

wine women & shoes[®]

Benefiting Hospice of the Golden Isles

Presented by



Sponsorship Opportunities

Saturday, February 20, 2016

The Cloister at Sea Island

INCLUDED IN THIS PACKET:

- Sponsorship Amenities List
- Sponsorship At-A-Glance
- Commitment Form

Please join us!

When & Where

Saturday

February 20, 2016

10:30 AM to 3:00 PM

The Cloister

Sea Island, Georgia

Ticket Price

General Admission: \$100

VIP Admission: \$150

Patron Table for 8: \$1,400

Expected Attendance: 400

100% of ticket sales help ensure every member of our community dealing with advanced illness will be taken care of at home or in our peaceful facility.

Wine Women & Shoes presents a unique opportunity to target affluent, well-educated, charity-minded women. Cash and in-kind sponsorships underwrite all event costs.



The Auxiliary of Hospice of the Golden Isles is pleased to present the third annual Wine, Women & Shoes Event to the Golden Isles in support of the wonderful care given by our local community, non-profit hospice.

Thanks to the generosity of Sea Island Company, this fabulous event will take place at The Cloister again this year. The Auxiliary and Hospice of the Golden Isles gratefully acknowledge the dedication of Sea Island to support their ministry.

In 2016, Hospice of the Golden Isles celebrates its thirty-sixth anniversary of service to the residents of our five-county region: Glynn, McIntosh, Camden, Brantley and Charlton.

Hospice's mission, history and culture are reflective of the people in our community who founded this hospice and who have helped them become the center of excellence that they are today.

Be there. Be giving. Be fabulous!



About



How we care for the most vulnerable of residents among us, especially the sick and the dying, is a reflection of who we are as a community

Every day, families approach us seeking a way to care for a loved one who doesn't know how to get help, or may not have the ability to pay for the care that is so desperately needed. The needs of our patients are great. They include dying children whose parents have lost their jobs, teachers who have exhausted their insurance's hospice medical benefit, veterans with limited benefits, the many patients who are too young to qualify for Medicare, and those dying at home alone not knowing how to get help. The past two years, the financial needs of our patients have increased. In 2015, Hospice of the Golden Isles will have spent over \$600,000 to care for members of our community who were unable to afford care. We are committed to continuing to step up to this need. We are privileged to care for anyone who is medically hospice eligible regardless of the ability to pay.

Key Differentiating Factors

The only area Hospice operating a free-standing inpatient facility providing acute/symptom management and respite care.

The only area Hospice providing a residential patient facility for patients without a suitable home situation or caregiver. This is an enormously important safety net for some of the most vulnerable members of our community.

The only area Hospice with a Community Bereavement Program with outreach to all our local community even when our hospice services were not utilized.

The only area Hospice that employs a full-time Physician Medical Director who is double board certified in Internal Medicine and Hospice and Palliative Medicine.

In 2014 and 2015 the only area Hospice to receive Deyta's* HOSPICE HONORS ELITE award for continuously providing the highest level of satisfaction through our care as measured from the caregiver's point of view.

*Deyta LLC is an industry leader in healthcare satisfaction and quality measurements

About WWS

Be there. Be giving. Be fabulous!



About Wine Women & Shoes

Wine Women & Shoes 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. WW&S events are now in over 175 cities across the country and have raised more than \$31,000,000 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 Guest Profile

- 80% women ages 30 to 65
- Ranging from CEO moms to 30-something young professionals
- Key influencers, tastemakers and connectors in their communities
- Over the next decade, women will control two-thirds of consumer wealth in the U.S.
- Women make 95% of the purchase decisions for their household
- Represents the typical luxury brand consumer
- 92% pass on information about deals or finds to others
- On average, attendees donate/spend \$200-\$600 at each event





\$10,000 Exclusive Presenting Sponsor

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

As the presiding exclusive sponsor, your business will be strategically promoted as “XYZ Company Sponsors Wine Women & Shoes 2016”. Your logo will be included with the official Wine Women & Shoes (WWS) logo and The Auxiliary of Hospice of the Golden Isles logo on all marketing and media materials including invitations, e-blasts, press releases, etc. In addition, a link to your company website will be included on the Wine Women and Shoes Golden Isles website.

