



wine
women & shoes®
Benefiting
CANCER SUPPORT COMMUNITY



BECOME A SPONSOR!



CANCER SUPPORT
COMMUNITY.

GREATER CINCINNATI - NORTHERN KENTUCKY

Please join us!

WHEN & WHERE

Date: Thursday, May 26

Time: 5:30pm-9:00pm

Location: The Transept

Expected Attendance: 250

TICKET PRICE

General Admission: \$75

VIP Admission: \$125

VIP Table: \$1500

Honorary Committee: \$500

100% of every ticket sold directly benefits Cancer Support Community.

Wine Women & Shoes present a unique opportunity to target affluent, well-educated, charity-minded women. Cash & In-kind sponsorships underwrite all event costs.



ABOUT

Cancer Support Community

Cancer Support Community Greater Cincinnati-Northern Kentucky is pleased to present Wine Women & Shoes supporting CSC's mission to ensure that *no one faces cancer alone.*

Backed by evidence that the best cancer care includes psychosocial and emotional support, CSC offers community-based programs and services that are intended to provide non-medical care to men, women, and children with any type or stage of cancer and to their loved ones, to support a holistic, patient-active approach to wellness.

CSC offers these services free of charge through professionally led support groups, educational workshops and presentations, healthy lifestyle programs, social activities, and programs specific to families and children.

CSC's programs and services are designed to complement conventional medical care, enhance quality of life, improve recovery, and strengthen survivor care. The CSC philosophy combines the will of the patient with the skill of the physician – *a powerful combination.*

Join us to empower everyone impacted by cancer through comprehensive support, hope, and education.

Be there. Be giving. Be fabulous!

About WWS

Be there. Be giving. Be fabulous!



About Wine Women & Shoes

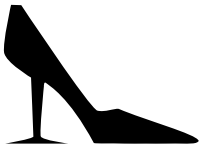
Wine Women & Shoes is the brainchild of Napa Valley vintner, Elaine Honig. While chatting with a girlfriend about the growing popularity of wine and food pairing events, they jokingly said, “Wine and shoe pairings would be a lot more fun!” And they were right. WW&S events are now in over **60** cities across the country and have raised more than **\$37,000,000** for women and children’s causes.

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.

WW&S Guest Profile

- 80% women ages 30 to 65
- Ranging from CEO moms to 30-something young professionals
- Key influencers, tastemakers and connectors in their communities
- Over the next decade, women will control two-thirds of consumer wealth in the U.S.
- Women make 95% of the purchase decisions for their household
- Represents the typical luxury brand consumer
- 92% pass on information about deals or finds to others
- On average, attendees donate/spend \$200-\$600 at each event





MARKETING STRATEGY

Save-the-Date

A postcard formally announcing the event date and theme, as well as appropriate sponsors, will be distributed to targeted lists of donors, members, and previous WWS Supporters through print mail in February, 2016. An electronic version will be distributed broadly via e-news to the CSC membership base.

Expected audience: 10,000+

Invitation

The full-color event invitation will be mailed to current sponsors, guests, targeted donors and supporters approximately 8 weeks before the event. The invitation will include recognition for appropriate sponsors and event details. An electronic version will be distributed broadly to the CSC membership base and the wider community.

Expected audience: 2,000+



E-Newsletters

Monthly e-newsletters will be sent to the entire network (10,000+) of CSC members, donors, volunteers, and friends with the latest news on event updates, activities, promotions, and more.

Program

The program book is distributed to all guest at the event. This book includes event details, sponsor recognition, CSC information, paid advertisements, and live and silent auction item descriptions.

Expected audience: 250+

Webpage

The Wine Women & Shoes website will be updated with event and sponsor information and include links to appropriate sponsor webpages. It will also link back to CSC webpage and online registration.

Social Media

With an audience of over 2,000 spread across social media outlets, the CSC will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.

+ MUCH MORE!



\$15,000 Exclusive Presenting Sponsor

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

As the presiding presenting sponsor, your business will be strategically promoted as “**XYZ Company Sponsors Wine Women & Shoes 2015**”. Your logo will be included with the official Wine Women & Shoes (WWS) logo and Cancer Support Community logo on all marketing and media materials including invitations, e-blasts, press releases, etc. In addition, a link to your company website will be included on the Wine Women & Shoes Cancer Support Community website.

During the program portion of the event you will be given the opportunity to welcome and thank the audience and mention your business as the premier sponsor. Your logo will appear prominently at the entrance to the event and at the program podium. You will also have the opportunity to promote your business through a marketing booth or other mutually agreed upon display.

Presenting Sponsor will also receive (2) VIP tables of 8 each at the event.

\$7,500 Luxury Car Sponsor

As the Luxury Car Dealership, you will drive the ladies wild by promoting your vehicles at Wine Women & Shoes!

As sponsor, your business receives *constant brand recognition from every attendee throughout the event*. What better way to deliver an impression of your business brand to beautiful, decision-making women than your vehicle(s) on display during the event?!

Luxury Car Sponsor will also receive a VIP Table of 8 to the event.

