

# *Sponsorship Opportunities*



## wine women & shoes®

BENEFITING NAPLES CANCER ADVISORS

PRESENTED BY

LO  
Hat Co.

CHILDREN'S BOOK AUTHOR

*Dandy Krayton*

*Be there. Be fabulous.*

FEBRUARY 8, 2025  
NAPLES YACHT CLUB



# *The Perfect Pair...*

WINE, WOMEN & SHOES

## NAPLES CANCER ADVISORS & WINE WOMEN & SHOES

Wine Women & Shoes has exploded across North America in the last decade, producing more than 600 fabulous fashion events that have helped net an impressive \$126 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!*

Saturday, February 8, 2025  
11:00 AM – 3:00 PM at  
Naples Yacht Club

## *WWS Audience*

- Women ages 30 to 90
- 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 \$500-\$1,000 per event





# *Pair With Us!*



## **“PAIR” WITH US AND HELP PROVIDE BETTER OUTCOMES FOR CANCER PATIENTS!**

Naples Cancer Advisors is not your typical oncology practice. For starters, we don't charge our patients for our services. And we don't even charge their insurance companies, because we don't want insurance companies getting in the way of patient care. We consult with patients –we don't take over their treatment –so we have no financial incentive to do anything other than work hand-in-glove with their treating oncologist. We slow the process down, spend as much time with patients as they need to understand their diagnosis, and therefore facilitate making better treatment choices.

## **“MATCH” YOUR GOALS TO OUR MISSION**

Our mission is to lessen the suffering and mortality that often accompanies a cancer diagnosis and make Naples the best city in the country to be if one must receive a cancer diagnosis. You can become a vital part of that mission by becoming a sponsor or by simply attending our event, having fun, if you see something you like, buy it and if you enjoyed the event, tell your friends!

## **THE “SOLE” PURPOSE OF WHAT WE WANT TO ACCOMPLISH**

When you “pair with us” in 2024, you will help us raise funds so that we can continue to be among the most important resources in the life of a Greater Naples cancer patient. Sadly, there are still 600,000 Americans that will succumb to this hideous disease each year and more than 11,000 Greater Naples residents will be newly diagnosed with cancer in 2024 alone. But...the cancer research pipeline offers many reasons to be optimistic about outcomes for future cancer patients. We want to continue to provide free consultative oncology services so patients understand their diagnosis, are advised of their treatment options, and are therefore empowered to make the best possible decisions about their care. Please join us in this important mission!



# Marketing Strategy

## SAVE-THE-DATE

An e-blast formally announcing the event date and theme, as well as appropriate sponsors, will be distributed to targeted lists of donors, community members, NCA supporters and guests through electronic mail

**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 NCA webpage and online registration.

## INVITATION

The full-color event invitation will be sent to NCA current sponsors of other events, specific donors, and friends/guests approximately 7-8 weeks before the event.

The invitation will include recognition for appropriate sponsors and event details.

**Expected audience: 1500+ .**

## SOCIAL MEDIA

With an audience of over 3,000 spread across social media outlets, NCA will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.

**Followers/Expected audience: 3,000+**

## E-BLASTS

Digital newsletters will be sent to the entire network of the NCA donors, volunteers and friends with the latest news on event updates, activities promotions, and more.

**Expected audience: 1,500+**

## PROGRAM

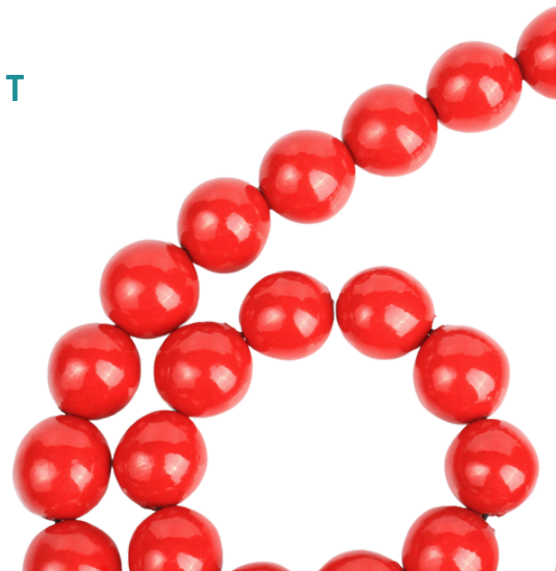
Distributed to all guests at the event. This book includes event details, sponsor recognition, NCA program information, and live auction item descriptions.

**Expected audience: 300+**

## PUBLICATIONS & BROADCAST

*Gulfshore Life · The Naples Press*

*& Much more!*







## PLATINUM PUMP EXCLUSIVE PRESENTING SPONSOR - \$25,000

Includes your name/logo incorporated into the official event logo that's displayed on all collateral, event signage, social networking campaigns, and webpages. Your company name will be associated with everything involving Wine Women & Shoes (i.e. Wine Women & Shoes benefiting the Naples Cancer Advisors Presented by "Your Company Name/Logo Here").

