

Mercy Service League Introduces



wine
women & shoes®

Benefiting Mercy Medical Center
Women's Cancer Services

Take the opportunity to be fabulous!



Presenting Sponsor



WINE WOMEN & SHOES 2017

CO-CHAIRS:

Gail Moore & Erin Shea

CHAIRWOMAN FOR THE CAUSE:

Dr. Dina Rooney

COMMITTEE MEMBERS:

Lisa Arnold
Ruth Bazzoli
Karen Bostrom
Suzanne Boyer
Gina Burroughs
Elaine Campbell
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Penny Watson
Lisa Werstler
Kathy Wise
Diane Wofsey



Mercy Service League 2016-2017 Officers from left: Wendy Lichtenwalter, Daphne Thomson, Julie Gill, Anna Mavrakis, Erin Shea and Cindy Ertle

Our Vision

Your sponsorship of Wine Women & Shoes will benefit Mercy Medical Center's cancer services for women. Obvious women's cancers include breast, cervical, ovarian, and uterine...but significant numbers of women endure cancers such as lung, colorectal, pancreatic, thyroid, lymphomas, melanoma and others. Our vision is for all women in our community to have access to needed education, cancer screenings, quality cancer care, and supportive resources. Women like "Deborah," a full time working mom who felt a lump in her breast but put off seeking medical care because of high insurance deductibles and the desire to focus on the needs of her children first. Unfortunately for "Deborah," this delay resulted in a late stage diagnosis and an uncertain chance for long-term survival. We want to make sure that no woman has to sacrifice her health due to the competing burdens of everyday life.

With your help, women facing cancer and their families will have the resources they need to get through a cancer diagnosis and will have the best possible chance for survival. Your partnership with Mercy Service League will enhance Mercy Cancer Center's efforts to assist all women throughout their cancer journey.

About Mercy Service League

"The mission of Mercy Service League is to support the ideals and philosophies of Mercy Medical Center and the ministry of the Sisters of Charity of St. Augustine through service, outreach and education within the Medical Center and the Community."



Please join us!

WHEN & WHERE

May 20, 2017

11:00 a.m.-2:30 p.m.

Alex Krassas Event Center

251 25th St. NW

Canton, Ohio 44709

TICKET PRICES

Brave Is Beautiful: \$75.00

VIP Ticket: \$125.00

Tickets Available: 300

*100% of the proceeds
directly supports Mercy
Medical Center Women's
Cancer Services*

Event Details *A few fabulous hours!*

WELCOME!

Upon arrival (valet parking, of course!), guests are warmly welcomed by our gracious hosts, The Sole Men. From hair to shoes, you look fabulous so let the FUN begin!

11:00 a.m.-1:00 p.m.

Marketplace • Wine Tasting • Silent Auction

Shop for local fashion and national designers selling the latest styles while sipping on wine from wineries around the country. Silent auction, dessert raffle, "Wall of Wine", "Key-to-the-Closet", music, the FUN continues.

1:00 -2:30 p.m.

Fashion Show • Live Auction • Announcing the Winners

Guests watch a high energy fashion show, bid on trips, experiences, cash call, and other high ticket items, "Best in Shoe" Award and "King of Sole" Award.

TICKET DETAILS:

Brave Is Beautiful Tickets include

Admission, swag bag, unlimited wine tastings, fashion show, entertainment, access to vendors, hors d'oeuvres.

VIP Tickets include

Includes everything Brave is Beautiful has to offer, plus, premier seating, enhanced swag bag, dessert, upgraded hors d'oeuvres, exclusive photo opportunity.

About WW&S



Wine Women & Shoes (WWS) 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. WWS has put forth over **225** events and have raised more than **\$40,000,000** 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 Audience

- ↳ 80% women ages 30 to 55
- ↳ CEO moms, 30-something young professionals
- ↳ Key influencers, tastemakers, connectors
- ↳ Charity supporters, socially conscious and community minded
- ↳ Concerned about the health and well being of themselves and others
- ↳ Pay attention to fashion and attend fashion events
- ↳ Enjoy wine and attend wine events
- ↳ Represent the typical luxury brand consumer
- ↳ On average, donate/spend \$200-\$600 per event



\$25,000 Exclusive Presenting Sponsor: Signet Enterprises



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

Presenting sponsor will receive:

