



wine  
women & shoes®

Benefiting

**BEST BEGINNINGS**

*Heels On. Hearts Open.*

**SPONSORSHIP OPPORTUNITIES**



# Join us!

**SATURDAY  
MAY 31, 2025  
6 PM  
MARRIOTT  
ANCHORAGE  
DOWNTOWN**

Our third annual Wine Women & Shoes will take place on May 31st and will include fine wines, incredible auction and raffle items, and inspiring stories about the power of a community committed to early learning.

## OUR AUDIENCE

- 80% women ages 30-55
- Retired executives to CEO moms to 30-something young professionals
- Key influencers, tastemakers, connectors
- Charity supporters, socially conscious and community minded
- Concerned about the health and well-being of themselves and others
- Pay attention to fashion and attend fashion events
- Enjoy wine and attend wine events
- Represent the typical luxury brand consumer
- On average, donate/spend \$200-\$600 per event

## MARKETING STRATEGY

### Save the Date/Invitation

- Expected audience: 800+

### Social Media

- Followers/Expected
- Audience: Over 8,800

### Eblasts

- Expected Audience: 6,000+

### Program

- Expected audience: 250+

“My mind is at ease knowing my child is getting something fun and educational that shows up automatically every month. It helps my child meet important milestones, and makes me feel more supported as a parent.” –

**Lauren, mom of Ella\***

Best Beginnings is a statewide nonprofit that mobilizes people and resources to ensure all Alaska children begin school ready to succeed. Less than one third of children in Alaska start kindergarten with the skills they need to succeed. It's no surprise then that as a state, our children lag far behind the nation in math and reading skills by the third grade.

We know that the greatest financial return on investment happens in the first few years of a child's life. Which mean together we can close these gaps. Each year we serve over 14,000 children and their families just like Ella to help them get the very best start in school and life. From getting books in the home through our partnership with Dolly Parton's Imagination Library, publishing local authors and early learning resources, to hosting free virtual and in-person family engagement events, and advocating on behalf of Alaska families. We know that young children are the heart of Alaska, and investing in their success is the key to our future.

\*child name has been changed for confidentiality

“You can never get enough books into  
the hands of enough children.”

*-Dolly Parton*

**THIS YEAR, WE INVITE YOU TO JOIN  
US,**

*Heels on. Hearts open.*

You can help Best Beginnings change a child's story for a better future. Please consider supporting Wine Women & Shoes as an individual or corporate sponsor.



**BEST BEGINNINGS**  
Alaska's Early Childhood Investment

## *\$15,000 Platinum Pump Exclusive Title Sponsor*

\$15,000 WILL COVER THE COST OF RUNNING AN "ON TO KINDERGARTEN" CAMP FOR 2 WEEKS

### **Benefits include:**

- A \$15,000 charitable investment in Best Beginnings
- Exclusive title recognition as presenting sponsor with name or logo incorporated in Wine Women & Shoes event branding
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, signage, and invitation\*\*
- Prominent recognition and event website, e-blasts, and social networking campaigns reaching Best Beginnings' followers
- Link to your company website from both Best Beginnings & Wine Women & Shoes Websites
- Opportunity to provide a 30 second video or have a company representative address the audience during the seated program
- Two reserved VIP tables for a total of 16 guests

## *\$10,000 Diamond Stiletto Exclusive Sponsor*

\$10,000 WILL PAY FOR THE PRINTING OF 5,000 COPIES OF CHILDREN'S BOARD BOOKS WRITTEN BY ALASKAN AUTHORS

### **Benefits include:**

- A \$10,000 charitable investment in Best Beginnings
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, signage, and invitation\*\*
- Prominent recognition on event website, e-blasts, and social networking campaigns
- On-stage verbal recognition during the seated program
- Link to your company website from both Best Beginnings & Wine Women & Shoes Websites
- One VIP table for 8 guests

## *\$7,500 Silver Sandal Sponsorships*

\$7,500 WILL PROVIDE A SET OF EARLY LEARNING ACTIVITY GUIDES TO 500 EARLY CHILDHOOD EDUCATORS FOR THEIR CLASSROOM.

