



wine  
women & shoes®

— BENEFITING —

Ronald McDonald House Charities®  
*of Western Montana*

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2024 SPONSOR PACKET



6 PM | SEPTEMBER 13<sup>TH</sup>

## JOIN US IN STEPPING FORWARD WITH PURPOSE AND GENEROSITY

@ The UC Ballroom, University of Montana

After the resounding success of our inaugural Wine, Women & Shoes event last year, we are thrilled to announce the return of this beloved fundraiser for 2024!

This year, we're channeling the charm of the West and inviting you to dust off your cowboy boots as we embrace a country chic theme that promises to captivate and delight all who attend.

Before we delve into the exciting details of this year's event, we want to express our heartfelt appreciation for all the generous community support we received last year. Thanks to your contributions, our 2023 event raised more than \$300,000, enabling us to continue providing vital support to Montana families with sick kiddos. Your commitment to our cause truly made a difference, and we are immensely grateful for your partnership.

In addition to our country chic theme, this year's event will feature hand-selected wines, a country mart showcasing unique finds from Montana vendors and beyond, live entertainment with a hint of rustic elegance, and much more.

While we bid farewell to the paparazzi and red carpet, we retain the essence of elegance and compassion that defines Wine, Women & Shoes ...and Boots!





## EXCLUSIVE OFFERINGS

**Imagine** your company showcased amidst the exclusive offerings of our marketplace, where esteemed local vendors pledge a generous 20% of their proceeds to Ronald McDonald House Charities of Western Montana.

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## 2024 SPONSORSHIP PACKAGES

Together, let's elevate the spirit of giving and embody the values of compassion and community. Your sponsorship represents more than just financial support; it signifies a shared commitment to making a meaningful difference in the lives of those who need it most.

	\$25,000 PLATINUM	\$15,000 DIAMOND	\$10,000 GOLD	\$5,000 SILVER
Exclusive recognition as Presenting Sponsor with name and logo incorporated into the event.	★	–	–	–
Prominent placement of your name/logo on event collateral	★	★	★	★
Tax deductible investment in RMHC of Western Montana	★	★	★	★
On stage verbal recognition during the seated program	★	★	★	–
On - stage visual recognition during seated program	–	–	–	★
Provide a 30 - second video OR have a representative address the audience during seated program	★	★	★	–
Opportunity to nominate a Sole Man to represent your organization before and during the event	★	★	★	★
Place a premier, company branded item in swag bag (event appropriate items only)	★	★	★	★
Two prominently placed tables for 8, for a total of 16 sponsor representatives to attend the event	★	–	–	–
One prominently placed table for 8 sponsor representatives to attend the event	–	★	★	★
Special event giveaways, marketplace experiences and wine tasting for each of your 8 guests	★	★	★	★

TOGETHER, WE HAVE THE POWER  
TO MAKE A DIFFERENCE.





## A BEACON OF SUPPORT

**Picture** your logo contributing to our Wall of Wine, providing a beacon of support for families in need.

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*“I was in tears during the presentation and fashion show. What RMHC is doing is so important and I’m truly honored to have been a small part of the event last year.”*

*-Kacia Bundle  
GEM Aesthetics 2023 Marketplace Vendor*



## ONE-OF-A-KIND MARKETING OPPORTUNITIES

Cultivate unique marketing opportunities tailored to your brand's vision at each sponsorship level. Elevate your brand's presence while supporting a great cause.

### GOLD HEELS - \$5,000

*Benefits include: One table for 4 sponsor representatives to attend*

#### Sole Men

It's a great opportunity to highlight your brand and willingness to make a positive impact by placing your logo and branding exposure on the "Sole Men" shirts.

#### Photo Backdrop

Your sponsor logo will be splashed onto a vibrant banner backdrop (along with the WWS and RMHC of Western Montana logos) and will live on as those photos are liked and shared!

