



wine
women & shoes[®]

BENEFITING

YWCA NASHVILLE & MIDDLE TENNESSEE

The largest provider of domestic violence services in Tennessee

Sponsorship
OPPORTUNITIES



Sip. Shop. Support.

March 29, 2025 | OMNI NASHVILLE HOTEL

ABOUT WINE WOMEN & SHOES

Nashville's most extraordinary women will kick up their heels, sip fine wines, shop the latest fashion accessories, bid on fabulous auction items, and enjoy an afternoon of fun supporting YWCA Nashville & Middle Tennessee! Over the past eleven years, Wine Women & Shoes has raised more than \$3 million to provide safety to thousands of women fleeing domestic violence and empower survivors to take control of their lives. Wine Women & Shoes creates an opportunity for partnerships between YWCA, wineries, retailers, corporate sponsors, and the community. This event raises funds and awareness for our mission, increases sales for wineries and retail partners, and provides community exposure for corporate sponsors.

Named the Best Women's Event by Nfocus magazine in its Best Parties 2023 issue.

WW&S AUDIENCE

Wine Women & Shoes attracts an audience of socially conscious women, ages 30- 65, who are executives, young professionals, community leaders, and influencers who are passionate about consuming luxury brands and generously supporting the programs and services of YWCA Nashville & Middle Tennessee. It's also important to note the following:

- Women control two-thirds of consumer wealth in the U.S.
- Over 90% of our audience will pass along event information to others.
- On average, guests spend over \$700 at this event.



eliminating racism
empowering women
ywca
Nashville & Middle Tennessee

Our Mission

Eliminate racism, empower women, and promote peace, justice, freedom, and dignity for all.

Marketing Strategy

HOW WE PROMOTE YOUR SUPPORT

WEBPAGE

Sponsors will be celebrated on YWCA & Wine Women & Shoes websites.

INVITATION

A full color invitation will be sent to targeted donors and supporters.

Expected audience is 550+

SOCIAL MEDIA AND E-BLASTS

With an **audience of more than 5,000**, YWCA will recognize event sponsors with dynamic, engaging, and fabulous content.

PUBLICATIONS

Last year, WWS Nashville had **16 piece of media coverage** with an estimated **48.6K views**.

THE NASHVILLE SIGN

Broadcast your logo the week of **Feb 9**. The Nashville Sign boasts a truly unique position as the anchor of the **13-lane intersection** of Broadway, West End Avenue, and 16th Avenue. This well-known intersection is one of the busiest in the state and is used by residents, tourists, and all forms of city transportation.



PROGRAM

The program is distributed to guests and includes event details, sponsor recognition, YWCA information, and auction item descriptions.

Event program distributed to 550 guests.

SPONSORSHIP AMENITIES LIST

PRESENTING SPONSOR: \$40,000

Includes name in event title "Presented by...", 30 tickets, 1 bottle of celebratory champagne for each table, opportunity for member of organization to serve as an event Co-Chair, logo on wine glasses, on stage speaking opportunity, quote in event press releases, logo on WWS advertisement on The Nashville Sign, recognized on event invitation, option to provide item for glam bags, logo on signage, projection, website, socials, etc. and full page color ad in program

DIGNITY SPONSOR: \$20,000

Includes verbal mention from stage, 20 tickets, 1 bottle of celebratory champagne for each table, name in all event press, celebrated as the mission moment supporter, logo on WWS advertisement on The Nashville Sign, recognized on event invitation, option to provide item for glam bags, logo on signage, projection, website, socials, etc. and full page color ad in program

FREEDOM SPONSOR: \$15,000

Includes verbal mention from stage, 10 tickets, name in all event press, logo on WWS advertisement on The Nashville Sign, recognized on event invitation, logo on signage, projection, website, socials, etc., option to provide item for glam bags, logo on glam bags and half page color ad in program

PEACE SPONSOR: \$10,000

Includes name in program, 10 tickets, recognized on event invitation, option to provide item for glam bags, logo on signage, website, socials, etc. and half page b&w ad in program

JUSTICE SPONSOR: \$6,000

Includes name in program, 10 tickets, recognized in event program, logo on signage, website, socials, etc. and quarter page b&w ad in program

UNDERWRITING OPPORTUNITIES: \$3,000

Underwriting donations help us ensure all the expenses for the event are met.

Includes 10 tickets, recognition in event program, quarter page b&w ad in program

Eliminate Racism. Empowering Women.