### **Benefits include:**

- A \$7,500 charitable investment in Best Beginnings
- Opportunity to showcase business through targeted e-blasts and social networking campaigns
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, signage, and invitation\*\*
- On stage verbal recognition during seated program
- Link to your company website from both Best Beginnings & Wine Women & Shoes Websites
- One VIP table for 8 guests

## \$5,000 Bronze Birkenstock Sponsorships

\$5,000 WILL PROVIDE MONTHLY BOOKS IN THE MAIL TO 35 CHILDREN FROM BIRTH TO AGE 5

**Benefits Include:** \$5,000 charitable investment in Best beginnings, Logo placement on event webpage, name on post-event communication, name/logo recognition on social networking campaigns, name recognition on event e-blasts, and 5 VIP tickets.

**SOLEMATES** (2 available) Sponsor our charming “solemates” working the room and engaging with more than 250 attendees. It’s a great opportunity to showcase your branding on the “solemates” t-shirts, plus your logo on each of the solemate’s peer-to-peer fundraising page and donation thank you email!

**ENTERTAINMENT** (1 available) Who doesn’t want to be a part of the excitement of the Live Auction?! The Live Auction sponsorship guarantee just that! Receive logo recognition on the Live Auction preview eblast, all Live Auction slides, Live Auction thank you acknowledgments and multiple verbal recognitions from stage during the Live Auction.

**LIVE AUCTION** (1 available) The best part of the evening is supporting Best Beginnings AND all the entertainment that will keep our guests on their toes. You’ll help us delight our guests with unique entertainment pieces throughout the event with logo and verbal recognition from stage.

**VIP TUMBLER** (1 available) : See your logo in the hands of all our fabulous Wine Women & Shoes guests! These tumblers are given to guests on event day for them to take home to display in their cabinets and on the go.

## \$2,500 Sole Proprietor Sponsorships

\$2,500 WILL PROVIDE 1 WEEK OF LEGISLATIVE ADVOCACY ON BEHALF OF ALASKA FAMILIES

**Benefits Include:** \$2,500 charitable investment in Best Beginnings, name placement on event webpage, recognition on event communication and social networking campaigns, and 2 VIP tickets.

**MISSION MOMENT** (1 available) Tie your brand to the ultimate emotional moment at the event by underwriting production costs for the heartfelt Mission Moment video. This high impact sponsorship includes verbal recognition during the introduction of the video, logo impressions during playback positioned as, “Brought to you by...” Or, “This moment made possible by...”, highlighting of company name or logo on event slides and signage, continued post event impressions as video is shared on social sites.

**BEST IN SHOE CAM:** (1 available) Your company name will look picture perfect at the popular shoe cam station. You have a captive audience as those beautiful shoes are captured by a professional photographer.



## *\$2,500 Sole Proprietor Sponsorships (continued)*

**COCKTAIL NAPKIN** (1 available) Be the logo prominently featured on all cocktail napkins for the event.

**WINE TAG** (2 available) For this WINE focused event, your logo will be prominently featured on our wine tags.

**KEY TO THE CLOSET** (1 available) One hundred keys for sale, and only 1 will win the collective bounty. Your brand will be featured as the Key to the Closet sponsor.

**MYSTERY BOXES** (2 available) Your company logo will be front and center, associated with the excitement and joy these boxes bring to our supporters.

**MARKETPLACE CULINARY** (1 available) Sponsor a tasty nibble shared for guests enjoyment in the Marketplace area. There is nothing our attendees like more than good food and good shopping!

**BLIND DATE WITH A BOOK** (1 available) As a sponsor, your brand will be prominently featured on the packaging of each book bundle and signage, ensuring that your name is associated with the joy of reading and the excitement of a literary adventure.

**THE VAULT** (1 available) Sponsor the coveted closet for coat check and attendee bags. Sponsor logo on bag check signage and tickets.

**PICTURE PERFECT** (1 available) An elaborate photoshoot area with your company's name and logo featured on every photo printed on-site for guests. Your logo will also be featured on digital prints of all the photos.

## *\$1,000 Helping Heels Sponsorships*

**\$1,000 COVERS THE COST OF INSTALLING A LITTLE FREE LIBRARY IN A PUBLIC PARK**

**Benefits Include:** \$1,000 charitable investment in Best Beginnings, name placement on event webpage, recognition on event communication and social networking campaigns, and 1 VIP tickets.

