



wine women & shoes®

BENEFITING
YWCA OF LUBBOCK

Sponsorship Opportunities



YWCA OF LUBBOCK IS PAIRING UP WITH WINE WOMEN & SHOES TO BUILD A STRONGER COMMUNITY.

YWCA of Lubbock is on a mission to “step it up” for our community!

Wine Women & Shoes has exploded across North America in the last decade, producing more than 500 fabulous fashion events that have helped net an impressive \$112 million for our nonprofit partners.

WW&S events are fun, festive and full of feminine soul—community celebrations that bring women together around fine wine, great style and causes that matter!

Join us!

**THURSDAY, OCTOBER 3, 2024
6:00-9:00 PM**

WW&S AUDIENCE

- 80% women ages 30 to 55
- Professionals, educators, CEO's, moms and young professionals
- Key influencers, tastemakers, connectors
- Non-profit supporters, socially conscious, community minded
- Passionate about improving the lives of children, single parents and at-risk families...struggling to just make ends meet
- Attend charitable and fashion events
- Represent the typical luxury brand consumer
- Women, who control two-thirds of consumer wealth in the U.S.
- 92% of these women will pass on information about deals or finds to others
- On average donors spend \$200-\$600 per event



THE PERFECT PAIR

Wine Women & Shoes fundraisers create an opportunity for partnerships between non-profits, 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.

SIP, SAVOR AND SHOP FOR A CAUSE! YWCA IS ON A MISSION TO...

- Provide the highest level of pre-school education available including Head Start and Early Head Start.
- Provide summer camp along with swim lessons, education and special activities.
- Provide quality services to special needs children.
- Provide safe and educational after-school care to more than 1,500 families on elementary campuses across the community.
- Assist seniors in maintaining an active lifestyle with health and fitness classes.
- Support the uninsured and under-insured in our community, providing vital medical services.
- Build a strong community through fitness classes and coaching for healthy living.
- Expand and grow our programs as our community grows to face the needs of the next 30 years.

*Together we build our community to be a stronger and better society.
All proceeds from our Wine Women & Shoes event will go toward helping families in our community.*



Marketing Strategy



SAVE-THE-DATE

An email formally announcing the event date and theme, as well as appropriate sponsors, will be distributed to targeted lists of donors and attendees. **Expected audience: 1,500**

INVITATION

The full-color event invitation will be mailed to current sponsors, guests, targeted donors and supporters approximately eight weeks before the event. The invitation will include recognition for appropriate sponsors and event details. An electronic version will be distributed to the YWCA of Lubbock donor base and the wider community.

Expected audience: 2,000

WEBPAGE

The Wine Women & Shoes website will be updated with event and sponsor information and include links to appropriate sponsor webpages. It will also link back to the YWCA of Lubbock webpage and online registration.

PROGRAM

The program is distributed to all guests at the event. Our program includes event details, sponsor recognition, YWCA of Lubbock information and paid advertisements as well as live and silent auction item descriptions. **Expected audience: 500**

SOCIAL MEDIA

With an audience of more than 13,000 spread across social media outlets, the YWCA of Lubbock will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.



Platinum Pump Exclusive Sponsor | \$20,000

PUT YOUR BEST FOOT FORWARD!

WE ARE OFFERING AN EXCLUSIVE SPONSORSHIP FOR THE PRESENTING RIGHTS TO WINE WOMEN & SHOES.

This includes your name/logo incorporated into the official event logo as well as all collateral, event signage and décor. Your company name will be associated with everything involving Wine Women & Shoes (e.g. Wine Women & Shoes benefiting YWCA of Lubbock Presented by “Your Company Name/Logo”).

Presenting Sponsorship benefits include:

- \$20,000 tax deductible investment in the YWCA of Lubbock and ultimately our community
- Exclusive title recognition as presenting sponsor
- 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
- Recognition on the swag bags (all attendees will receive)
- Logo placement on ALL event public relations and advertising initiatives, press release and event collateral including programs, signage, invitations and save the dates
- Prominent recognition on event website, e-blasts and social networking (Facebook and Instagram) campaigns reaching YWCA of Lubbock followers
- On-stage verbal recognition at the fashion show and prominent signage at the event
- Opportunity to promote business with product placement, booth and customer liaison at event (booth/contents to be approved by the YWCA of Lubbock)
- Link to your company website from both the YWCA of Lubbock and WW&S websites
- Opportunity to place a premier item in the swag bag (event appropriate items only)
- Two Girlfriend Tables (16 VIP Tickets)





Diamond Stiletto Exclusive Sponsor | \$15,000

SHINE LIKE A DIAMOND AT WINE WOMEN & SHOES

This exclusive sponsorship puts your name in front of all the guests of Wine Women & Shoes.

