



wine women & shoes[®]

Children's Hospital of Michigan Foundation

Sponsorship Opportunities

Thursday, October 9, 2014
The Inn at St John's



INCLUDED IN THIS PACKET:
EVENT OVERVIEW | OUR MISSION | SPONSORSHIP OPPORTUNITIES
SPONSORSHIP AGREEMENT FORM



QUESTIONS? CONTACT MATT: 313.745.6614 | MATTHEW.HOLLAND@CHMFUNDATION.ORG



OUR MISSION

The Children's Hospital of Michigan Foundation is **dedicated** exclusively to advancing the health and healthcare of children in our community; **focused** on ground-breaking pediatric medical research, education, advocacy, and community outreach programs; and **committed** to funding millions of dollars in grants each year. We are privileged to partner with experts at the Children's Hospital of Michigan to identify healthcare programs and initiatives that will have the greatest impact on improving the health of children and families in our community.

Philanthropy plays a critical role in our ability to expand the impact we make in our community. Generous giving from individuals, corporations, and foundations will support programs and make an impact in the areas of pediatric research, advocacy for children, and educational and community outreach programs.

We couldn't accomplish our mission without generous gifts from people like you.

FOUNDATION HIGHLIGHTS

Reasons to Support the Children's Hospital of Michigan Foundation

HEALTHIER CHILDREN

Provide access to programs, supportive services and education to help improve the health of children.

LIFE-SAVING RESEARCH

Support research to advance the development of new techniques in pediatric medical care and the treatment of diseases.

PREVENT INJURIES

Support programs that teach children and families how to stay safe and healthy. Provide tools to help with safety-bike helmets, car seats, smoke and CO alarms, and cribs for safe sleep.

MEDICAL EDUCATION

Help ensure that physicians and healthcare staff receive the most advanced training to enhance their ability to provide cutting-edge care for children in our community.

SUPPORT FAMILIES

Help families manage the impact of illnesses and injuries and deal with emergency needs that result from having critically ill children.

HAPPIER CHILDREN

Hospital stays and procedures are tough to endure. The Foundation helps to provide toys, games, books, and activities that help to alleviate these stressful times in a child's life.

EVENT OVERVIEW

Wine, Women & Shoes® was created for women who enjoy fine wine and great style, all while supporting a noble cause. This fabulous event features wine tastings, a fashion show, an exclusive Boutique Marketplace and a live auction. It will take place in Plymouth at The Inn at St John's, which is only 21 minutes from downtown Detroit and has ample parking and space.

Wine, Women & Shoes is a highly successful national fundraising platform that offers each sponsor a unique opportunity to highlight its business in front of an elusive but highly coveted demographic: affluent, female leaders with discrimination taste. These women are key decision makers and through Wine, Women & Shoes, we are able to bring together girlfriends, sisters, daughters, and mothers for one very special evening.

Children's Hospital of Michigan Foundation is bringing this event exclusively to the Metro Detroit area on Thursday, October 9, 2014. The Foundation is partnering with the Wine, Women & Shoes' expert team for a second year.

Join us in this exciting journey as a sponsor of our 2nd annual event and be a part of helping the Children's Hospital of Michigan Foundation to achieve our vision of *giving children more days to play, nights to dream and time to just be kids.*

ATTENDEE PROFILE

400 Well-Heeled Women!

Wine, Women & Shoes events attract affluent, educated, professional women – these are the decision makers in today's marketplace; they are the luxury brand consumer.

Over 80% of attendees at Wine, Women & Shoes events nationwide are women ages 30 – 65+. They range from CEOs to business owners to young professionals. They define the female luxury brand consumer market.

- These ladies are trendsetters and style icons, who have exquisite taste and influence fashion
- They are philanthropic, socially conscious and community focused
- They are voracious fashion consumers
- They indulge in and have great appreciation for fine wine and gourmet cuisine
- They are decision makers for themselves and their families

\$25,000 HIGH HEEL PRESENTING SPONSOR

- Title recognition as Presenting Sponsor
- Category and industry exclusivity
- On-stage recognition and verbal recognition at the event
- On-screen logo recognition as Presenting Sponsor
- Company logo included on website, invitation, and signage
- Full-page color ad in the program
- 2 Benefactor Tickets** and 10 VIP Tickets **
- Link to your company website from Wine, Women & Shoes Children's Hospital of Michigan Foundation website, until 30 days after the event
- Opportunity to include item(s) in the Wine, Women & Shoes swag bag
- ½ page ad in one issue of About Children (quarterly publication)
- Membership in the Children's Hospital of Michigan Foundation Annual Champions for Children program

\$15,000 STILETTO FASHION SHOW SPONSOR*

Neiman Marcus

- On-stage and verbal recognition at the event
- On-screen logo recognition
- Company logo included on website, invitation, and signage
- Full-page color ad in the program
- 2 Benefactor Tickets** and 10 VIP Tickets **
- Link to your company website from Wine, Women & Shoes Children's Hospital of Michigan Foundation website, until 30 days after the event
- Opportunity to include item(s) in the Wine, Women & Shoes swag bag
- Membership in the Children's Hospital of Michigan Foundation Annual Champions for Children program and the Caskey Major Giving Society

* Denotes sponsor opportunity has already been purchased.

** See Perfect Pairing page for ticket benefits.

THE SHOES CONTINUED...