During the program portion of the event you will be given the opportunity to welcome and thank the audience and mention your business as the premier sponsor. Your logo will appear prominently at the entrance to the event and at the program podium. You will also have the opportunity to promote your business through a marketing booth or other mutually agreed upon display.

Exclusive Sponsor will also receive one Patron table at the event.



\$5,000 Shoe Guys Sponsor *Exclusive Sponsor*

Tempting guests with their charm, good looks and silver platters holding the season's must-have shoes and accessories, the Shoe Guys are a highlight of every Wine Women & Shoes event. What is every woman in the room looking at, besides the shoes? The Shoe Guys!

As sponsor of the Shoe Guy 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 Shoe Guy?

You will also receive 4 VIP tickets to the event.

MARKETING TIP: *Maximize your exposure by nominating a few staff members to volunteer as shoe guys!*

\$3,000 Tervis Off Brand *Exclusive Sponsor*

Take this custom travel mug by hand to your desired destination. Enjoy your cold or steaming beverage throughout your entire commute with the insulated double-wall construction. Slide-lock closure on the push-on lid also keeps splashes from happening on bumpy rides. Clear BPA-free acrylic walls gives you an attractive view of the rippling liner--and you can keep tabs on when to run for a refill. 16-oz.

You will also receive 4 VIP tickets to the event.

~~\$3,000 Insulated Wine Tumbler~~ *Exclusive Sponsor* **SOLD**

This double wall insulated wine tumbler keeps your favorite sip-sational libation at just the right temperature. It fits most drink holders and the lid prevents spills. What a fabulous way to have your logo on every boat, pool deck or patio long after the event buzz is over!

You will also receive 2 VIP tickets to the event.



\$1,500 Paparazzi Photo Backdrop

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. Sponsor logos will be splashed onto a vibrant banner backdrop (*along with the WWS and Auxiliary of Hospice of the Golden Isles logos*).

The photos are the exclusive use of the Paparazzi Photo partners and the Auxiliary of Hospice of the Golden Isles. As a paparazzi sponsor, you can also choose to ask guests for their email addresses as they enter. The week after the event, each guest will receive an email message from you, thanking them. Included will be a copy of the photo that was taken at the event. This is a great way to reinforce your brand and remind guests about the wonderful evening!

Paparazzi Sponsor will also receive 2 VIP tickets to the event.

MARKETING TIP: *Build a targeted database of followers and potential clients who will not only visit your Facebook page or company website to see their photos, but will expose your site to their network of friends by sharing. WWS attendees flock to the post-event sites to comment and blog about the experience.*



\$2,000 Swag Bag *Exclusive Sponsor*

Festooned Swag Bags are delivered by the Shoe Guys to all attendees at the end of the event. This is a high-energy feel-good moment at the event. Every woman loves presents – especially those that are vibrantly presented and filled with goodies.

As Swag Bag Sponsor, you will have the *opportunity to distribute 400 custom bags with your logo imprinted* on one side. These bags provide *long term impression opportunities* long after the event is over. In addition to the logo impression on the bag, as the exclusive partner of this marketing opportunity, we encourage you to place a dynamic item or offer in the bag that will encourage attendees to do business with you!

The more glorious the bag and offer placed within the bag, the greater the impression you will make with this targeted audience. You will also receive 2 VIP tickets to the event.

MARKETING TIP: Increase the shelf life of the opportunity by attaching your logo imprinted luggage tags on the bags to be used on the ladies' travel bags.

\$1,500 Reusable Water Bottle *Exclusive Sponsor*

Last impressions are the ones that linger! Provide our guests with a reusable water bottle with our event logo and your company information (logo, website, etc). Water bottles will be handed to every guest as they go home to serve as a great reminder of your business associated with an amazing event.

You will also receive 2 VIP tickets to the event.

\$1,500 Beach Amenities Kit *Exclusive Sponsor*

A few nicks and scratches won't hinder them from enjoying the sand and surf! This little polyester package provides them with a small stash of first aid supplies including three regular bandages, two antiseptic towelettes, three SPF-15 sunscreen packets and one Blistex™ packet. The polyester zip pouch can be refilled with supplies or used as a change wallet when the original supplies are all gone.

You will also receive 2 VIP tickets to the event.

