



wine
women & shoes®
— BENEFITING —
Ronald McDonald House Charities®
Piedmont Triad

Sponsorship Opportunities



Heels. Hope. Happy Little Soles.



Ronald McDonald
House Charities®
Piedmont Triad

Join Us!

THURSDAY, MAY 9TH

5:30 – 9:30 PM

LEGACY STABLES & EVENTS



Wine Women & Shoes has exploded across North America in the last decade, producing more than 500 fabulous events that have helped raise an impressive \$126 million net for nonprofit partners.

Wine Women & Shoes events are fun, festive, and full of feminine soul – community celebrations that bring women together around fine wine, great style, and causes that matter!

WWS AUDIENCE

- 80% women ages 30 to 65
- 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
- Attend charitable and fashion events
- Enjoy wine and attend wine events
- Represent the typical luxury brand consumer
- On average, they donate/spend \$200-\$1,000 per event
- Notoriously a difficult audience to get in front of, WWS maximizes brand investment by showcasing to focused target market

The Perfect Pair...

**RONALD McDONALD HOUSE CHARITIES®
PIEDMONT TRIAD AND WINE WOMEN & SHOES.**

OUR MISSION

The Ronald McDonald House Charities Piedmont Triad (RMHCPT) provides a home away from home in our House and Family Rooms for families with children receiving medical care in our community.

OUR VISION

Give families with children receiving medical care in our community access to the resources necessary to support the whole family.

CORE PROGRAM AREAS

RMHCPT is an independent, community-supported 501(c)(3) nonprofit organization. Our Ronald McDonald House® program offers 36 bedrooms with private baths for families, four living rooms, playrooms, a playground, support services, and a communal kitchen with pantry items, fresh foods, and meals. Our Ronald McDonald Family Room® program is located in three of our community hospitals and serves as a quiet respite space with snacks and drinks for families to recharge away from their child's bedside. We operate ten Hospitality Carts in nine different medical facilities bringing our comfort items directly to families. Families receive our program services thanks to the generous support of individuals, corporations, churches, and civic groups.

IMPACT BY NUMBERS

Our House program served 893 families from 58 NC Counties and 10 other states. Our Family Room program welcomed 15,124 visits, and our Hospitality Cart program served 21,151 individuals.

QUESTIONS AND CONTACT:

Mindy Bloom, Chief Development Officer
MindyB@rmhcpt.org www.rmhcpt.org
O: (336) 970-5658 M: (336) 408-0033

Marketing Strategy

SAVE-THE-DATE

A postcard formally announcing the event date and theme, as well as appropriate sponsors, will be distributed to targeted lists of donors, and attendees through print mail. An electronic version will be distributed broadly via email to donors and friends of the RMHCPT database.

Expected audience: 2,000

INVITATION

The full-color event invitation will be mailed to current sponsors, guests, targeted donors and supporters approximately 7-8 weeks before the event. The invitation will include recognition for appropriate sponsors and event details. An electronic version will be distributed to the RMHCPT donor base and the wider community.

Expected audience: 1,250

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 RMHCPT webpage and online registration.

Expected audience: 1,250

SOCIAL MEDIA

With followers numbering 9,000+ spread across social media outlets, RMHCPT will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous organic and paid content.

Expected audience: 15,000

PRINTED PROGRAM

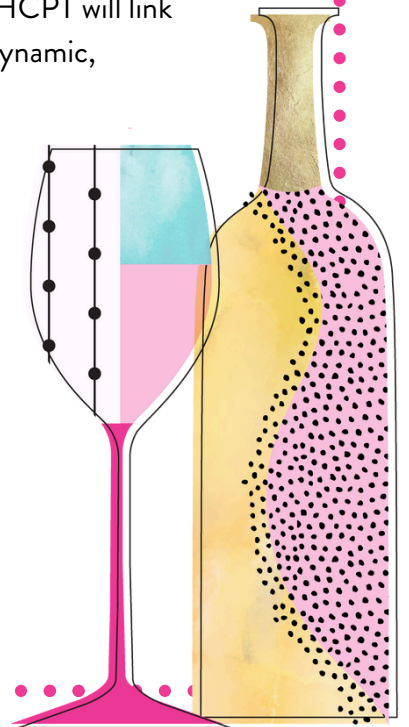
The program book is distributed to all guests at the event. This book includes event details, sponsor recognition, RMHCPT information, paid advertisements, and live and silent auction item descriptions.

