



# wine women & shoes®

BENEFITING  
FAMILY SCHOLAR HOUSE  
ECTC CAMPUS

## *Sponsorship Opportunities*





# Event Details

**DATE**    **SEPTEMBER 26TH, 2024**

**TIME**    **6:00 PM – 9:30 PM**

**LOCATION**    **PHILLIPS GROVE**  
58 Ernest R Kouma Blvd  
Radcliff, KY 40160

**2024 EVENT**    **JENNIFER SWOPE**  
**CO-CHAIRS**    **DEENA LONDON**



## THE PERFECT PAIR...

### FAMILY SCHOLAR HOUSE & WINE WOMEN & SHOES

Thursday, September 26, 2024  
6:00 PM – 9:30 PM

Wine Women & Shoes has expanded across North America in the last decade, producing more than 500 fabulous fashion events that have helped net an impressive \$100 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.

### WW&S AUDIENCE

- 80% women, ages 30 to 55
- Retired executives to CEO moms to 30-something young professionals
- Key influencers, tastemakers, connectors
- Charity supporters, socially conscious and community-minded
- Women conscientious about the health and well-being of themselves and others
- Supporters attentive to fashion and attend fashion events
- Connoisseur of wine and attend wine events
- Representative of the typical luxury brand consumer
- Guests on average donate/spend \$200-\$600 per event

# Our mission

To end the cycle of poverty and transform our community by empowering families and youth to succeed in education and achieve life-long self-sufficiency



## Family Scholar House is about family...

In all expressions, we are family to those we serve. And like family, we offer guidance and support to our student parents as they face the challenges of being a single parent without adequate income or the education to obtain career-track employment. We empower families to succeed through family advocacy, career coaching, technology, access to a food pantry, and connection to community resources.

Students often fail to complete their education, not because of a lack of motivation or academic ability, but because life too often gets in the way of their studies. **Of those ECTC students we have served, 78% report experiencing housing insecurity.** To address this challenge, the ECTC Foundation and Family Scholar House are partnering to bring a 48-unit housing program to the ECTC campus for student parents who are pursuing their education. This housing facility will open in 2025.

We strongly believe that education is the key to breaking multi-generational cycles of poverty and empowering individuals to achieve their dreams. As our region continues to grow, we must be ready to remove barriers to employment and education so our workforce can continue to thrive.

Together, we can build new cycles of success, offer hope to those in need, and build a brighter future for our community.

## 2023 Partnership Outcomes at a Glance

- Provided **4,941** total services to ECTC students
- Connected **672** students to food resources
- **62%** ECTC students share they would not have completed the required coursework without Family Scholar House's help.

# MARKETING STRATEGY

## HOW WE PROMOTE YOUR SUPPORT

### INVITATION

A full color invitation will be sent to current sponsors, guests, targeted donors and supporters 7-8 weeks before the event. The invitation will include recognition for appropriate sponsors.

**Expected audience: 250+**

### WEBPAGE

The Wine Women & Shoes website and Family Scholar House page will be updated with event and sponsor information and include links to appropriate sponsor webpages.

**Expected audience: 1,000+**

### E-BLASTS

E-blasts will be sent to the entire network (1,000+) of Family Scholar House alumni, donors, volunteers, and friends with the latest news on event updates, activities, promotions, and more.

**Expected audience: 5,600**

### SOCIAL MEDIA

With an audience of more than 600 spread across social media outlets, Family Scholar House will link followers to our mission, appropriate sponsor webpages and their messages through engaging content.

**Expected national audience: 10,000**

### PROGRAM

Distributed to all guests at the event.

The program includes event details, sponsor ads and recognition, information about the partnership between Family Scholar House and ECTC, and silent and live auction item descriptions.

**Expected audience: 240+**





# Sponsorship Opportunities

## **LEGACY LACE PUMP PRESENTING SPONSOR - \$15,000 (EXCLUSIVE)**

- A \$15,000 tax-deductible investment in Family Scholar House at ECTC
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral, including programs, signage, and invitations
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e. Facebook & Instagram) reaching followers of Family Scholar House and sponsors
- On-stage verbal recognition during the seated program
- Opportunity to provide a 30-second video OR have a company representative address the audience during the seated program
- A full-page ad in our printed program
- Opportunity to place a premier item in swag bag (event-appropriate items only)
- Opportunity to choose up to four company leaders as members of the Honorary Committee, includes recognition in the program and invitation to a "members-only" networking reception
- Two VIP tables for twelve guests

# Sponsorship Opportunities

## DIAMOND STILETTO SPONSOR - \$10,000

- A \$10,000 tax deductible investment in Family Scholar House at ECTC
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, signage, and invitations
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e. Facebook & Instagram) reaching followers of Family Scholar House and sponsors
- On-stage verbal recognition during the seated program
- A half-page ad in our printed program
- Opportunity to place a premier item in swag bag (event-appropriate items only)
- Opportunity to choose up to three company leaders as members of the Honorary Committee, includes recognition in the program and invitation to a "members-only" networking reception
- One VIP table for six guests and one general admission table for six guests

