



# wine women & shoes®

Benefiting Second Harvest Food Bank of Metrolina

## *Sponsorship Opportunities*



September 21, 2017 • Mercedes-Benz of South Charlotte



*Be there. Be giving. Be fabulous!*

## **18.3% OF OUR NEIGHBORS IN THE METROLINA AREA STRUGGLE WITH HUNGER**

Because hunger often has no visible signs, it's easy to think that it doesn't affect people in our communities. In fact, hunger is a silent epidemic that impacts over 527,000 people in the Second Harvest Food Bank service area. This includes over 188,000 children and almost 40,000 seniors. Hunger touches a broad range of people from working poor to middle-class families.

Sometimes all it takes is one bad set of circumstances to create a situation in which people have to make an important decision between food and some other type of critical need. They have to choose between buying medicine or shopping for groceries. Some choose between paying for heat or providing a meal for their families. Through corporate donations, grants, mail campaigns and special events like Wine Women & Shoes, Second Harvest Food Bank raises money to help meet the food needs of our community at risk of hunger.

*Join us!*

### **When**

September 21, 2017  
6:30 PM to 9:30 PM

### **Where**

Felix Sabates Mercedes-Benz of South Charlotte  
950 N. Polk Street  
Pineville, NC 28134

### **Ticket Prices**

General Admission: \$85  
General Admission Girlfriends Package: 5 for \$325

**Expected Attendance: 300**

Contact Alice Gallagher at 704-805-1721, [agallagher@secondharvest.org](mailto:agallagher@secondharvest.org) or  
Delilah Roseborough at 704-805-1711, [droseborough@secondharvest.org](mailto:droseborough@secondharvest.org)



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Together We CAN End Hunger

## OUR MISSION

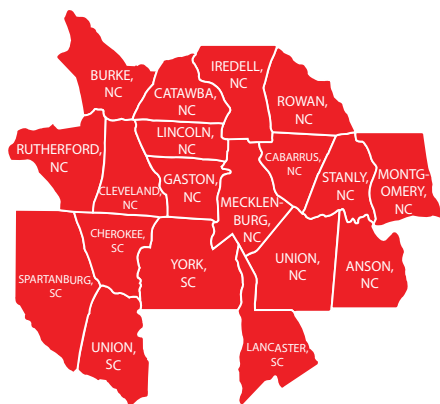
To eliminate hunger in the Metrolina region.

## OUR VISION

A hunger-free community.

## ABOUT SECOND HARVEST FOOD BANK OF METROLINA

As part of Feeding America, Second Harvest Food Bank of Metrolina serves 19 counties in North and South Carolina. In FY2015-2016, Second Harvest distributed over 50 million pounds of food and household items to over 700 hunger feeding agencies. Agencies served include emergency pantries, soup kitchens, senior programs, shelters and low-income daycares.



## WHERE OUR FOOD COMES FROM

Approximately 78% of the food we distribute is donated, 4% is purchased, approximately 14% of the food comes from government commodities and 4% comes from Food Drives.

## HOW WE DISTRIBUTE FOOD

We distribute food to our partner, hunger feeding agencies through our main warehouse in Charlotte and through branches in Hickory (Catawba County), Dallas (Gaston County) and Spartanburg (Spartanburg County). We also distribute food through our direct service programs which include: Backpack Program, School-Based Mobile Pantry Program, Kids Cafe Program, Second Helping Program and Mobile Pantry Program.

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### **ABOUT WINE WOMEN & SHOES**

Created for women who enjoy fine wine, great style and a noble cause, Wine Women & Shoes is one of the fastest-growing charity event series in the country. Wine Women & Shoes events are now in 61 cities across the country, and they have raised more than \$37,000,000 for women's and children's causes. The signature event features wine tastings, a fashion show, a walk-around boutique marketplace and charming shoe guys at your beck and call.

### **WINE WOMEN & SHOES ATTENDEES**

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. Ranging from CEOs to moms to 30-something young professionals, women who will be attending the event:

- Are key influencers, tastemakers and connectors in their community.
- Are educated, socially conscious, charitable and community-minded.
- Pay attention to fashion and attend fashion events.
- Enjoy and consume luxury wine and fine food.