*Platinum Pump Presenting sponsorship benefits also include:*

- A \$25,000 investment in Naples Cancer Advisors
- Exclusive 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, invitations and save-the-dates
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook, Twitter, & Instagram) reaching Naples Cancer Advisors followers
- Link to your company website from the Naples Cancer Advisors and WW&S websites
- Opportunity to provide a 30-second video OR have a company representative address the audience during the seated program
- Opportunity to place a premier item at table setting (event appropriate items only)
- Dedicated model for fashion show and dedicated Sole Man wearing your logo on their shirt (if desired)
- One reserved front row VIP table for 12 guests
- VIP gift for 12 guests

## DIAMOND STILETTO SPONSOR - \$15,000

This sponsorship puts your name in front of all the guests of Wine Women & Shoes. Your name/logo will have prominent placement on all collateral, event signage, social networking campaigns and webpages.

*Diamond Stiletto sponsorship benefits also include:*

- A \$15,000 investment in Naples Cancer Advisors
- 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 campaigns (i.e. Facebook, Twitter, & Instagram)
- On-stage verbal recognition during the seated program
- Link to your company website from the Naples Cancer Advisors and WW&S websites
- Opportunity to place a premier item at table setting (event appropriate items only)
- One reserved VIP table for 10 guests
- VIP gift for 10 guests

## GOLDEN HEELS SPONSOR - \$10,000

Be in the forefront of this celebration bringing women together for an evening of fine wine, great style. You will receive recognition on on all collateral, event signage, social networking campaigns and webpages.

*Golden Heels sponsorship benefits also include:*

- A \$10,000 investment in Naples Cancer Advisors
- Logo placement in ALL event public relations and advertising initiatives, programs, and signage
- Recognition on event website, e-blasts, and social networking campaigns
- Link to your website from the Naples Cancer Advisors and WW&S websites
- Name in the event program & on event signage
- Opportunity to place a premier item at table setting (event appropriate items only)
- One reserved VIP table for 10 guests
- VIP gift for 10 guests



# Menu of Additional SPONSORSHIPS

## SILVER SLIPPERS SPONSOR - \$5,000

Be in the forefront of this celebration bringing women together for an evening of fine wine, great style. You will receive recognition on all collateral, event signage, social networking campaigns and webpages.

*Silvers Slippers sponsorship benefits also include:*

- A \$5,000 investment in Naples Cancer Advisors
- Link to your website from the Naples Cancer Advisors and WW&S websites
- Opportunity to place a premier item at table setting (event appropriate items only)
- Name in the event program & on event signage
- Four (4) GA tickets

## SILVER SLIPPERS SPONSORSHIP OPTIONS INCLUDE:

**CENTERPIECES- \$5,000** – (1 available) Help make our program space beautiful by sponsoring the centerpieces at each table. Your logo will be incorporated into each centerpiece, listed in the printed program and slideshow, and on the event website. Marketing benefits + 4 GA Tickets

**WINE GLASS- \$5,000** – (1 available) Grab attention as the Wine Glass sponsor with your logo on the wine glass given to each attendee to use the night of the event and take home to enjoy for years to come.  
*Benefits Include: Logo on each wine glass + 4 GA Tickets*

**PICTURE PERFECT PHOTO BACKDROP - \$5,000** – (2 available) As lovely ladies mingle through the event, they are photographed in front of a Step and Repeat banner. Your sponsor logo will be splashed onto a vibrant banner backdrop (along with the WWS and Naples Cancer Advisors logos) for the event entry photo opp, getting endless likes and shares! *Benefits Include: Logo on Step & Repeat banner + 4 GA Tickets*

**VALET - \$5000** – (1 available) Your logo will be the first thing guests see when they arrive at the event. As the Valet Sponsor, you not only save guests a walk in their heels, but your brand could be the first thing on their minds as they leave the event when a branded hangtag is left in their car with your name or logo, showing you support Naples Cancer Advisors. Marketing benefits + 4 GA Tickets

**SUNGLASSES SIGNATURE GIFT - \$5000** – (1 available) As our signature gift sponsor, your logo would be showcased on the gift that will be pre-set at each table setting of 300+ guests. This year's gift is Iris Apfel sunglasses! Don't miss out on having your logo represented along with this fashion icon at this year's event. Marketing benefits + 4 GA tickets

**SHOE GUYS - \$5000** – (1 available) Sponsor our charming "Sole Men" working the room and engaging more than 350 women. It's a great opportunity to showcase your branding on the "Sole Men" shirts, plus your logo will appear on each Sole Man's peer-to-peer fundraising page and donation thank you email!  
*Benefits Include: Logo on shirts, signage, e-blasts + 4 GA Tickets*



# Menu of Additional SPONSORSHIPS

## IT'S ABOUT THE BLING SPONSOR - \$2,500

*It's About the Bling sponsorship benefits include:*

- A \$2,500 investment in Naples Cancer Advisors
- Link to your website from the Naples Cancer Advisors and WW&S websites
- Name in the event program & on event signage
- Two (2) GA tickets