One-of-a-Kind Sponsors 2 General Admission Tickets Each

Budget Kooler Bag - \$2,000

Made Of 210D Polyester. Front Pocket. PEVA Lining. 20" Strap. Insulated To Keep In The Cold. Compact, About The Size Of A Six Pack. Spot Clean/Air Dry. 8" W x 6" H x 6" D

Price-Buster Cotton Twill Cap - \$2,000

This lightweight 100% cotton twill cap features an unstructured crown, pre-curved visor and five-panel construction. Offers an adjustable self-material strap with Velcro®-closure. Several vibrant colors to choose from, including Pink!

Save Your Sole/Flip Flop - \$2,000

Save some soles by printing your logo onto every guest's favorite parting gift – flip flops! Stations will be set up for guests to swap their heels for sponsored flip-flops as they exit the venue

Wall of Wine Sponsor Exclusive Sponsor - \$2,000

Everyone's a winner! As the exclusive sponsor, everyone who purchases a raffle ticket will go home with a bottle of wine and a wine bag with your logo on it. You will also receive 2 VIP tickets to the event.

***MARKETING TIP:** Double your impact by recruiting volunteers from your business to help sell Wall of Wine tickets. It's a great opportunity to meet guests and introduce them to your company and since everyone wins at the Wall of Wine, you will make everyone happy!*

Govino - \$2,000

Wine Glass Govino stemless Wine/Cocktail glasses are made from a recyclable and reusable polymer. Not only are they chic, they are perfect for wine, cocktails, water or lemonade. And they even have a nice thumb indent so they are easier to hold.

Whether entertaining indoors or hosting an al fresco cocktail party, the new dishwasher safe Govino Wine/Cocktail Glass is the perfect size for white/red wine, rosé, and spirits, too. Govino is made of an ultra-thin, flexible BPA-free polymer, which reflects a wine's colour and projects its aromatics much like fine crystal. It is shatterproof, reusable, recyclable and proudly made in the USA.

Cocktail Napkin - \$1,500

All day long our guests will taste some of the finest wines. Place your company logo on the napkin they receive when visiting with each of our vintners.

Invitation - \$1,500

With a guest list of over 800 people, this sponsorship packet gives you maximum exposure. Place your company logo on the event invitation and invite yourself!

Croakies - \$1,500

Neoprene eyeglass strap has latex temple tube ends. Moisten ends and attach to sunglasses for a comfortable fit and no eyewear sliding down your nose. Also great for hanging around the neck when eyewear isn't needed.

One-of-a-Kind Sponsors

2 General Admission Tickets Each

Sun and Aloe Pocket Pack - \$1,500

This pocket pack helps prepare WW&S ladies for fun in the sun. The pack includes an aloe vera gel packet and two SPF-15 sunscreen packets for before and after sun exposure. Sunscreen ingredients are PABA-free and water resistant and contain both UVA and UVB protectors. The packets are packaged in a paper sleeve about the size of a matchbox that easily fits in pockets, purses or luggage. Perfect promotional giveaway for resorts, golf courses, travel agencies, tourist attractions, campgrounds or other travel-related businesses.

Outdoor Quikit - \$1,500

Don't let minor setbacks ruin a day of fun! Be prepared for a day in the sun with this handy kit. Kit includes one packet of Blistex® lip medication, two Wet Ones® wipes, one packet of SPF 30 sunscreen, 3 After Bite® Itch Eraser packets and five bandages. All items are packaged inside a plastic re-sealable baggie.

Marketplace Sponsor - \$1,500

Have your company logo prominently featured on the banner above the Marketplace entrance and through out the vendor area. As our guests shop the day away, this opportunity insures they know who you are in every possible way. Sponsor may underwrite the marketplace and your signage will be placed throughout the venue and prominently featured on a banner at the entrance of the designated marketplace area.

Wine Tag - \$1,500

Grab attention as the Wine Tag sponsor with a custom-designed tag slipped around the bottom of the wine glasses. Tags act as a business card advertisement placed in the hand of every attendee.

Koozie - \$1,500

Collapsible KOOZIE can cooler folds so quickly, you can put it in your pocket, purse and more. Heavy-duty polyester with foam liner keeps beverages cooler longer.

Lip Balm - \$1,200

Put your logo or message on handy beeswax lip balm!