- ✦ Investment in a premier non-profit organization
- ✦ Category exclusivity and opportunity to address the event guests
- ✦ Primary placement in all public relations and advertising initiatives
- ✦ Complimentary full page ad in event program
- ✦ Corporate logo/company name prominently displayed on printed and electronic invitations, e-blasts, social media networking, media advertisements and step & repeat photo backdrop
- ✦ Opportunity for product placement inside the Swag Bag (event appropriate items only please)
- ✦ Opportunity to provide one or more items for signature "Key to the Closet" and silent auction (event appropriate items only please)
- ✦ Acknowledgement and prominent signage at WWS event
- ✦ Opportunity to provide three (3) Sole Men from your organization
- ✦ One VIP Table with eight (8) tickets for the event
- ✦ Host for the WWS Kick-off event





\$10,000 Sole Men Sponsor *Exclusive Sponsor*

Tempting guests with their charm, good looks and silver platters holding the season's must-have fashions, 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!

As sponsor of the Sole Men 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 Sole Man?

Sole Men Sponsor will receive:

- ✦ Investment in a premier non-profit organization
- ✦ Complimentary half page ad in event program
- ✦ Corporate logo/company name prominently displayed on step & repeat photo backdrop
- ✦ Opportunity for product placement inside the Swag Bag (event appropriate items only please)
- ✦ Opportunity to provide one or more items for signature "Key to the Closet" and silent auction (event appropriate items only please)
- ✦ Opportunity to provide one (1) Sole Man from your organization
- ✦ Opportunity to have a company representative present the "King of Sole" Award
- ✦ Four (4) VIP tickets for the event



\$7,500 “Best in Shoe” Sponsor *Exclusive Sponsor*

We will celebrate our guests by offering “Best in Shoe” Award. Sponsor may provide the judge. The judge has the opportunity to come on stage and announce the winner after the fashion show.

“Best in Shoe” Sponsor will receive:

- ✦ Investment in a premier non-profit organization
- ✦ Complimentary half page ad in event program
- ✦ Corporate logo/company name prominently displayed on step & repeat photo backdrop
- ✦ Opportunity for product placement inside the Swag Bag (event appropriate items only please)
- ✦ Opportunity to provide one or more items for signature “Key to the Closet” and silent auction (event appropriate items only please)
- ✦ Opportunity to judge “Best in Shoe” Award
- ✦ Opportunity to have a company representative present the “Best in Shoe” Award
- ✦ Four (4) VIP tickets for the event



\$5,000 Paparazzi Photo Backdrop *Exclusive Sponsor*

SOLD

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 platform where they are photographed in front of a Step and Repeat banner. Most **sponsor logos** will be splashed onto a vibrant banner backdrop (*along with the WWS and Mercy Service League logos*).

Paparazzi Sponsor will also receive:

- ✦ Investment in a premier non-profit organization
- ✦ Complimentary half page ad in event program
- ✦ Corporate logo/company name prominently displayed on step & repeat photo backdrop with other sponsors
- ✦ Opportunity for product placement inside the Swag Bag (event appropriate items only please)
- ✦ Opportunity to provide one or more items for signature "Key to the Closet" and silent auction (event appropriate items only please)
- ✦ Four (4) VIP tickets for the event





\$5,000 Swag Bag *Exclusive Sponsor*

As Swag Bag Sponsor, you will have the opportunity to provide a bag with your logo or a logo tag to attach to the swag bag. These bags provide a lasting impression long after the event is over. We also encourage you to place a dynamic item in the bag (up to 300 items) that will remind attendees to do business with you!

The more glorious the bag and item placed within the bag, the greater the impression you will make with this targeted audience.

Swag Bag Sponsor will receive:

- ✦ Investment in a premier non-profit organization
- ✦ Complimentary half page ad in event program
- ✦ Opportunity for product placement inside the Swag Bag (event appropriate items only please)
- ✦ Opportunity to provide a bag with your logo, or to attach your logo to the swag bag with a personalized tag that you provide
- ✦ Opportunity to provide one or more items for signature “Key to the Closet” and silent auction (event appropriate items only please)
- ✦ Four (4) VIP tickets for the event



Dr. Dina Rooney

\$5,000 Chairwoman for the Cause *Exclusive Sponsor*



The Chairwoman for the Cause will be the voice – the voice to champion this cause! She will have an opportunity to address the audience for a few inspiring moments reflecting on our commitment and vision - for all women in our community to have access to needed education, cancer screenings, quality cancer care, and supportive resources.

