



# wine women & shoes®

Benefiting iGoPink & The Breast Cancer Charities of America



*Be there. Be fabulous!*

September 24, 2015  
The Woodlands Waterway Marriott

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## Event Overview

Created for women who enjoy fine wine, great style, and supporting a noble cause, Wine Women & Shoes is one of the fastest-growing charity event series in the country. The Signature Event features wine tastings, a silent auction, a fashion show and walk-around boutique Marketplace. Wine Women & Shoes is a highly successful national fundraising event platform that offers sponsors a unique opportunity to place businesses in front of an ideal but hard to reach demographic: affluent, savvy women.

## The Cause

iGoPink/The Breast Cancer Charities of America (BCCA) is the leader in integrated cancer care...combining body, mind and spirit to the prevention and treatment of breast cancer.

Through our numerous program services, our goal is to educate, teach and provide the latest accurate information about integrated cancer care, cancer prevention, recovery, treatment, early detection and survival.

## Attendee Profile

400+ Well-Heeled Women & their solemates! Wine Women & Shoes attracts affluent, educated, professional women---aka. Luxury Brand Consumers.

80% of attendees are women ages 30 to 65 ranging from CEO's and moms to 30-something young professional who define the female luxury brand consumer market:

- Key influencers, taste makers and connectors in their communities
- Philanthropic, socially conscious and community minded
- Voracious fashion consumers
- Enjoy and consume luxury wine, food and products
- Decision makers for themselves and their families

The event price is \$125 per ticket with guests donating or spending an average of \$200-600 additionally at these events.



## \$15,000 Exclusive Presenting Sponsor

The events presenting sponsor will receive the highest level of recognition and brand exposure to our attendees and through all of the pre and post event media campaigns.

- The event will be promoted as Wine Women & Shoes Presented by 'Your Company'
- Your logo will be included with the official WW&S/BCCA logo on all marketing and media materials, including Save the Date, Invitations, E-blasts, Press Releases, Social Media Networking, Public Relations and Advertising Initiatives (valued at over \$25,000)
- One full page color ad in the event program with premier placement
- The option to write a personal letter for the event program
- Company logo on commemorative wine glasses (each guest receives one)
- Company logo placed throughout the marketplace and all other event space
- Product placement opportunity inside the SWAG bag
- Opportunity to provide two Shoe Guys
- On-stage recognition and logo at podium
- Logo placement on front cover of the event program
- Link to company's website will be included on the WW&S/BCCA National Website
- Premier VIP Seating for 20 Guests
- Complimentary VIP Wine Service during fashion show
- Category Exclusivity



## \$10,000 Exclusive Fashion Show Sponsor

The exclusive sponsor will receive tremendous recognition and brand exposure to our guests through pre- and post-event media campaigns

- Your business will be promoted at the title sponsor of the fashion show "Your Company Fashion Show"
- Your logo will be included on all marketing and media materials, including Save the Date, Invitations, E-blasts, Press Releases, Social Media Networking, Public Relations and Advertising Initiatives (valued at over \$25,000)
- Your logo will be featured exclusively on the sides of the runway show
- One full page color ad in the event program
- Product placement opportunity inside the SWAG bag
- Opportunity to provide two Shoe Guys
- Link to company's website will be included on the WW&S/BCCA National Website
- Premier VIP Seating for 10 Guests
- Complimentary VIP Wine Service during fashion show
- Category Exclusivity



## \$10,000 Exclusive Automobile Sponsor

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

- Category Exclusivity positioned as 'The Official Dealership of WW&S Houston'
- Use of Valet Area to be the first and last brand on the mind of the attendees
- Ability to provide a branded parting gift to be placed in each valet serviced car
- Your logo will be included on all marketing and media materials, including Save the Date, Invitations, E-blasts, Press Releases, Social Media Networking, Public Relations and Advertising Initiatives (valued at over \$25,000)
- One full page color ad in the event program
- Opportunity for on-site presence with 2-4 dealer selected automobiles
- Product placement opportunity inside the SWAG bag
- Opportunity to provide two Shoe Guys
- Link to company's website will be included on the WW&S/BCCA National Website
- Premier VIP Seating for 10 Guests
- Complimentary VIP Wine Service during fashion show

## \$5,000 Paparazzi Sponsor (2 available)

As ladies arrive at the entrance, they are escorted to a pink-carpet where they are photographed in front of a step and repeat banner. Two underwriters logos will be splashed onto a vibrant banner backdrop (along with the WW&S and BCCA logo).

The photos are the exclusive use of the paparazzi photo sponsors and BCCA and make for great follow up from the event.

This sponsorship and benefits include:

- Your logo will be included on all marketing and media materials, including Save the Date, Invitations, E-blasts, Press Releases, Social Media Networking, Public Relations and Advertising Initiatives (valued at over \$25,000)
- Logo on pink-carpet step and repeat banner
- One ½ page full color ad in the event program
- Product placement opportunity inside the SWAG bag
- Opportunity to provide two Shoe Guys
- Link to company's website will be included on the WW&S/BCCA National Website
- Premier VIP Seating for 10 Guests
- Complimentary VIP Wine Service during fashion show

## \$5,000 Photo Booth Sponsor

As women start to sip and shop, the fun begins and what better way than with a photo booth to grab your girlfriends and take a photo with the commemorative take away branded with the sponsors logo. **(photo booth provided by sponsor)**

This sponsorship and benefits include:

- Your logo will be included on all marketing and media materials, including Save the Date, Invitations, E-blasts, Press Releases, Social Media Networking, Public Relations and Advertising Initiatives (valued at over \$25,000)
- One ½ page full color ad in the event program
- Product placement opportunity inside the SWAG bag
- Opportunity to provide two Shoe Guys
- Link to company's website will be included on the WW&S/BCCA National Website
- Premier VIP Seating for 10 Guests
- Complimentary VIP Wine Service during fashion show

## \$5,000 Wine Wall Sponsor

The Wall of Wine is a collection of wine donated by the committee with a percentage of the wines being premium wines. Bottles are placed in a wine bag with your company name/logo and when guests purchase a bottle it is placed in those bags.