## GOLDEN HEELS SPONSOR - \$5,000

- A \$5,000 tax-deductible investment in Family Scholar House at ECTC
- Logo placement in ALL event public relations and advertising initiatives, programs, and signage
- Recognition on the event website, e-blasts, and social networking campaigns (i.e. Facebook & Instagram) reaching followers of Family Scholar House and sponsors
- A quarter-page ad in our printed program
- Opportunity to place a premier item in the swag bag (event-appropriate items only)
- Opportunity to choose up to three company leaders as members of the Honorary Committee, includes recognition in the program and invitation to a "members-only" networking reception
- One VIP table for six guests

## JETSETTER SLINGBACK SPONSOR - \$2,500

- A \$2,500 tax deductible investment in Family Scholar House at ECTC
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name listed in the event program and on event signage
- Three general admission tickets



# Menu of Additional Sponsorships

## **GOLD - \$5,000 LEVEL**

**(BENEFITS INCLUDE: ONE VIP TABLE AND SWAG BAGS FOR 6, LOGO & LINK ON WEBPAGES)**

**SWAG BAGS SPONSOR** (1 Available) - Attendees receive a beautiful bag to take home with your logo displayed front and center, which means they will be sporting your brand around town for years to come. Benefits include: Your logo on the swag bag.

**SHOE GUY SPONSOR** (1 Available) - Sponsor our charming “Shoe Guys” who work in the room and engage more than 240 women. It's a great opportunity to showcase your branding on the “Shoe Guy” shirts, plus your logo will appear on each Shoe Guy’s peer-to-peer fundraising page and donation thank you email. Recognition for hosting Shoe Guy Social and King of Sole award. Benefits include: Logo on shirts, signage, e-blasts

**STEP & REPEAT SPONSOR** (1 Available) - Unleash the power of the paparazzi with a red-carpet moment as guests enter and flash their best smiles in front of a backdrop splashed with your logo. The moments live on in social media shares!



# Menu of Additional Sponsorships

## SILVER - \$2,500 LEVEL

(BENEFITS INCLUDE: 2 GENERAL ADMISSION TICKETS AND SWAG BAGS, LOGO & LINK ON WEBPAGES)

**KEY TO THE CLOSET SPONSOR** (1 Available) - One hundred keys for sale, and only one will win the collective bounty. Your brand will be featured as the Key-to-the-Closet sponsor. Benefits include: Logo on signage, e-blasts, and all raffle materials.

**LIVE AUCTION SPONSOR** (1 Available) - SOLD to the highest bidder! Watch your logo rise to the occasion each time a supporter bids LIVE! Logo recognition on live auction paddles.

**MARKETPLACE SPONSOR** (1 Available) - 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.

**VALET SPONSOR** (1 Available) - Front-door valet service will be provided at the event, courtesy of your company. Company logo will be displayed outside the entrance, and you have the opportunity to place a small gift bag in each vehicle.

**SILENT AUCTION SPONSOR** (1 Available) - As guests bid to their heart's content on fabulous silent auction packages, your logo will be represented in this prime location.

## BRONZE - \$1,000 LEVEL

(BENEFITS INCLUDE: 1 GENERAL ADMISSION TICKET AND SWAG BAG, LOGO & LINK ON WEBPAGES)

**COCKTAIL NAPKIN SPONSOR** (1 Available) - All night long, our guests will taste some of the finest wines. Place your company logo on the napkin they receive when visiting with each of our vintners.

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

**RESTROOM SPONSOR** (1 Available) - Pampering the attendees is a luxury well afforded with your name proudly displayed. Feature your company logo on lotions and soaps in venue restrooms and/or provide an attendant to assist with hand towels with the company logo.

**BEST IN SHOE SPONSOR** (1 Available) - Celebrate our attendees' fabulous shoes by promoting a "Best in Shoe" award. 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.

**WINE GLASS CHARMS** (1 Available) - "Charm" your way into the hearts of each Wine Women & Shoes attendee with a signature wine glass charm created for our event.



# Sponsor Commitment Form

PLEASE FILL OUT OUR ELECTRONIC SPONSORSHIP COMMITMENT FORM [HERE](#)

## PAYMENT OPTIONS

### BY MAIL

MAKE CHECKS PAYABLE TO: FAMILY SCHOLAR HOUSE

FAMILY SCHOLAR HOUSE  
ATTN: MARY BETH NORTON – ECTC  
403 REG SMITH CIRCLE  
LOUISVILLE, KY 40208

### ONLINE

PAY ONLINE [HERE](#)

*Family Scholar House, Inc is a 501 (C) 3 organization.*