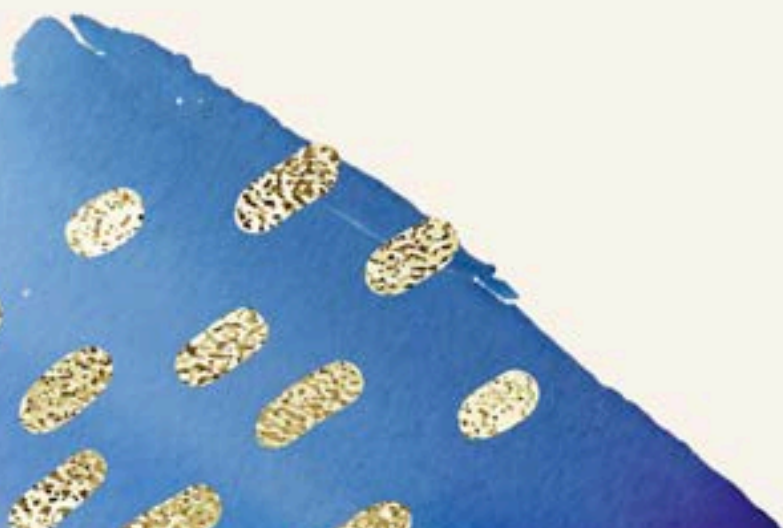




wine
women & shoes

— BENEFITING —
CHILDREN'S HOSPITAL

Sponsorship Opportunities



CHILDREN'S HEALTH FOUNDATION'S 4TH ANNUAL WINE WOMEN & SHOES

Wine Women & Shoes Audience

- CEO's to Stay at Home Parents to 30-Something Young Professionals
- 80% of Attendees are Predominantly Women Ages 30-55
- Influencers, Taste Makers, and Connectors
- Charity Supporters, Socially Conscious and Community Minded Individuals
- Concerned About the Health and Well Being of Themselves and Others
- Conscious of Fashion and Attend Fashion Events
- Enjoy Wine and Attend Wine Events
- Represent Luxury Brand Consumers
- On Average, Donate/Spend \$200-\$600+ Per Event*

***event audience based on similar events*

A Night of Glamour A Lifetime of Hope

There are few combinations that evoke glamour and fun as much as the perfect fit of Wine, a few good Women (and men), and of course, some gorgeous Shoes! London's shoe loving charity supporters will kick up their heels (or house-shoes), Loubi's (or loafers) and sip fine wines from participating wineries, savour delicious bites, and shop the latest shoes and accessories from fabulous fashion vendors, all while supporting Children's Hospital.

VISIT: winewomenandshoes.com/London

Although this event is called Wine Women & Shoes (WWS), this is an inclusive event and everyone is welcome.

Guests to be 19+ in age to attend.

JOIN US!

**MAY 29, 2025 | 6:00 PM
MERCEDES-BENZ LONDON**

Sponsorship Opportunities

\$25,000 EXCLUSIVE PRESENTING SPONSOR

VIP LOUNGE: Our VIP attendees enjoy exclusive access to a luxury lounge during the marketplace, complete with custom-designed spaces and premium perks tailored just for them. Your logo will be prominently displayed at the entrance and throughout the lounge, ensuring maximum visibility among our most distinguished guests

COCKTAIL NAPKINS: Be in the hands of every guest! All guests will be visiting the food and wine tasting tables in the marketplace reception. Each table will be supplied with a cocktail napkin with your logo.

Branding & Marketing Opportunities include:

- *Exclusive title recognition as presenting sponsor.*
- *Logo placement in ALL event public relations and advertising initiatives, and event collateral including invitations, and programs.*
- *On-stage verbal recognition and prominent signage with your logo at the event.*
- *Logo placement and link to your company website from Children's Health Foundation's WWS event website.*
- *Option of including promotional item in SWAG Bag (min. \$10 retail value per item).*
- *Opportunity to provide a Shoe Squad Member for the event.*
- *Opportunity to have Honourary Chair welcome guests and speak at the event.*
- *Name recognition in radio advertising.*
- *10 Complimentary Tickets.*



Sponsorship Opportunities

\$10,000 DIAMOND STILETTO SPONSOR

Choose from the following:

MISSION MOMENT: 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.