The Chairwoman for the Cause will receive:

- ✦ Investment in a premier non-profit organization
- ✦ Complimentary half page ad in event program
- ✦ Opportunity for product placement inside the Swag Bag (event appropriate items only please)
- ✦ Opportunity to speak for a short time the day of the event
- ✦ Opportunity to provide one or more items for signature “Key to the Closet” and silent auction (event appropriate items only please)
- ✦ Four (4) VIP tickets for the event

Dr. Dina Rooney

\$2,500 One-of-a-Kind Sponsors *2 VIP Tickets Each*

Valet Sponsor (One sponsorship available)

As the valet sponsor, you receive your company logo or name prominently displayed at the valet parking. This level of sponsorship includes the opportunity to place an item in each car (event appropriate items please) as a lasting impression; items such as bottled water, a small parting gift or a hang tag with your company logo or name. This sponsorship has an opportunity for product placement inside the Swag Bag (event appropriate items please) and ¼ page ad in the program.

Wine Tasting Sponsor - (One sponsorship available)

As the Wine Tasting Sponsor, guests will see your company logo or name with each sip of wine as each wine glass will have your company name on a tag slipped around the bottom of guests' wine glasses. Or you can elect to supply wine glasses with your company logo or name etched on the glass. This sponsorship has an opportunity for product placement inside the Swag Bag (event appropriate items please) and ¼ page ad in the program.

Key To the Closet Sponsor (One sponsorship available)

As the Key To the Closet Sponsor you will receive your company logo or name prominently branded at the Key To the Closet display. One hundred keys for sale and only **one** will hold the winning match to a collective bounty of treasures. This "*got to have it*" closet may contain everything a woman wants – from fashion, furniture, home décor to jewelry or other pampering items. This sponsorship has an opportunity for product placement inside the Swag Bag (event appropriate items please) and ¼ page ad in the program.

Wall of Wine Sponsor (One sponsorship available)

As the Wall of Wine Sponsor, your company logo or name will be prominently featured on the Wall of Wine. Everyone's a winner! As the exclusive sponsor, your logo will be displayed on each bottle of wine at this station. You will have the opportunity to supply a wine bag imprinted with your company logo or name for the wine to be placed in, or to attach your company logo to the wine bottle with a personalized tag that you provide. This sponsorship has an opportunity for product placement inside the Swag Bag (event appropriate items please) and ¼ page ad in the program.

Flip Flop Station Sponsor (One sponsorship available)

Looking fabulous is hard work. Save some soles by having your company logo or name prominently displayed at this station which will be set up for guests to swap their heels for flip flops during the event. As the Flip Flop Sponsor, you will have the opportunity to purchase and supply flip flops imprinted with your logo on each pair. This sponsorship has an opportunity for product placement inside the Swag Bag (event appropriate items please) and ¼ page ad in the program.

Other Great Sponsorship Opportunities

Cocktail Napkin - \$1,500 (One sponsorship available)

Throughout the event, guests will taste some of the finest wines. Your company logo or name will be placed on each napkin they receive when visiting with each of our vintners. This sponsorship has an opportunity for product placement inside the Swag Bag (event appropriate items please) and name mentioned in the program.

Powder Room Sponsor - \$1,500 (One sponsorship available)

Your company logo or name will be proudly displayed in and around the powder room. This sponsorship has an opportunity for product placement inside the Swag Bag (event appropriate items please) and name mentioned in the program.

Dessert Raffle Sponsor - \$1,500 (One sponsorship available)

Who will be sweeter than you? As Dessert Sponsor your company logo or name will prominently be displayed at the dessert station. This sponsorship has an opportunity for product placement inside the Swag Bag (event appropriate items please) and name mentioned in the program.

Hydration Station - \$1,500 (Two sponsorships available/One Sold)

Help our fabulous attendees hydrate at the water/lemonade station. Elegant signage and dispensers will draw a thirsty crowd. This sponsorship has an opportunity for product placement inside the Swag Bag (event appropriate items please) and name mentioned in the program.



Check-In/Check-Out Sponsor – \$1,000 (Unlimited sponsorships available)

As this sponsor, your company logo or name will be displayed as guests check-in and check-out of the glamorous event. As guests enter the event, your company logo or name will be one of the first things they see, and it will be one of the last impressions guests have as they exit! This sponsorship has an opportunity for product placement inside the Swag Bag (event appropriate items please) and name mentioned in the program.