## IT'S ABOUT THE BLING SPONSORSHIP OPTIONS INCLUDE:

**KEY TO THE DESTINATION - \$2,500** – (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-Destination sponsor. *Benefits Included: Logo on signage, e-blasts, and all raffle materials + 2 GA tickets*

**BEST IN SHOE - \$2,500** – (3 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. *Benefits Include: Logo recognition + 2 GA tickets*

**ENTERTAINMENT - \$2,500** – (1 available) The best part of the afternoon is supporting Naples Cancer Advisors 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. *Marketing benefits + 2 GA tickets*

**KEEP IT CLEAN - \$2,500** – (1 available) Your logo front & center when the ladies (and gents) visit the restroom! Your logo will be prominently featured on the mirrors and you have the opportunity to feature products (lotions, potions, hand soaps, etc.) in the restroom! *Marketing benefits + 2 GA tickets*

**MYSTERY BOX PULL - \$2,500** – (1 available) Guests love a good mystery. Your logo (along with event branding) will be featured on the 50 mystery boxes on display in the marketplace for guests to choose and win! Your logo will be prominently featured on the Mystery Box Pull signage and display. Language on sign says, "Mystery Box Pull presented by XYZ Company." *Marketing benefits + 2 GA tickets*

**REGISTRATION - \$2,500** – (1 available) Sponsor the very first stop for our guests: registration! Logo featured prominently at registration (and check out!). *Benefits include: Logo recognition + 2 GA tickets*

## BEAUTIFUL EMBELLISHMENT SPONSOR - \$1,500

*It's About the Bling sponsorship benefits include:*

- A \$1,500 investment in Naples Cancer Advisors
- Name in the event program & on event signage
- One (1) GA ticket

## BEAUTIFUL EMBELLISHMENT SPONSORSHIP OPTIONS INCLUDE:













**HYDRATION STATION - \$1,500** – (1 available) Help our fabulous attendees hydrate at the water stations. Elegant signage at each hydration station throughout the venue. *Benefits Include: Logo recognition + 1 GA ticket*

**COCKTAIL NAPKIN SPONSOR - \$1,500** – (1 available) Be the logo prominently featured on all cocktail napkins for the event. Every best-dressed lady needs somewhere to blot her lips! *Benefits Include: Logo recognition + 1 GA ticket*

**MIRROR MIRROR - \$1,500** – "Who's the fairest of them all?" Underwrite the marketplace vendor mirrors and your logo will be placed throughout. *Benefits Include: Logo recognition + 1 GA ticket*

# Sponsorship Benefits

## AT A GLANCE

Sponsorship Benefits	Tickets & Gift Item	Logo & Link Promo	Marketing Opportunities	On Stage Recognition	VIP Parking
<b>Platinum Presenting</b> \$25,000	One VIP table for 12 guests and premium gift for 12 guests				
<b>Diamond Stiletto</b> \$15,000	One VIP table for 10 guests and premium gift for 10 guests				
<b>Gold Heels</b> \$10,000	One VIP table for 10 guests and premium gift for 10 guests				
<b>Silver Slippers</b> \$5,000	Four General Admission tickets and gift for 4 guests				
<b>It's About the Bling</b> \$2,500	Two General Admission tickets and gift for 2 guests				
<b>Beautiful Embellishment</b> \$1,500	One General Admission ticket and gift for 1 guest				

### 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: Lana Uhrig at [lanauhrig@naplescanceradvisors.org](mailto:lanauhrig@naplescanceradvisors.org) or 239-846-2273

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





wine  
women & shoes®  
BENEFITING NAPLES CANCER ADVISORS  
PRESENTED BY

LO  
Hat Co.

CHILDREN'S BOOK AUTHOR  
Candice Krouton

## SPONSORSHIP OPPORTUNITIES

- Platinum Pumps Presenting - \$25,000     Diamond Stiletto - \$15,000     Gold Heels - \$10,000  
 Silver Slippers - \$5,000     It's About the Bling - \$2,500  
 Beautiful Embellishment - \$1,500     Honorary Committee - \$500

**CONTACT INFORMATION** Name (For Recognition Purposes): \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

### PAYMENT INFORMATION

Send invoice to (Name & Address): \_\_\_\_\_

Enclosed is a check for \$ \_\_\_\_\_ made payable to *Naples Cancer Foundation*

Please charge my CC for \$ \_\_\_\_\_

**Choose one:**  VISA     MasterCard     AMEX     Discover

Name as it appears on the card: \_\_\_\_\_

CC#: \_\_\_\_\_ Exp Date: \_\_\_\_\_ CVN: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



**RETURN FORM VIA MAIL OR EMAIL TO Naples Cancer Advisors**

**Mail:** PO BOX 7401, Naples FL 34101

**Email:** [lanauhrig@naplescanceradvisors.org](mailto:lanauhrig@naplescanceradvisors.org)

**PLEASE SEND LOGOS TO:** [jake@naplescanceradvisors.org](mailto:jake@naplescanceradvisors.org)

EPS or high-resolution jpg or png formats