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# *Sponsorship Opportunities*

## **\$10,000 - DIAMOND STILETTOS SPONSOR - SOLD OUT**

- 10 WW&S event tickets
- 10 VIP Fashion Show seats
- 10 Signature Swag Bags

### **Branding and Marketing Opportunities**

- A \$10,000 investment in Second Harvest Food Bank of Metrolina
- Corporate name used as presenting sponsor with signature event title
- Logo on “Step & Repeat” photo backdrop
- Recognition in all promotional advertising (e-blasts, radio and TV spots, social media, print materials, etc.)
- Corporate logo and link on WW&S website
- Full page ad and logo in event program
- Verbal recognition during the event
- Inclusion of promotional item in Swag Bag

## **\$5,000 - PLATINUM PUMP SPONSORS**

- 5 WW&S event tickets
- 5 VIP Fashion Show seats
- 5 Signature Swag Bags

### **Branding & Marketing Opportunities**

- A \$5,000 investment in Second Harvest Food Bank of Metrolina
- A booth at the event
- Recognition in all promotional advertising (e-blasts, radio & TV spots, social media, print materials, etc.)
- One-half (1/2) page ad and logo in event program
- Corporate logo and link on WW&S website
- Verbal recognition during the event
- Inclusion of promotional item in Swag Bag

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## **\$5,000 - FASHION SHOW SPONSOR**

- 5 WW&S event tickets
- 5 VIP Fashion Show seats
- 5 Signature Swag Bags

### **Branding & Marketing Opportunities**

- A \$5,000 investment in Second Harvest Food Bank of Metrolina
- Exclusive Fashion Show sponsor
- Recognition in all promotional advertising (e-blasts, radio & TV spots, social media, print materials, etc.)
- One-half (1/2) page ad and logo in event program
- Corporate logo and link on WW&S website
- Verbal recognition during the event
- Inclusion of promotional item in Swag Bag

## **\$5,000 - SHOE GUY SPONSOR**

- 5 WW&S event tickets
- 5 VIP Fashion Show seats
- 5 Signature Swag Bags

### **Branding & Marketing Opportunities**

- A \$5,000 investment in Second Harvest Food Bank of Metrolina
- Exclusive Shoe Guy sponsor
- Logo on all Shoe Guys shirts
- Recognition in all promotional advertising (e-blasts, radio & TV spots, social media, print materials, etc.)
- One-half (1/2) page ad and logo in event program
- Corporate logo and link on WW&S website
- Verbal recognition during the program
- Inclusion of promotional item in Swag Bag
- 20 Guys from your company can serve as Shoe Guys at the event

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## **\$2,500 GOLDEN STILETTOS SPONSORS** *(Choose from the following)*

### **All \$2,500 sponsorships Include:**

A \$2,500 investment in Second Harvest Food Bank of Metrolina  
3 WW&S event tickets and 3 Signature Swag Bags

### **Key-to-the-Closet Sponsor**

#### **Branding & Marketing Opportunities**

- Company will be mentioned as sponsor by D.J. during the marketplace and by the emcee during the program at the Fashion Show
- Signage at the event
- Recognition and logo in the event program

### **Swag Bag Sponsor - *SOLD OUT***

#### **Branding & Marketing Opportunities**

- Corporate logo printed on bag given to every guest full of goodies
- Signage at the event
- Recognition and logo in the event program

### **Wine Glass Sponsor**

#### **Branding & Marketing Opportunities**

- Corporate logo printed on all wine glasses used by all guests throughout the evening
- Signage at the event
- Recognition and logo in the event program

### **Jewelry Sponsor**

#### **Branding & Marketing Opportunities**

- Jewelry worn on models during fashion show
- Retail vendor during marketplace
- Signage at the event
- Recognition and logo in the event program

### **Shoe Salon Sponsor**

#### **Branding & Marketing Opportunities**

- Shoes worn on models during fashion show
- Shoes featured and for sale in the Shoe Salon (exclusive)
- Retail vendor during marketplace
- Signage at the event
- Recognition and logo in the event program

### **Valet Sponsor**

#### **Branding & Marketing Opportunities**

- Hang Tag placed on rearview mirror when car is valet parked
- Custom hang tag includes your logo plus “COMPANY NAME” is happy to help Second Harvest Food Bank achieve their mission, how can we help you?”
- Signage at the event
- Recognition and logo in the event program

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## **\$2,000 SILVER SLINGBACK SPONSORS** *(Choose from the following)*

### **All \$2,000 sponsorships Include:**

A \$2,000 investment in Second Harvest Food Bank of Metrolina  
2 WW&S event tickets and 2 Signature Swag Bags

### **Bottled Water Sponsor**

#### **Branding & Marketing Opportunities**

- Corporate logo printed on bottled water placed in every guest's Swag Bag
- Signage at the event
- Recognition and logo in the event program

### **Cocktail Napkin Sponsor**

#### **Branding & Marketing Opportunities**

- Corporate logo printed on napkin guests receive from wineries and servers
- Signage at the event
- Recognition and logo in the event program