\$5,000 SPONSORSHIP OPPORTUNITIES



Red Carpet Sponsor

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

As lovely ladies arrive at the entrance of the event, they are escorted to a red-carpet where they are photographed in front of a backdrop splashed with your logo (*along with the WWS and Cancer Support Community logos*). This is a great way to reinforce your brand and remind guests about the wonderful evening. Red Carpet Sponsor will also receive 4 VIP tickets to the event.

Wall of Wine Sponsor

For you, the glass is half full....of wine!

Everyone's a winner! As a Wall of Wine sponsor, everyone who purchases a raffle ticket will go home with a bottle of wine and a wine bag with your logo on it. Double your impact by recruiting volunteers from your business to help sell Wall of Wine tickets and since everyone wins at the Wall of Wine, you will make everyone happy! You will also receive 2 VIP tickets to the event.

Swag Bag Sponsor

Swag Bags are delivered by the Shoe Guys at the end of the event. Every woman loves presents.

As Swag Bag Sponsor, your logo will be imprinted on 300 custom bags. These bags provide long term impression opportunities long after the event is over. In addition to the logo impression on the bag, as the exclusive partner of this marketing opportunity, we encourage you to place a dynamic item or offer in the bag that will encourage attendees to do business with you! Swag Bag Sponsor will also receive 4 VIP tickets to the event.



Marketplace Sponsor

Don't miss this high exposure visual branding opportunity providing on-site brand recognition as ladies shop for a cause!

As our guests shop the day away, this opportunity ensures they know who you are in every possible way. Sponsor may underwrite the marketplace and your signage will be placed throughout the venue and prominently featured on signage at the entrance of the designated marketplace area. Marketplace Sponsor will also receive 4 VIP tickets to the event.

\$2,500 SPONSORSHIP OPPORTUNITIES



Shoe Guys Sponsor

Tempting guests with their charm, good looks and silver platters holding the season's must-have shoes and accessories, the Shoe Guys are a highlight of every Wine Women & Shoes event.

As sponsor of the Shoe Guy shirts, your business receives *constant brand recognition from every attendee throughout the event*. What better way to deliver an impression of your business brand to beautiful, decision-making women than your logo on the shirt of a handsome and charming Shoe Guy? Shoe Guys Sponsor will also receive 2 VIP Tickets the event.

Wine Glass Sponsor

Each guest receives a souvenir wine glass with your logo imprinted on it. This is perfect opportunity for you to leave a fabulous impression as they sip away and as they relive memories from this magical day when they take this glass home with them. Wine Glass Sponsor will also receive 4 VIP tickets to the event.

Best in Shoe Sponsor

We will celebrate our guests' fabulous ensemble by promoting a shoe award. Sponsor may provide the judges. Judges have the opportunity to come on stage and announce the winner after the fashion show. You will also receive 2 VIP tickets to the event.

Bottled Water Sponsor

Quench the thirst of our guests as the event conclusion draws near. Toward the end of the event, the Shoe Guys will deliver bottled water with customized labels bearing your logo. You will also receive 2 tickets to the event.



“Best Dressed” Award Sponsor

We will celebrate our guests' fabulous footwear by promoting a shoe award. Sponsor may provide the judges. Judges have the opportunity to come on stage and announce the winner after the fashion show. You will also receive 2 tickets to the event.

Mirror Mirror Sponsor

Have your logo and catchy phrases such as “You look mah-valous!” displayed on mirror/window clings throughout the marketplace. You will also receive 2 tickets to the event.

\$500 Honorary Committee: Make a difference without the work! Enjoy name recognition in the event program and website, Share the event with your social circle, workplace, and the world! Includes 2 tickets to the event.



GREATER CINCINNATI - NORTHERN KENTUCKY

Sponsorship Agreement

Benefiting Cancer Support Community

YES! I would like to participate in Wine Women & Shoes, _____, as:

- Presenting Sponsor (\$15,000)
- Shoe Guy (\$2,500)
- Luxury Car (\$7,500)
- Wine Glass (\$2,500)
- Red Carpet (\$5,000)
- Best in Shoe (\$2,500)
- Wall of Wine (\$5,000)
- Bottled Water (\$2,500)
- Swag Bag (\$5,000)
- Mirror Mirror (\$2,500)
- Marketplace (\$5,000)
- Honorary Committee (\$500)
- Unable to sponsor, but would like to make a donation of: _____

Name: *As you would like it to appear for recognition purposes* _____

Contact Phone _____ Contact Email _____

Please send invoice to the following name and address:

Name: _____ Address: _____

Check enclosed for \$ _____ payable to *Cancer Support Community*

Charge my Credit Card for \$ _____ (*Please fill out information below*)

For Credit Card Only:

Name as it appears on the card: _____

Please Circle: Visa MasterCard Discover

CC#: _____ Exp. Date: _____

Signature: _____

Please mail form to: Cancer Support Community 4918 Cooper Road, Cincinnati, Ohio 45242

Please email your logo as a JPEG and a high resolution file to gramstetter@cancer-support.org

DON'T SEE WHAT YOUR LOOKING FOR? OR NEED MORE INFORMATION?

To request additional details regarding your uniquely crafted sponsorship investment, please contact; Gretchen Ramstetter at (513)791-4060 or gramstetter@cancer-support.org

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