wine women&shoes®

STRATEGY:

You, the Charity, and WW&S work together to create all the marketing and promotional materials for your event. Generally that breaks into 17-20 hours on Print & E-blasts, and 8-10 hour on Web. You'll start with a "kick-off" call to discuss the following.

SOCIAL MEDIA:

WWS will set up a facebook page for your event, and will provide someone on your team with admin rights.

PRINT:

Sponsorship deck
This is the first project. You will collaborate with Heather, our Director of Sponsorships, on content and use one of our WWS templates to plug in your information. Final approval and formatting by Sarah.

Save-the-date postcard - Mail 4 -5 months prior to event date

Invitation - (if you choose to do a printed invite) Mail 6 weeks prior to event.

Poster (typically 11x17) - Can be done at any point. Usually once major sponsors are confirmed

Ad layouts - Please provide specs and due date as soon as you have them

Program cover - Content/layout done by the charity with approval from WWS

Event signage templates - Done by charity with WWS final approval.

Other misc. projects that might come up (banners, billboards ext)

E-BLASTS:

WWS provides a jpeg which you upload to your e-blast system and link back to your WWS event page. Sponsor logos and additional contact information can be uploaded separately under the provided image. Start sending e-blasts 5 -6 months out. As the event date approaches, start sending more frequently.

Save the Date - Send around the same time as printed postcard

Invitation - Send around the same time as printed invite (if your doing a printed invite)

Wine Partners - Promote your wine partners and tasting aspect of the event

Marketplace Partners - Promote your marketplace partners and shopping marketplace (get your marketplace partners to forward this e-blast to their mailing list or FB pages)

Shoe Guys - Introduce your Shoe Guys, or promote the "Make me your Shommelier" auction.

Fashion Show - Especially if your fashion show is being produced by major retailer or designer

Live Auction Preview - Provide photos and brief descriptions of lots

KTC Preview - Promote the KTC raffle, value, ticket prices, ect.

Last Call - Send a few days prior to the event

Post Event Thank You - Thank your sponsors and attendees.

EVENT WEB PAGE: (Event page only - registration page not provided by WWS)

Provide weekly update detailing/listing any changes desired.

Include sponsor/vendor logos and URL links, as well as which sponsors need priority placement

Provide ticket prices, link to registration page, contact information, time line of the event