#### Key-to-the-Camper

A hundred keys for sale and only one will hold the winning key to a Yeti Sherpa Trailer and bounty of outdoor goods. Your brand will be featured as the Key to the Camper sponsor.

#### Wall of Wine

Your logo will be prominently featured on the Wall of Wine signage, and Wall of Wine display.

#### Mission Moment

An opportunity to tie your brand to the ultimate emotional moment at the event by underwriting production costs for the heartfelt Mission Moment Video.

#### Swag Bag

Your logo will appear on the coveted swag bag gifted to all attendees. Soon your branded tote will be paraded all over town.

#### Automobile

Display cars indoors or out while working the room at the Signature Event. Photo opps abound, especially if you park on the red carpet.

### SILVER SLIPPER - \$2,500

*Benefits include: 2 tickets for sponsor representatives to attend*

#### Mobile Bidding

Our guests will be checking out the mobile bidding screen frequently while the auction is live and will see your logo prominently featured on all Mobile bidding and Silent Auction pages, e - blasts and social media.

#### Silent Auction

As guests bid to their heart's content on fabulous Silent Auction packages, your logo would be represented in this prime location and on the mobile bidding site.

#### Live Auction

Be part of the excitement of the Live Auction! Your logo will appear on all pre - event live auction previews and on the live auction slides during the program.

#### Hydration Station

Help our fabulous attendees hydrate at this non - alcoholic station. Elegant signage and displayed beverages will draw a thirsty crowd.

#### Cocktail Napkin

Be the logo prominently featured on all cocktail napkins for the event. Every best dressed lady needs somewhere to blot her lips.

#### Best in Shoe

Celebrate our attendees' fabulous footwear by promoting a "Best in Shoe" award. Your judges work the room, choose the winners, and announce the champion as a part of the live program.

#### Bag Check

Stay top of mind by watching their bags, wine, and winnings! Your logo is printed on bag check tags, as well as signage.

## 2023 WWS AUDIENCE

- 40% of 2023 guests were men
- 80% guests ages 30 to 60
- Retired Executives/CEO Parents
- 30 -Something Young Professionals
- Key Influencers/Tastemakers
- Wine Connoisseurs
- Networking Professionals
- Charity Supporters/Philanthropists
- Community Minded Leaders
- 92% of guests will pass on information about deals or new product finds
- Donate/Spend \$300 to \$600

## STEP UP AND BE A SOLE MAN!

Do you have what it takes to be a charming ambassador, a civic-minded leader, and a dedicated advocate for families in need? If so, we want YOU to become a Sole Man and make a lasting impact in our community.

As a Sole Man, you'll take center stage at our flagship fundraising event, Wine, Women & Shoes, on September 13<sup>th</sup>, 2024. Embrace the role of the ultimate host, delighting our guests as they "sip, shop, and support" our noble cause.

But your mission doesn't end there. Before the event, you'll embark on a vital quest to rally support and raise crucial funds for RMHC. Engage in friendly competition with your fellow Sole Men, striving to secure donations and earn the coveted title of "King of Sole" at our grand celebration.

By becoming a Sole Man, you're not just making a statement; you're making a difference. Every dollar you raise stays right here in Western Montana, providing vital resources and support to families facing the challenges of childhood illness.

Will you answer the call and become a Sole Man for RMHC?



*"Allowing the Missoula community to see the impact of RMHC firsthand created an unforgettable experience for the families and my involvement as a sole man."*

*- Brady Henthorn, Sole Man*



## 2024 SPONSORSHIP | PUT YOUR BEST FOOT FORWARD

We encourage you to suggest ideas for crafting the perfect sponsorship for your objectives such as special events, exclusive perks for your customers, or something that enhances the guest experience overall. Everything is customizable to meet your needs and interests.

There's never been a better time to exemplify that we truly are in this together. I look forward to seeing what we can do collectively, at Wine, Women & Shoes 2024!

Sincerely,

**Amy Peterson**  
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**RMHC**<sup>®</sup>  
Western Montana

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Keeping families close<sup>™</sup>

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