Your name/logo will be included on all collateral, event signage and décor.

Sponsorship benefits include:

- \$15,000 tax deductible investment in YWCA of Lubbock – ultimately our community.
- Prominent logo placement on signage at the entrance of the event
- Recognition on the swag bag (all attendees will receive)
- Logo placement in ALL event public relations and advertising initiatives, press releases and event collateral including programs, signage, invitations and save the dates
- Prominent recognition on event website, e-blasts and social networking (Facebook and Instagram) reaching YWCA of Lubbock followers
- On-stage verbal recognition at the fashion show and prominent signage at the event
- Opportunity to promote businesses with product placement and customer liaison at the event
- Link to your company website from both the YWCA of Lubbock and WW&S websites
- Opportunity to place a premier item in the swag bag (event appropriate items only)
- Name inclusion in the event program and on the invitations
- Two Girlfriend Tables (16 VIP Tickets)





Golden Studded Sandal Sponsor | **\$10,000**

GO FOR GOLD!

Be in the forefront of this celebration bringing women together for an evening of wine, great style and supporting the mission of the YWCA of Lubbock to improve patient access to healthcare in our community.

Sponsorship benefits include:

- \$10,000 tax deductible investment in YWCA of Lubbock and ultimately our community.
- Recognition/Logo placement in ALL event public relations and advertising initiatives, programs and signage
- Prominent recognition on event website, e-blasts and social networking campaigns
- Opportunity to promote business with product placement and customer liaison at the event
- Link to your website from both the YWCA of Lubbock and WW&S websites
- Opportunity to place a premier item in the swag bag (event appropriate items only)
- Name in the event program and on the invitations
- One Girlfriend Table (8 VIP Tickets)



Silver Stiletto Sponsors | \$5,000

Sponsorship benefits include:

- \$5,000 tax deductible investment in YWCA of Lubbock – ultimately our community.
- Logo placement in event public relations and advertising initiatives, invitation, program and signage
- Recognition on event website, e-blasts and social networking (Facebook and Instagram) campaigns
- Link to your website from both the YWCA of Lubbock and WW&S websites
- Opportunity to place a premier item in the swag bag (event appropriate items only)
- Four (4) Tickets
- Choice of one of the following custom marketing opportunities:

LIVE AUCTION : Who doesn't want to be a part of the excitement of the Live Auction?! The Live Auction sponsorship guarantees just that! Your 15-second video will play before the auction kicks off, ensuring maximum visibility for your brand.

LUXURY CAR : Drive the ladies wild by promoting your vehicles at Wine Women & Shoes. Photo ops. abound, especially if you park your best at the entrance of the event!

MISSION MOMENT : Tie your brand to the ultimate emotional moment at the event by underwriting production costs for the Mission Moment video. You'll receive verbal recognition during the introduction of the video.

PAPARAZZI PHOTO BACKROP : Capture the attention of attendees right from the start! As guests arrive, they'll be greeted by a stunning photo backdrop proudly showcasing your logo .

SILENT AUCTION : As guests bid to their heart's content on fabulous Silent Auction packages, your logo will be front and center in this prime location!

SOLE MEN : Sponsor up to 50 charming Sole Men working the room and engaging with 500 women. Your brand will shine with prominent logo placement on our sole Men signage and name tags. You will also have the honor of taking the stage to crown the next King of Sole.

VALET : Be the first brand to greet attendees as they arrive at the event! Your logo prominently displayed on the golf carts escorting attendees to the front doors.

VINTER: Put your logo in the spotlight at every wine serving station. This prime placement guarantees visibility as attendees gather to fill their glasses!

WINE GLASS : Be the toast of the town! Be the wine glass sponsor and your company will be on the lips of everyone, all evening! Your logo will be on one side of every wine glass and everyone will take your logo home on their glass at the end of the night!

SWAG BAG: Secure prime exposure by having your logo featured on the coveted swag bags gifted to all event attendees. With every recipient proudly carrying this bag, your logo will be prominently displayed throughout the event and beyond.

One-of-a-Kind Sponsorships | \$2,500

Sponsorship benefits include:

- \$2,500 tax deductible investment in YWCA of Lubbock – ultimately our community.
- Link to your website from the YWCA of Lubbock and WW&S websites
- Opportunity to place a premier item in the swag bag (event appropriate items only)
- Name in the event program and on the invitations
- Two (2) Tickets
- Choice of one of the following custom marketing opportunities:

BEST IN SHOE : Celebrate our attendees' fabulous footwear by promoting a "Best in Shoe" award. Your judges work the room and choose & announce the winner as a part of the live program.