Expected audience: 300

NEWSLETTERS/E-PROMOTIONS/EBLASTS

Newsletters will be emailed to the entire network of RMHCPT supporters.

Expected audience: 2,000





Put your best foot forward!

**\$25,000 PLATINUM PUMP
EXCLUSIVE PRESENTING SPONSOR**

Benefits include:

- A \$25,000 investment in Ronald McDonald House Charities Piedmont Triad
- Exclusive recognition as presenting sponsor with name and/or logo incorporated in Wine Women & Shoes event logo and branding
- Prominent logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including save the dates, invitations, programs, and signage (when secured by marketing deadline)
- Prominent logo recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook & Instagram) reaching RMHCPT followers
- Link to your company website from the RMHCPT and WW&S event websites
- Opportunity to provide a 30 second video OR have a company representative address the audience during the seated program (1-2 min)
- Opportunity to place a premier item in swag bag (event appropriate items only)
- One reserved table for a total of ten (10) guests with prominent seating
- Swag Bags for ten (10) guests





Go for gold!

\$15,000 GOLDEN HEELS (Includes 8 Tickets)

Benefits include:

- A \$15,000 investment in Ronald McDonald House Charities Piedmont Triad
- Prominent logo placement in event public relations and advertising initiatives, press releases, and event collateral including save the dates, invitations, programs, and signage (when secured by marketing deadline)
- Logo recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook & Instagram) reaching RMHCPT followers
- On-stage verbal recognition during the seated program
- Link to your company website from the RMHCPT and WW&S event websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Tickets for 8 guests
- Swag Bags for eight (8) guests



It's all about the bling!

\$10,000 SILVER SLIPPERS (Includes 6 Tickets)

Benefits include:

- A \$10,000 investment in Ronald McDonald House Charities Piedmont Triad
- Logo placement in some event public relations and advertising initiatives, press releases, and event collateral including save the dates, invitations, programs, and signage*
- Logo recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook & Instagram) reaching RMHCPT followers
- On-stage verbal recognition during the seated program
- Link to your company website from the RMHCPT and WW&S event websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Tickets for 6 Guests
- Swag bags for six (6) guests



Keep your spurs on!

\$7,500 BRONZE BOOTS (Includes 4 Tickets)

Benefits include:

- A \$7,500 investment in Ronald McDonald House Charities Piedmont Triad
- Logo placement in some 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 RMHCPT and WW&S event websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Tickets for 4 Guests
- Swag Bags for four (4) guests



“There’s no place like home!”

\$5,000 RUBY SANDALS (Includes 2 Tickets)

Benefits include:

- A \$5,000 investment in Ronald McDonald House Charities Piedmont Triad
- Company name on event collateral including programs and signage*
- Link to your website from the RMHCPT and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Tickets for 2 Guests
- Swag bags for two (2) guests

Menu of Additional Sponsorships

\$7,500 SPONSORSHIPS (Includes 4 Tickets)

Automobile (1 available) Drive the attendees wild by promoting your vehicles at Wine Women & Shoes.

Display cars at the event while working the room. Photo opps abound!

Mission Moment (1 available) Tie your brand to the ultimate emotional moment by underwriting production costs for the heartfelt Mission Moment video. Includes verbal recognition during the introduction of the video, logo impressions during playback positioned as, "This moment made possible by...", company name or logo on event slides and signage, and continued impressions as video is shared on social sites.