WINE GLASS: With 350 guests and up to five wineries offering tastings, you will be featured on a designed wine tag that will be added to all wine glasses with your company logo listed as the sponsor.

Branding & Marketing Opportunities include:

- *Prominent recognition on: Invitation, program, event website, e-blasts, WWS social media, day of event signage.*
- *Corporate logo and link on WWS event website.*
- *Verbal recognition during the event.*
- *Recognition during Fashion Show with logo placement.*
- *Option to include a promotional gift for attendees (minimum retail value of \$10 per item).*
- *6 Complimentary Tickets.*

\$7,500 PLATINUM PUMP SPONSOR

Choose from the following:

SWAG SPONSOR: Leave a lasting impression! Your logo will be proudly featured on the exclusive gifts given to all attendees at the event. These thoughtfully chosen keepsakes will ensure your brand is remembered long after the celebration ends!

BRING HOME THE BLING: Bring the bling to the event! Your brand will be front and centre as the sponsor of our exciting activation. Attendees will be buzzing with anticipation for a chance to win amazing prizes, all while your name or logo is showcased throughout the experience. It's a great way to engage guests and get your brand noticed in a playful, memorable way!

Branding & Marketing Opportunities include:

- *Prominent recognition on: Invitation, program, event website, e-blasts, WWS social media, day of event signage.*
- *Corporate logo and link on WWS event website.*
- *Verbal recognition during the event.*
- *Logo represented at Shoe Exhibits.*
- *Option of including promotional item in SWAG Bag (min. \$10 retail value per item).*
- *5 Complimentary Tickets.*

Sponsorship Opportunities

\$5,000 GOLDEN GLADIATOR SPONSOR

Choose from the following:

LIVE AUCTION: Be a part of the excitement of the Live Auction! Receive logo recognition on the Live Auction preview eblast, all Live Auction slides, Live Auction thank you acknowledgments and verbal recognition from stage during the Live Auction.

PAPARAZZI PHOTO BACKDROP: As guests arrive at the event, they will be greeted and photographed in front of a vibrant backdrop. Your sponsor logo will be prominently featured alongside the WWS and Children's Health Foundation logos, ensuring lasting visibility as these photos are shared and celebrated!

SAFE RIDE HOME: Provide guests safe transportation by offering a code to allow our guests to get home easily after our event.

SILENT AUCTION: As guests bid to their heart's content on fabulous Silent Auction packages your logo would be represented in this prime location! Receive logo recognition on the silent auction preview eblast, social media posts, all silent auction description pages, on our website, and verbal recognition from stage during opening remarks.

WALL OF WINE: Everyone's a winner! As the exclusive sponsor of the Wall-of-Wine, everyone who purchases a mystery bag will go home with a bottle of wine tagged with your logo! Your logo will be featured on the Wall-of-Wine signage and display.

Branding & Marketing Opportunities include:

- *Recognition on: Program, event website, e-blasts, WWS event social media, day of event signage.*
- *Corporate logo and link on WWS event website.*
- *Verbal recognition during the event.*
- *Option to include a promotional gift for attendees (minimum retail value of \$10 per item).*
- *4 Complimentary Tickets.*



Sponsorship Opportunities

\$2,500 SILVER SLINGBACK SPONSOR

Choose from the following:

“BEST IN SHOE” AWARDS: Upon arrival, guests will pass by the shoe judge’s panel where they will carefully evaluate our guests’ shoe selection and pick the winners. By sponsoring the contest, your name/logo will be on signage at the event. In addition, you may provide a shoe judge from your company and participate in awarding the prizes on stage during the event. Optional opportunity to provide a prize basket for the winner.

DJ: Any good party needs great entertainment! Let your brand bring the party to life as the sponsor of the event DJ.