BID BOARD : Have your logo showcased at the famous Bid Board display! The Bid Board holds all of the premier auction lots and is seen by every guests. Your logo will be prominently displayed for all to see!

BUBBLY WELCOME POUR: Be one of the first sponsor logos our guests see as they are welcomed with a glass of bubbles upon entry! Your logo will be beautifully displayed on signage that will be showcased at this station.

CHAMPAGNE BUCKETS : All of our amazing Girlfriend tables (20+ tables) will be receiving a bottle of bubbles to enjoy during the program portion of the event. Have your logo placed right in front of these fabulous ladies by sponsoring the champagne buckets that will be placed at each of these tables.

COCKTAIL NAPKIN : Be the logo prominently featured on all cocktail napkins for the event.

KEY-TO-THE-CLOSET : A hundred fifty keys for sale and only one will hold the winning match to a collective bounty of treasures. The closet contains everything a woman wants and your brand will be featured as the Key to the Closet sponsor.

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 venue.

PICTURE PERFECT : An elaborate photoshoot area with your company's name and logo featured on stunning signage and on the photos that will live on as they are liked and shared on social media.

SWEET TREAT : What is better than having a sweet treat at your place seating during the program portion of the event?! Having your company's logo on that sweet treat! This fabulous opportunity places your logo in front of 160 + ladies that will be discussing how sweet you are for supporting the YWCA.

Additional Opportunities | \$1,500

ESPRESSO : The perfect end to a swellegant affair is always a cup of espresso or coffee. Present your brand on saucer liners or underwrite an espresso cart for more energetic glamour.

HYDRATION STATION : Help our fabulous attendees hydrate at the infused water station. Elegant signage and dispensers will draw a thirsty crowd. Benefits include: logo recognition and one ticket.

MIRROR, MIRROR : Who's the fairest of them all? Sponsor may underwrite the marketplace vendor mirrors with their logo as well as phrases like You look mah-vellous!, which will be placed throughout the venue. Benefits include: logo recognition and one ticket.

PHOTOGRAPHY : Capture the memories and place your logo on every event photo! Benefits include name recognition in the program and event signage.

PRINTING : Help us create excitement by underwriting the printing of all event materials. Logo will be appropriately placed on all printed materials.

SIGNATURE COCKTAIL : Be the exclusive sponsor of our Signature Cocktail. Guests will delight in this unique beverage creation and fun flavor combination designed by you.

UBER : Donation + rides – help our fabulous attendees get home safely! Benefits include name recognition in the program and event signage and one ticket.

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 the volunteer areas.

\$500 - SWAG BAG ITEM : Add an item to the coveted swag bag, sent home with each attendee at the end of the night. Benefits include placing a premier item in the swag bag (event appropriate items only).

\$50 – GLAMIN' GRATITUDE: Join us as a valued friend of the YWCA and support our mission! Your generosity will be recognized in the YWCA iNSPiRe Magazine, distributed to every attendee at Wine Women & Shoes.



FIND THE PERFECT FIT

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, please contact:

Melinda Pharies @ 806-407-8932 or Melinda@callcarpettech.com

**the tax deductibility of donations will be determined after sponsorship is finalized.*



Sponsorship Agreement

YES! I WOULD LIKE TO PARTICIPATE WITH THE FOLLOWING...

- \$20,000 PLATINUM PUMP EXCLUSIVE**
- \$15,000 DIAMOND STILETTO EXCLUSIVE**
- \$10,000 GOLDEN STUDED SANDAL**
- \$5,000 SILVER STILETTO** _____
- \$2,500 ONE-OF-A-KIND** _____
- \$1,500 ADDITIONAL OPPORTUNITIES** _____

- \$500 SWAG BAG ITEM** **\$50 FRIEND OF THE YWCA**

Name: *As you would like it to appear for recognition purposes* _____

Please send invoice to:

Name _____ Address _____ ZIP _____

Phone Number to Reach You _____

Check enclosed for \$ _____ payable to YWCA of Lubbock

Charge my Credit Card for \$ _____

For Credit Card Only: Name as it appears on the card: _____

Please Circle: Visa MasterCard Amex Discover

CC#: _____ Exp. Date: _____ CW: _____

Signature: _____

RETURN FORM VIA MAIL or EMAIL TO YWCA of Lubbock, 6501 University, Lubbock, TX 79413
or email to donna.giovanetti@ywc Lubbock.org

ARTWORK STATEMENT Send artwork to donna.giovanetti@ywc Lubbock.org in EPS format no later than 9/2/24