\$15,000 PLATFORM VENUE SPONSOR

- On-stage and verbal recognition at the event
- On-screen logo recognition
- Company logo included on website, invitation, and signage
- Full-page color ad in the program
- 2 Benefactor Tickets** and 10 VIP Tickets **
- Link to your company website from Wine, Women & Shoes Children's Hospital of Michigan Foundation website, until 30 days after the event
- Opportunity to include item(s) in the Wine, Women & Shoes swag bag
- Valet Parking
- Membership in the Children's Hospital of Michigan Foundation Annual Champions for Children program and the Caskey Major Giving Society

\$10,000 RUBY SLIPPER SPONSOR

Choice of one of the following:

- **Entertainment**
- **Strolling Supper**
- **Invitation Printing**
- **Key-to-the Closet**
- On-stage recognition and verbal recognition at the event
- On-screen recognition
- Half-page color ad in the program
- 2 VIP Tickets** and 4 Individual Admission Tickets **
- Link to your company website from Wine, Women & Shoes Children's Hospital of Michigan Foundation website, until 30 days after the event
- Opportunity to include item(s) in the Wine, Women & Shoes swag bag
- Valet Parking
- Membership in the Children's Hospital of Michigan Foundation Annual Champions for Children program and the Caskey Major Giving Society

** See Perfect Pairing page for ticket benefits.

\$5,000 GLASS SLIPPER SPONSOR

Choice of one of the following:

- **Valet** (1 each available) – Company business card with a gift item placed in every valeted vehicle
 - **Shoe Guys** – Work the room and engage the guests. Sponsor the 20+ guys for the evening and your logo will be placed on the sleeves of their black T-Shirts. It is great branding exposure
 - **Dessert Bar or Cheese Station** – Signage with your logo will be placed at the Dessert Bar or Cheese Station
 - **Sponsor the "Wall of Wine"** raffle with your logo on signage
 - **Marketplace** – will be promoted as the XYZ Company Marketplace. Your logo will be placed on signage at the Marketplace entrance
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- On-screen recognition
 - (4) individual Admission Tickets**
 - Valet Parking
 - Membership in the Children's Hospital of Michigan Foundation Annual Champions for Children Program

** See Perfect Pairing page for ticket benefits.

\$2,500 SYRAH SPONSOR

- Choice of one of the following:
 - **Shopping Tote** – Place your logo on reusable shopping tote that will be given to each guest at check-in
 - **Swag bag** - Company logo placed on bag given to guest upon departure
 - **Rearview Mirror Tag** (special messaging in each car hung from the rearview mirror with your logo)
 - **Dessert Favor** - Signage with Logo
 - **Video** – Sponsor
- On-screen recognition
- Valet Parking
- Membership in the Children's Hospital of Michigan Foundation Annual Champions for Children program
- (2) Individual tickets to the event**

\$1,500 CABERNET SAUVIGNON SPONSOR

- Choice of one of the following:
 - ½ page in program book
 - Napkins
 - Non- Alcoholic Beverage Station (Corporate name hydration station)
- Valet Parking
- (2) Individual tickets to the event**
- Membership in the Children's Hospital of Michigan Foundation Annual Champions for Children program

MEDIA PARTNER OPPORTUNITIES



\$7,500 RED CARPET “STEP & REPEAT” BANNER SPONSOR

- Your Logo on backdrop with red carpet
- Placed at the entrance for maximum exposure
- Photos will be placed on Wine, Women & Shoes Children's Hospital of Michigan Foundation website
- 2 VIP Tickets** and 2 Individual Admission Tickets
- Membership in the Children's Hospital of Michigan Foundation Annual Champions for Children program

** See Perfect Pairing page for ticket benefits.

THE PERFECT PAIRING: TICKET OPTIONS



INDIVIDUAL TICKET \$150

- General Admission to the Fashion Show and Marketplace
- Valet Parking

VIP PASS \$250

- VIP Ticket
 - Sneak Peek Pass for one guest to enjoy early shopping in the Marketplace
 - Reserved Seating for the Fashion Show
 - Valet Parking

BENEFACTOR PASS \$350

- VIP Ticket
 - Sneak Peek Pass for one guest to enjoy early shopping in the Marketplace
 - Reserved First Row Seating for Fashion Show (Limited Quantity Available – First come, first served)
 - Valet Parking
- Listing in Program as Benefactor

GIRL FRIENDS PACKAGE \$ 1,000

- Four VIP Tickets
 - Special Reserved Cocktail Table for Four at the Fashion Show (Limited Quantity Available – First come, first served)
 - Your own Shoe Guy to serve beverages while you enjoy the show.
 - Sneak Peek Pass for four guests to enjoy early shopping in the Marketplace
 - Valet Parking

SPONSORSHIP AND TICKET ORDER FORM



Contact Name _____

Company Name _____

Address _____

City _____ State _____ Zip Code _____

Telephone _____ Fax _____

Email _____

Sponsorship Levels

- Presenting \$25,000 Platform \$15,000 Ruby Slipper \$10,000 Red Carpet \$7,500
 Glass Slipper \$5,000 Syrah \$2,500 Cabernet \$1,500 Other: _____

Ticket Levels

- Individual \$150 VIP Pass \$250 Benefactor Pass \$350 Girlfriends Pkg. \$1,000
 Donation \$ _____

Payment Method

- Please send me an invoice
 Check enclosed (Made payable to: Children's Hospital of Michigan Foundation)
Credit Card: MasterCard Visa American Express

Card Number _____ Expiration Date _____

Name (as it appears on card) _____

Signature _____

To ensure timely recognition, all logos must be received by **July 15, 2013** for invitation and website; **September 25, 2013** for program and signage.

Please Return This Form to:



Children's Hospital of Michigan Foundation
Attention: Matt Holland
3901 Beaubien Street, Mailbox 257, Detroit, MI 48201
Fax the form to **313.993.0119** or
E-mail matthew.holland@chmfoundation.org
Questions? Please call Matt at 313.745.6614