobile, web based bidding the auction at this year's event and our Mobile Bidding Sponsors logo will be the headline on the webpage. Not only will that exclusive positioning be yours, giving out audience multiple impressions throughout the evening, but you will also have the opportunity to provide two charging stations in the room that will allow our guests to power up...and gaze at your logo adorning the charging station signage.

This is a truly unique sponsorship opportunity that will allow the YWCA to provide a more seamless and pleasurable guest experience for the auction and various other event day purchases, and YOU to be the community partner that makes that possible.

The Mobile Bidding Sponsor will also receive four (4) tickets to the event & sponsor marketing benefits.

Flip Flop Exclusive Sponsor: \$5,000

How many times have you (or your wife) walked into an event feeling fabulous, only to be miserable in a few hours because of those truly killer heels? When our guests are saying "Oh, my aching feet", your company could be the hero and provide them a little relief with some sponsored flip-flops they can pick up on their way out the door! Custom or simple flip flops – in that moment, every woman you hand them to will be thanking you for hours. (Flip Flops provided by sponsor)

The Impact: It is an inexpensive memento or cute parting gift that can leave a lasting impression. It also allows you (or your staff) to network and mingle with the crowd!

The Flip Flop Sponsor will also receive four (4) tickets to the event & sponsor marketing benefits.

Coat Check Sponsor: \$5,000

Want to be one of the first brands our attendees see on this magical evening AND one of the last before they head home? The coat check sponsorship is for you! Nashville January's get pretty chilly, so a vast majority of Wine Women & Shoes patrons will be stopping by to check their coats...or dropping off the spoils they have purchased in the marketplace. See your logo prominently placed on Coat Check signage and lace your logo into the hands of 550 guests plus volunteers – provide a branded coat check number to everyone (**numbers provided by sponsor**).

The Coat Check Sponsor Sponsor will also receive four (4) tickets to the event & sponsor marketing benefits.

Personalized Pens Exclusive Sponsor: \$5,000

Place your logo into the hands of 550 guests plus volunteers. Pens are placed at registration, auction tables, retail areas, and event tables (**pens provided by sponsor**).

The Personalized Pens Exclusive Sponsor will also receive four(4) tickets to the event & sponsor marketing benefits.



Diamond D'orsay Sponsor: \$2,500

A Diamond D'orsay Sponsorship includes two (2) tickets to event, company name on marketing and media materials including e-blasts, social networking, event signage, and event program – receiving a quarter page ad. In addition, your company will have the opportunity to include an item in the Signature Event swag bag.

Key To The Closet: \$2,500

Wine Women & Shoes is KNOWN for the Key To the Closet – a huge collection of goodies ranging from clothing to gift cards to jewelry to dinner and painting lessons, all values at close to \$10,000! Every woman in the room wants the 'key' that walks away with it all. To have that chance, attendees are invited to purchase a 'key' (a key shaped bottle opener) being promoted by volunteers and Sole Men. Our Key to the Closet Sponsor will have the opportunity to adorn each 'key' with a card, label or tag of their design and enjoy logo impressions on all Key to the Closet promotional materials and signage. Our Key to the Closet Sponsorship includes two (2) tickets to event and the opportunity to include an item in the Signature Event swag bag.

Mirror Cling Exclusive Sponsor: \$2,500

Add your company's logo to EVERY mirror at Wine Women & Shoes! That's right, every full length, table top and hand held mirror will sport your brand.....that means every time one of our fabulous attendees checks out that pair of shoes, earrings or purse they are considering they will see YOUR logo! **(Mirror clings to be provided by sponsor)**. The Mirror Cling Exclusive Sponsor will also receive two (2) tickets to the event.

Napkin Exclusive Sponsor: \$2,500

Wine, delectable finger foods and desserts are offered at the event – all with a napkin. This is a great opportunity to get multiple impressions for a tag line, a new product or a special message. The Napkin Sponsor will benefit greatly by using their creative imaginations to maximize exposure of this vital piece of real estate offering repeat impressions throughout the event **(napkins provided by sponsor – approved by Committee)**.

The Napkin Sponsor will also receive two (2) tickets to the event.

Marketing Tip: One clever Napkin partner had their logo and tag line printed on the flip side of napkins that had appealing expressions about women. This garnered greater attention and became conversation pieces and a source of good humor during the event. This opportunity is particularly effective to launch a new business, a new product or service.

Logoed Water Bottles Exclusive Sponsor: \$2,500

Add your company's name to 550 water bottles to be provided to guests and volunteers as they depart the event **(bottles and printing to be provided by sponsor)**. The Logoed Water Bottles Exclusive Sponsor will also receive two (2) tickets to the event.

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Have something else in mind? The YWCA would love to work with your group to create a customized branding package that could include thousands of brand impressions over a 4-5 month period.

Women leave Wine, Women & Shoes feeling confident, flirty, and energized...
And they could be leaving thinking about you!

For more information:
Contact Ashlee Meier, Director of Development, YWCA of Nashville & Middle Tennessee
615.983.5162 | ashlee.meier@ywcanashville.com

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