\$5,000 SPONSORSHIPS (Includes 2 Tickets)

Shoe Crew (1 available) Sponsor our charming "Shoe Crew" working the room and engaging with 300 attendees. It's a great opportunity to showcase your branding on the "Shoe Crew" shirts, plus your logo on the Shoe Crew's peer-to-peer fundraising page and donation thank you email!

Wine Glass (1 available) 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.

Live Auction (1 available) Who doesn't want to be a part of the excitement of the Live Auction?! Receive logo recognition on the Live Auction preview eblast, all Live Auction slides and verbal Live Auction thank you acknowledgments from stage during the Live Auction.

Fashion Show by Dillard's (1 available) All eyes are on the stage during the fashion show, and that moment could be brought to the guests by you! Logo Recognition during Fashion Show, promotion, on eblasts and event signage.

Swag Bags (1 available) Your logo will appear on the coveted swag bag gifted to all attendees. Hundreds of local tastemakers will soon be parading your branded tote/bag all over town.

Paparazzi Photo Backdrop (1 available) Your sponsor logo will be on a vibrant banner backdrop (along with the WW&S and RMHCPT logos) for the event entry photo opp, getting endless impressions, likes and shares!



\$2,500 SPONSORSHIPS (Includes 2 Tickets)

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 on signage, e-blasts, and raffle materials.

Wall of Wine (1 available) For this wine focused event, your logo will be prominently featured on the Wall of Wine signage and Wall of Wine display. Language on sign says, "Wall of Wine presented by YOUR COMPANY."

Best in Shoe Awards (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 announce the winners as part of the live program.

Silent Auction (1 available) As guests bid to their hearts' content on fabulous Silent Auction packages, your logo would be represented in this prime location!

Marketplace (1 available) As our guests' shop, this opportunity ensures they know who you are in every possible way. Underwrite the marketplace and your signage will be placed throughout the venue.

Volunteer (1 available) Be a part of encouraging the hardest working people in the room – our amazing volunteers! Your logo highlighted on their volunteer shirts and displayed throughout volunteer areas.

\$1,500 SPONSORSHIPS (Includes 1 Ticket)

Hydration Station (1 available) Help our fabulous attendees hydrate at the water stations. Elegant signage at each hydration station throughout venue.

Cocktail Napkin (1 available) Your logo will be prominently featured on all cocktail napkins for the event. Every best-dressed lady needs somewhere to blot her lips!

Mirror Mirror (1 available) "Who's the fairest of them all?" Underwrite the marketplace vendor mirrors and your logo will be placed throughout.

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:

Mindy Bloom at (336) 970-5658 or MindyB@rmhcpt.org

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



Sponsor Commitment

YES! I would like to attend/sponsor Wine Women & Shoes on May 1, 2025

SPONSORSHIP OPPORTUNITIES

Platinum Pump Exclusive Presenting \$25,000

Golden Heels \$15,000

Silver Slippers \$10,000

Bronze Boots \$7,500

Ruby Sandals \$5,000

Additional Opportunity \$7,500 (name of sponsorship) _____

Additional Opportunity \$5,000 (name of sponsorship) _____

Additional Opportunity \$2,500 (name of sponsorship) _____

Additional Opportunity \$1,500 (name of sponsorship) _____

REGISTRATION INFORMATION

Name for Sponsor Recognition Purposes: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

PAYMENT INFORMATION

Check enclosed payable to Ronald McDonald House Charities Piedmont Triad

Please invoice me _____

Charge my Visa Mastercard AMEX Discover

Name on Card _____

Billing Address _____

Credit Card Number _____ Exp Date _____ CVV _____

Signature _____ Date _____

I am unable to participate but would like to donate to RMHCPT \$ _____

Please submit electronic logos in .EPS/.JPG format at a minimum of 300 dpi at actual size, color, and black and white. If logo is not received by March 28, partner may be recognized in text.

Please make checks payable to Ronald McDonald House Charities Piedmont Triad
419 S. Hawthorne Road | Winston-Salem, NC 27103 | (336) 970-5658 | MindyB@rmhcpt.org
Federal Tax-Exempt ID Number: 58-1454715