



Friday, November 18, 2016 ♦ 6:00 PM
Monona Terrace Convention Center

Wine Women & Shoes

Created for women who enjoy fine wine and great style while supporting an amazing cause; Wine Women & Shoes is a highly successful fundraising event combining wine education and a language all women understand – SHOES!

Hosted by Friends of UW Health and the UW Carbone Cancer Center, the evening will consist of a strolling wine and food tasting, designer marketplace, live auction and glamorous fashion show.

Becoming a sponsor of Wine Women & Shoes presents a unique opportunity to support the vision of the UW Health Breast Center, while reaching an audience that is 80% women, ages 30 to 65 who are key influencers, tastemakers and connectors in our community.

UW Health Breast Center

The UW Health Breast Center provides personalized, compassionate care in association with an innovative portfolio of clinical trials and novel research projects to a broad community of patients. The team of specialists in breast imaging, surgical oncology, medical oncology, genetics, radiation oncology, plastic surgery, occupational therapy and nursing work collaboratively to ensure that each patient receives the individualized treatments that they need to diagnose and treat their breast disease. The Center has strong expertise in prevention with a regionally recognized, multi-disciplinary high risk screening clinic as well as a survivorship care program.

Patient-centered and family-centered programs include genetic counseling; social work; nutrition consultation; integrative medicine, palliative care, CareWear and Wigs for Patients services.





Sponsorship Opportunities

Platinum Presenting Sponsor * \$15,000

- Exclusive title recognition as presenting sponsor
- Logo/name recognition on all event public relations and advertising initiatives, press releases and event print materials including:
 - Save the Date
 - Invitation
 - Printed program
 - Event signage
 - Table signage
 - Photo Backdrop
- Three prominently placed VIP tables (24 seats) at event
- Placement of full-page advertisement in event program
- Recognition on the reusable swag bag and wine glass provided to all attendees
- Prominent recognition as the presenting sponsor in the evening's presentation, including sponsor slide
- Prominent recognition on event website, e-blasts and social networking campaigns
- Opportunity to provide two "shoe guys" for the event
- Opportunity to provide product placement at the event
- Opportunity to provide a premier item in swag bag

Gold Sponsor * \$5,000

- Examples of custom marketing opportunities with exclusive logo placement include:
 - Swag Bag
 - Paparazzi Photo Backdrop
 - Shoe Guy
 - Wine Glass
 - Best in Shoe Award
 - Keys to the Closet
 - Invitation
- Logo/name recognition on event collateral materials including:
 - Invitation
 - Printed program
 - Event signage
 - Table signage
- One prominently placed VIP table (8 seats) at event.
- Placement of half-page advertisement in print program
- Prominent recognition in the evening's presentation, including sponsor slide
- Opportunity to provide a premier item in swag bag

Silver Sponsor * \$2,500

- Examples of custom marketing opportunities with exclusive logo placement include:
 - Wall of Wine
 - Centerpieces
 - Bag Check
 - Mirror, Mirror
 - Espresso Station
 - Hydration Station
 - Coat Check
 - Marketplace Map
- Name recognition on event collateral materials:
 - Printed program
 - Event signage
 - Live program presentation
- Eight general admission tickets to the event.

Bronze Sponsor * \$1,000

- Name recognition on event collateral materials including:
 - Printed program
 - Event signage
 - Live program presentation
- Four general admission tickets to the event.

Custom sponsorship and marketing opportunities are available. Please inquire.



**Benefitting the UW Health Breast Center
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Sponsorship Agreement

_____ will participate in *Wine Women & Shoes* at the following level (please check appropriate box below):

- Platinum Presenting Sponsor - \$15,000
- Gold Sponsor - \$5,000
- Silver Sponsor - \$2,500
- Bronze Sponsor - \$1,000

We will fulfill this commitment by:

- Check payable to Friends of UW Health
- Payment by credit card online at winewomenandshoes.com/madison
- Please send us an invoice

Contact Name: _____

Company/Individual Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Remit form to friends@uwhealth.org or mail to:

Friends of UW Health

301 S. Westfield Road, Suite 250

Madison, WI 53717

For more information, please contact friends@uwhealth.org or (608) 890-9957.



Carbone Cancer Center
UNIVERSITY OF WISCONSIN
SCHOOL OF MEDICINE AND PUBLIC HEALTH