FLOWER POWER: Let your brand blossom! As the Flower Sponsor, your logo will be beautifully displayed in all floral bouquets and arrangements at the event. Your support will help add a vibrant touch to every table, with your brand’s name shining through each stunning floral creation. It’s the perfect way to make your mark while enhancing the event’s natural beauty.

MARKETPLACE CULINARY: Sponsor the tasty good food placed throughout the Marketplace. There is nothing our attendees like more than good food and good shopping!

REGISTRATION: First impressions matter! Be one of the first logos the guests see as they arrive at the registration station upon entry.

SHOE SQUAD: With 10+ charming “Shoe Squad Members” working the room and engaging the guests, this is a great opportunity to showcase your brand in style. These volunteers are a targeted group of brand ambassadors who are guaranteed to be the hit of the event, and your business can sponsor the entire group of them. We encourage you to send two brand ambassadors to join as Shoe Squad Members.

Branding & Marketing Opportunities include:

- *Recognition on: Program, event website, e-blasts, WWS social media, day of event signage.*
- *Option to include a promotional gift for attendees (minimum retail value of \$10 per item).*
- *3 Complimentary Tickets.*

Sponsorship Opportunities



\$1,500 BRONZE KNEE HIGH BOOTS SPONSOR

Choose from the following:

BAR: Cheers to you! As the Bar Sponsor, your brand will be front and centre at the heart of the event. From signature cocktails to cold brews, your logo will be showcased at the bar, ensuring your brand is part of every toast and conversation.

HYDRATION STATION: Help our fabulous attendees hydrate at the water station. Signage at the water station featuring your company logo will let our guests know you are keeping them hydrated.

MARKETPLACE: As our guests shop the day away, this opportunity ensures they know who you are in every possible way. Sponsor may underwrite the marketplace and your signage will be placed throughout the marketplace area.

MARKETPLACE CULINARY: Sponsor the tasty good food placed throughout the Marketplace. There is nothing our attendees like more than good food and good shopping!

TOUCH UP: Outfit the bathroom counters with hairspray, band aids, bobby pins and lotion for a wholesome and rejuvenating experience. Mirror clings could include positive phrases like “You’re Here, and You’re Fabulous” while also including your logo.

WINE: The most important part (okay, second to our mission) of WINE Women & Shoes, brought to our guests by... YOU! This first- time opportunity could be yours with the chance to highlight your brand through logo impressions on signage at each wine station.

VOLUNTEER: Be a part of encouraging the hardest working people in the room – our amazing volunteers! Be associated with this generous group with your logo highlighted on their volunteer shirts and displayed throughout volunteer areas.

Branding & Marketing Opportunities include:

- *Recognition on: Program, event website, day of event signage.*
- *Option of including promotional item in SWAG Bag (min. \$10 retail value per item).*
- *2 Complimentary Tickets.*



Sponsor Registration

- PRESENTING SPONSOR (\$25,000) GOLDEN GLADIATOR (\$5,000) _____
- DIAMOND STILETTO (\$10,000) SILVER SLINGBACK (\$2,500) _____
- PLATINUM PUMP (\$7,500) BRONZE KNEE HIGH BOOTS (\$1,500) _____

Company Name for Recognition Purposes: _____

Contact Name: _____

Email: _____ Phone: _____

Please send an invoice

Cheque enclosed for \$ _____ Payable to *Children's Health Foundation*

Charge my Credit Card for \$ _____

Please Circle: Visa MasterCard American Express
 CC#: _____ Exp.: _____ CVV: _____

I cannot attend. Please accept my donation of \$ _____

Company Name: _____

Company Address: _____

City: _____ Province: _____ Postal Code: _____

Email: _____ Phone: _____

Signature: _____

We encourage you to suggest ideas for crafting the perfect sponsorship for your objectives. Everything is customizable to meet your needs and interests.

Sponsorship questions: To request additional details regarding your uniquely crafted sponsorship investment contact Maryemma Pol - **Email** mpol@childhealth.ca | **Office:** 548 690 9245 | **Cell:** 226 377 0445