This sponsorship and benefits include:

- Your logo will be included on all marketing and media materials, including Save the Date, Invitations, E-blasts, Press Releases, Social Media Networking, Public Relations and Advertising Initiatives (valued at over \$25,000)
- Logo on wine bags for wine wall (**wine bags provided by sponsor**)
- One ½ page full color ad in the event program
- Product placement opportunity inside the SWAG bag
- Opportunity to provide two Shoe Guys
- Link to company's website will be included on the WW&S/BCCA National Website
- Premier VIP Seating for 10 Guests
- Complimentary VIP Wine Service during fashion show

## \$5,000 + Customized Sponsorships

Do you have an idea for a customized sponsorship that best represents your brand? Don't see in this kit exactly what you're looking for?

Our team is constantly coming up with new ideas that will fit your needs. Customized sponsorships are available for \$5,000+. Category exclusivity also available. Only limit is creativity!

# Custom Sponsorship Opportunities

- **Shoe Guy Shirts-\$2,500** (1 Available) 20+ 'Shoe Guys' working the room and engaging the ladies as they shop and sip. It's a great opportunity to showcase your brand. These men are a targeted, outgoing group of brand ambassadors who will be the hit of the event. **Benefits Include:** Your name/logo on the 'Shoe Guys' shirts + 4 VIP tickets to the event
- **Swag Bag-\$2,500** (2 Available) Attendees receive fabulous Swag bags as a part of their Wine Women & Shoes experience...filled with goodies. Let them walk out with your logo on their arm. **Benefits Include:** Your logo on the side of tote bag + 4 VIP tickets to the event
- **Foot Massage/Massage Station-\$2,500** (2 Available) Let the ladies relax and unwind from all their hard shopping and wine tasting by being pampered in your station. **Benefits Include:** Face-to-face product interaction with the attendees + 4 VIP tickets to the event
- **Best in Shoe-\$2,500** (1 Available) We celebrate our guests' fabulous footwear by promoting a shoe award. Sponsor may provide the judges as well as award to the winner. Judges have the opportunity to come on stage and announce the winner! **Benefits Include:** Stage time, logo placements + 4 VIP tickets to the event
- **Bag Check-\$2,500** (1 Available) You'll be the one guests thank because they won't have to carry their purchases with them. Instead, they trust you and your brand to ease that burden and look after their cherished items. **Benefits Include:** Guest interaction/ability to put a branded item in each 'checked' bag + 4 VIP tickets to the event
- **Wine Tags- \$2,500** (1 Available) As every guests enters the ballroom and receives a wine glass, have your custom-generated wine tags slipped around the bottom of the wine glasses acting as a business card advertisement. **Benefits Include:** Brand interaction with every attendee + 4 VIP tickets to the event
- **VIP Badges-\$2,500** (1 Available) Be wrapped around the necks of every single VIP at the event by having you logo on the badges of the VIP attendees. This offers a large sized business card opportunity as a take away to the VIP guests. **Benefits Include:** Take away item on the elite VIP's + 4 VIP tickets to the event
- **Silver Platter Trays-\$2,500** (1 Available) Your brand will be served upon silver platters as the fabulous Shoe Guys show off shoes and other goodies, nestled in the classy linens embroidered with your logo, while taking pictures with the ladies. **Benefits Include:** Custom logo placement throughout the ballroom on tray cloths + 4 VIP tickets to the event
- **Cover Girl-\$2,500** (1 Available) Every woman yearns to be a chic cover girl. Set-up a cover girl station with your magazine masthead. Women post and receive prints of their 15 seconds of fame. **Benefits Include:** Logo on promotional materials and on display of Cover Girl Print Outs + 4 VIP tickets to the event
- **Hydration Stations-\$1,500** (1 Available) Keep the guests hydrated with a refreshing water station throughout the event. **Benefits Include:** Custom signage at hydration station and ability to promote/set your materials out + 2 individual tickets
- **Napkin Sponsor-\$1,500** (1 Available) Nibbles, wine glasses and desserts all need a fabulous napkin to go accompany. **Benefits Include:** logo/name placed on the event cocktail napkin + 2 individual tickets
- **Restroom-\$1,500** (1 Available) Pampering our guests in every available way. Lotions and potions will be provided to guests by sponsored attendants. Sponsor may underwrite this station and put their signage throughout. **Benefits Include:** Your name or logo recognition + 2 individual tickets
- **Honorary Committee Donation-\$500.** (Limited Quantity) Make a difference without the work. **Benefits Include:** Recognition in program & website + 2 VIP Seats

*\*Note: All \$2,500 & \$1,500 sponsorships include logo on sponsor signage, inside the program, event website and listings within press releases, public relations and E-blasts in addition to the designated logo area above.*