### **Photo Booth Sponsor**

#### **Branding & Marketing Opportunities**

- Corporate logo printed on all photos from photo booth
- Capture email addresses from photographer
- Recognition and logo in the event program
- Signage at the event

### **Shoe Guy Tray Sponsor**

#### **Branding & Marketing Opportunities**

- Corporate logo printed on draped cloth on Shoe Guy platter
- Recognition and logo in the event program
- Signage at the event

### **Best in Shoe Contest Sponsor**

#### **Branding & Marketing Opportunities**

- Provide 3 judges for the contest
- Opportunity to present winner on stage
- Recognition and logo in the event program
- Signage at the event

### **Mirror Sponsor**

#### **Branding & Marketing Opportunities**

- Corporate logo printed on all mirrors provided for marketplace tables
- Recognition and logo in the event program
- Signage at the event

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## **\$1,000 BRONZE PEEP TOE SPONSORS** *(Choose from the following)*

### **All \$1,000 sponsorships Include:**

A \$1,000 investment in Second Harvest Food Bank of Metrolina  
1 WW&S event tickets and 1 Signature Swag Bag

### **Restroom Sponsor**

#### **Branding & Marketing Opportunities**

- Feature your company logo on lotions and soaps in venue restrooms and/or provide an attendant to assist with hand towels with your company logo
- Signage at the event
- Recognition and logo in the event program

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## **MEDIA SPONSOR - *SOLD OUT***

- 5 WW&S event tickets
- 5 Signature Swag Bags

### **Branding & Marketing Opportunities**

- 10 pairs of tickets to promote the event on radio stations
- Recognition in all promotional advertising (e-blasts, radio & TV spots, social media, print materials)
- Corporate logo and link on WW&S website
- Recognition and logo in the event program inclusion of promotional item in Swag Bag



**Event Sponsorship agreements should be mailed to us by June 30, 2017  
and payments should be sent in by July 31, 2017**

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# Sponsorship Agreement

**Yes! I would like to participate in Wine, Women & Shoes, September 21, 2017**

## Sponsorship Levels

- |  |   |
|--|---|
| <input type="checkbox"/> Diamond Stilettos Presenting Sponsor (\$10,000) - <b>SOLD</b> | <input type="checkbox"/> Valet Sponsor (\$2,500)                |
| <input type="checkbox"/> Platinum Pump Sponsor (\$5,000)                               | <input type="checkbox"/> Bottled Water Sponsor (\$2,000)        |
| <input type="checkbox"/> Fashion Show Sponsor (\$5,000)                                | <input type="checkbox"/> Cocktail Napkin Sponsor (\$2,000)      |
| <input type="checkbox"/> Shoe Guy Sponsor (\$5,000)                                    | <input type="checkbox"/> Photo Booth Sponsor (\$2,000)          |
| <input type="checkbox"/> Key to the Closet (\$2,500)                                   | <input type="checkbox"/> Best in Shoe Contest Sponsor (\$2,000) |
| <input type="checkbox"/> Swag Bag Sponsor (\$2,500) - <b>SOLD</b>                      | <input type="checkbox"/> Shoe Guy Tray Sponsor (\$2,000)        |
| <input type="checkbox"/> Wine Glass Sponsor (\$2,500)                                  | <input type="checkbox"/> Mirror Sponsor (\$2,000)               |
| <input type="checkbox"/> Jewelry Sponsor (\$2,500)                                     | <input type="checkbox"/> Restroom Sponsor (\$1,000)             |
| <input type="checkbox"/> Shoe Salon Sponsor (\$2,500)                                  | <input type="checkbox"/> Media Sponsor - <b>SOLD</b>            |

**Name** as you would like it to appear for recognition purposes \_\_\_\_\_

**Contact Name** \_\_\_\_\_ **Contact Email** \_\_\_\_\_ **Contact Phone** \_\_\_\_\_

**Check enclosed for \$** \_\_\_\_\_ payable to Second Harvest Food Bank of Metrolina  
Please mail to: SHFBM, Attn: Wine, Women & Shoes, 500-B Spratt Street, Charlotte, NC 28206

**Charge my Credit Card for \$** \_\_\_\_\_ (Please fill out information below.)  
Please mail info below to: SHFBM, Attn: Wine, Women & Shoes, 500-B Spratt Street, Charlotte, NC 28206

### For Credit Card Only

Name as it appears on the card \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

**Please Circle**

Visa

MasterCard

Amex

Discover

CC# \_\_\_\_\_ Exp \_\_\_\_\_ Security Code on Back \_\_\_\_\_

Signature \_\_\_\_\_

To learn more about Second Harvest Food Bank of Metrolina,  
Please visit [www.secondharvestmetrolina.org](http://www.secondharvestmetrolina.org)  
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