**BEST IN SHOE AWARDS** (4 available) Celebrate our attendees' fabulous shoes by promoting a "Fabulous Flat", "Sassy Stiletto", "Uniquely Alaskan", and Best in Show" awards. Judges work the room, choose the winners, and have the opportunity to strut on stage and announce the winners as part of the live program.

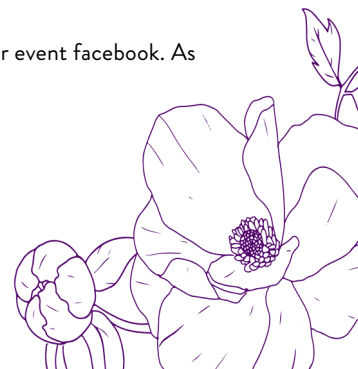
**HYDRATION STATION** (1 available) Help our fabulous attendees hydrate at the water/non-alcoholic hydration station. Elegant signage featuring your logo and dispensers will draw a thirsty crowd.

**MIRROR, MIRROR** (1 available) Underwrite the marketplace vendor mirrors and your logo will be placed throughout.














## *\$500 Caring Kicks Sponsor*

**\$500 WILL PROVIDE EARLY LEARNING RESOURCES FOR OVER 10 FAMILIES**

**SOCIAL MEDIA GIVEAWAY** Got fans? We'll post a ticket giveaway sponsored by your business on our event facebook. As they enter, they'll be sent to your web link with opportunities for special offers.



# Sponsorship LEVELS & BENEFITS CHART

Sponsorship Benefits	Tickets	Logo & Link Promo	Marketing Opportunities	On Stage Recognition
Platinum Presenting - \$15,000	2 VIP tables for 16 guests			
Diamond Stiletto - \$10,000	1 VIP table for 8 guests			
Silver Slippers - \$7,500	1 VIP table for 8 guests			
Bronze Birkenstocks - \$5,000	5 VIP tickets			
Sole Proprietor - \$2,500	2 VIP tickets			
Helping Heels - \$1,000	2 GA Tickets			
Caring Kicks - \$500				



**BEST BEGINNINGS**  
Alaska's Early Childhood Investment



# Sponsorship Commitment

**YES! I would like to attend/sponsor Wine Women & Shoes on May 31, 2025!**

**Tickets and sponsorships available online at [winewomenandshoes.com/anchorage](http://winewomenandshoes.com/anchorage).**



## SPONSORSHIP OPPORTUNITIES

- Platinum Pump Exclusive Title Sponsor \$15,000
- Diamond Stiletto Exclusive Title Sponsor \$10,000
- Silver Sandal Sponsor \$7,500
- Bronze Birkenstock Sponsorship \$5,000 **Name of Sponsorship** \_\_\_\_\_
- Sole Proprietor Sponsorship \$2,500 **Name of Sponsorship** \_\_\_\_\_
- Helping Heels Sponsorship \$1,000 **Name of Sponsorship** \_\_\_\_\_
- Caring Kicks Sponsorship \$500
- Please send me information about universal sponsorship opportunities!

## REGISTRATION INFORMATION

Name for Sponsor Recognition Purposes: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

## PAYMENT INFORMATION

- Check enclosed payable to Best Beginnings
- Charge my:  Visa  Mastercard  AMEX  Discover
- Please invoice me \_\_\_\_\_
- Name on Card \_\_\_\_\_
- Billing Address \_\_\_\_\_
- Credit Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_ CVV \_\_\_\_\_
- Signature \_\_\_\_\_ Date \_\_\_\_\_
- I am unable to participate but would like to donate to Best Beginnings \$\_\_\_\_\_

Ensure your company logo is included in event day materials, please email this form to the address below by **March 1, 2025**. Partners wanting this benefit must submit electronic logos in .EPS/.JPG format at minimum of 300 dpi at actual size, color, and black and white. If the logo is not received by March 25, 2025, partners may be recognized in text.

Please make checks payable to Best beginnings and send to: Best Beginnings and Send to: Best Beginnings, 911 W 8th ave, Suite 101, PMB 79, Anchorage, AK 99501. Phone: 907-215-0176 | email: [shanicelawton@gmail.com](mailto:shanicelawton@gmail.com) | Federal Tax-Exempt ID Number: 45-5066055