Best in Shoe Contest Judge - \$500 (3 positions available)

The Best in Shoe Contest Judges roam around the event evaluating and looking for the best shoes in several categories. This is a *networking dream* for the right sponsor – assuring one-on-one connection with each attendee. Shoes Judges wear a sash with your logo – which makes them popular! They also get to *address the entire audience* and announce the winners and give awards.

Don't see what you are looking for? Small cosmetic bags, lip balm, and hand sanitizer are also available. Wine Women & Shoes offers a great opportunity to reach an untapped, coveted demographic in our community. We can work with you to develop a customized sponsorship package. Thank you for your consideration.



Opportunities & Benefits Sponsorships

	Presenting sponsor \$10,000	Shoe Guys \$5,000	Tervis Off Brand \$4,000	Insulated Wine Tumbler \$3,000	Paparazzi \$2,500	Swag Bag \$2,500	Reusable Water Bottle \$2,500	Beach Amenities Kit \$2,500	One of a Kind \$1,200-\$2,000
Reservations to Wine Women & Shoes	1 Patron Table	4 VIP tickets	4 VIP tickets	2 VIP tickets	2 VIP tickets	2 VIP tickets	2 VIP tickets	2 VIP tickets	2 Gen Admin tickets
Recognition in program, invitation, E-Blasts, event signage and Facebook	Full Page Program Ad	Full Page Program Ad	Full Page Program Ad	Half Program Page Ad	Half Program Page Ad	Half Program Page Ad	Half Program Page Ad	Half Program Page Ad	Name
Recognition on Hospice of the Golden Isles & WW&S websites	Logo & Link	Logo & Link	Logo & Link	Logo & Link	Logo & Link	Logo & Link	Name & Link	Name & Link	Name & Link
Inclusion of promotional material in SWAG Bag									
Opportunity for a patron table at event (sold out last year)									
Opportunity to Welcome Guests during Event Program									

For full page ads please send a 5" x 8" PDF or high res jpg to cissythompson@bellsouth.net

For more information visit www.winewomenandshoes/goldenisles

To learn more about Hospice of the Golden Isles, please visit www.hospice.me



SPONSORSHIP AGREEMENT

benefiting Hospice of the Golden Isles

YES! I would like to participate in Wine Women & Shoes, February 20, 2016, as:

- | | |
|---|---|
| <input type="checkbox"/> Presenting Sponsor (\$10,000) | <input type="checkbox"/> One-of-a-Kind (\$2,000) <i>Circle One</i> |
| <input type="checkbox"/> Shoe Guys (\$5,000) | Budget Cooler Bag, Price Buster Cotton Twill Cap, |
| <input type="checkbox"/> Tervis Off Brand (\$4,000) | Save your sole/flip flop, Wall of Wine, Govino Wine Glass |
| <input checked="" type="checkbox"/> Insulated Wine Tumbler (\$3,000) | <input type="checkbox"/> One-of-a-Kind (\$1,500) <i>Circle One</i> |
| <input type="checkbox"/> Paparazzi (\$2,500) | Cocktail Napkins, Invite,, Sun & Aloe Pocket |
| <input type="checkbox"/> Swag Bag (\$2,500) | Pack, Outdoor Quikit, Croakies, Marketplace, Wine Tag, Koozie |
| <input type="checkbox"/> Reusable Water Bottle (\$2,500) | <input type="checkbox"/> Lip Balm (\$1,200) |
| <input type="checkbox"/> Beach Amenities Kit (\$2,500) | <input type="checkbox"/> Best in Shoe Judge (\$500) (3 positions available) |

Name: _____

As you would like it to appear for recognition purposes

Please send invoice to the following name and address:

Name: _____ Address: _____

Check enclosed for \$ _____ payable to *Auxiliary of Hospice of the Golden Isles.*

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: _____ Signature: _____

Please mail all forms to :

Auxiliary of Hospice of the Golden Isles, P. O. Box 20098, St. Simons Island, GA 31522

Or scan and e-mail to: Cissy Thompson cissythompson@bellsouth.net

Please email your logo in JPEG format to Cissy Thompson cissythompson@bellsouth.net

For more information visit www.winewomenandshoes/goldenisles

To learn more about Hospice of the Golden Isles, please visit www.hospice.me