Mirror, Mirror – \$500/mirror (Eight-Ten mirrors available)

You can be the fairest of them all as you personalize one (or more) of the mirrors our guests will be using to check out how glamorous they look! Write a lipstick message, produce a removable sticker, or develop your own unique way to personalize a mirror. This sponsorship has an opportunity for product placement inside the Swag Bag (event appropriate items please) and name mentioned in the program.

Customized Sponsor – You name the amount (Unlimited sponsorships available)

Don't see what you are looking for? Let us create something for you within your budget. We can work with you to develop a creative, customized sponsorship package.

Shopping Sponsor - (Customized)
Media Sponsor - (Customized)



Sponsorship Agreement

Ad Sponsors – see next page

Benefiting Mercy Medical Center Women's Cancer Services
Sponsorships are kindly requested by February 15, 2017

YES! I would like to participate in Wine Women & Shoes, May 20, 2017, as:

- | | |
|---|---|
| <input type="checkbox"/> Presenting Sponsor (\$25,000) SOLD | <input type="checkbox"/> Flip Flop Station (\$2,500) |
| <input type="checkbox"/> Sole Men (\$10,000) | <input type="checkbox"/> Cocktail Napkin (\$1,500) |
| <input type="checkbox"/> Best in Shoe (\$7,500) | <input type="checkbox"/> Powder Room (\$1,500) |
| <input type="checkbox"/> Paparazzi (\$5,000) SOLD | <input type="checkbox"/> Dessert Raffle (\$1,500) |
| <input type="checkbox"/> Swag Bag (\$5,000) | <input type="checkbox"/> Hydration Station (\$1,500) ONE SOLD |
| <input type="checkbox"/> Chairwoman for the Cause (\$5,000) SOLD | <input type="checkbox"/> Check in/Check-Out Sponsor (\$1,000) |
| <input type="checkbox"/> Valet (\$2,500) | <input type="checkbox"/> Mirror, Mirror (\$500/mirror) _____ # of mirrors |
| <input type="checkbox"/> Wine Tasting (\$2,500) | <input type="checkbox"/> Customized Sponsor (you name the amount) |
| <input type="checkbox"/> Key to the Closet (\$2,500) | <input type="checkbox"/> Shopping Sponsor SOLD |
| <input type="checkbox"/> Wall of Wine (\$2,500) | <input type="checkbox"/> Media Sponsor SOLD |
| <input type="checkbox"/> Unable to sponsor, but would like to make a donation of: _____ | |

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

Contact Name _____ Contact Phone _____

Contact Email _____

Please send invoice to the following:

Name: _____ Company: _____

Address: _____

Check enclosed for \$ _____ payable to *Mercy Service League*

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 American Express

CC#: _____ Exp. Date: _____ Security Code: _____

Signature: _____ Billing Zip Code: _____

**Please mail all forms to: Gina M. Burroughs, Attn: Wine Women & Shoes, Mercy Development Foundation,
1320 Mercy Drive NW, Canton, OH 44708**

Please email your logo as a high resolution JPEG file to gina.burroughs@cantonmercy.org

For more information contact: Tina Linz (330) 495-2617 Gail Moore (330) 936-5169 Erin Shea (330) 704-0552



Ad Sponsorship Agreement

Benefiting Mercy Medical Center Women's Cancer Services
Sponsorships are kindly requested by February 15, 2017

YES! I would like to participate in Wine Women & Shoes, May 20, 2017, as:

- Full Page Color or Black & White Ad in inches 4.75 x 7.75 (\$500.00)
- Half Page Color or Black & White Ad in inches 4.75 x 3.75 (\$250.00)
- Quarter Page Color or Black & White Ad in inches 2.3 x 3.75 (\$125.00)
- Brave is Beautiful* name mention in program to honor or memorialize a woman who has been faced with cancer (\$25.00)

Name your "*Brave is Beautiful*" Woman:

Please Print: _____

Contact Name _____ Contact Phone _____

Contact Email _____

Please send invoice to the following name and address:

Name: _____ Company : _____

Address: _____

Check enclosed for \$ _____ payable to *Mercy Service League*

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 American Express

CC#: _____ Exp. Date: _____ Security Code: _____

Signature: _____ Billing Zip Code: _____

**Please mail all forms to: Gina M. Burroughs, Attn: Wine Women & Shoes, Mercy Development Foundation,
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