



wine  
women & shoes®  
*Benefiting*  
**FRIENDSHIP HOUSE**  
May 18, 2025



# Nashville *Nights*

September 27, 2025



*Sponsorship Opportunities*



For 47 years, Friendship House has provided quality residential and dementia care in a safe, charmingly homey environment. Friendship House has been warmly supportive of elders and their families since founded in 1978 by Dr. Lou Netzer, a long-time family practice doctor in the Valley. His vision was a home-like environment for the elderly who were frail but not needing the service provided in a nursing-home setting. Our homes and our care and passions are solely devoted to our Alzheimer's and dementia residents. It is with respect and love that we maintain a welcoming home for them, their families and friends. The generous support of the community has enabled us to be known for our affordability as well as our high standard of excellent personal care.

## A GLIMPSE INTO OUR PROGRAMS

### **Assisted Living Residential Care:**

We offer varying levels of care based on the unique needs of each resident. Some residents require minimum supervision, while others need full assistance for all daily living activities. Our staff is carefully selected, specially trained, and certified in dementia care. Our homes and campus are designed to provide a safe, secure, and stimulating environment for our residents. Great care is taken to provide a regular daily routine, an important aspect of managing Alzheimer's and dementia, while continually focusing on person-centered care.

### **Overnight Respite Care:**

For family caregivers, we offer a break and a helping hand. Our program is ideal for individuals and families needing support caring for a family member living with them. Whether it is an overnight stay, a week, or as long as a month, all our services and amenities are included in the stay, as well as 24-hour supervision, meals, and activities. Caregivers could use a little break, and our respite program is here for the community.

### **Life Enrichment Day Program:**

Our Day Program for Seniors affected by memory loss, dementia, Alzheimer's, or who are medically frail, providing a safe and stimulating environment where each day is filled with conversation, music, activities, and laughter. The caring staff strives to pamper and entertain the participants with activities customized to their individualized interests and abilities. A nutritious lunch is served along with morning and afternoon snacks. Most importantly, participants find socialization and acceptance in a homelike setting. Our services also cater to the caregivers, providing them the flexibility and support they need to care for their loved ones at home. Flexible schedules and affordable rates are perfect for caregivers who work or need respite from their care schedules.

### **Support Services**

Support Groups - Facilitated by the Alzheimer's Association and open to the public free of charge.

Community Education - lead by local physicians and specialists in Aging, Wellness and Nutrition and open to the public free of charge.

Referrals - Information and support for seniors and the community.

## WINE WOMEN & SHOES AUDIENCE

- 80% Women ages 30 to 65
- CEO Moms, 30-something Young Professionals
- Key Influencers, Tastemakers, and Connectors
- Charity Supporters, Socially Conscious and Community Minded
- Concerned About the Health and Well Being of Themselves and Others
- Pay Attention to Fashion and Fashion Events
- Enjoy Wine and Attend Wine Events
- Represent the Typical Luxury Brand Consumer
- Donate/Spend Average of \$200-\$600 Per Event

## NASHVILLE NIGHTS AUDIENCE

- All Ages are Welcome!
- Country Music Enthusiasts
- Affluent Philanthropic Individuals
- Charity Supporters, Socially Conscious and Community Minded
- Local Craft Beer Connoisseurs, Fine Wine Aficionados, and BBQ Lovers
- Donate Average \$300-\$5000

# Sponsorship Opportunities

Friendship House hosts two phenomenal fundraising events annually. As a sponsoring business and partner to Friendship House, you have an opportunity to sponsor one or both of these events! Please see the levels and opportunities below. If you would like to combine any of these sponsorship opportunities and double your impact, you'll be able to indicate which levels and opportunities you'd like to select on the final page.

## \$30,000 PRESENTING SPONSOR

Want to double your impact and visibility? Becoming the Presenting Sponsor for BOTH Wine Women & Shoes and Nashville Nights! The Presenting Sponsor opportunities are exclusive for each event and will be honored on a first come, first served basis.

### Wine Women & Shoes - \$15,000

- Exclusive title recognition. Your company name will be associated with everything involving Wine Women & Shoes benefiting the Friendship House, Presented by ("Your Company Name /Logo Here")
- Includes your name/logo incorporated into the official event logo displayed on all collateral, event signage, social networking campaigns, and webpages
- Logo printed on 300 wine glasses that each event guest gets to take home
- As our lovely attendees enter the event, they are photographed in front of a Step and Repeat Banner with your sponsor logo splashed all over it
- Opportunity to welcome and thank the audience during the program portion of the event
- Company name/logo and click through link on event webpage
- Full page ad in program
- Opportunity to place a premier item in swag bag (event appropriate items only)
- 1 VIP table (10 guests)

### Nashville Nights - \$15,000

- Exclusive title recognition. Your company name/logo will be associated with everything involving Nashville Nights
- Includes your name/logo incorporated into the official event logo displayed on all collateral, event signage, social networking campaigns, and webpages
- As attendees enter the event they are photographed in front of a Step & Repeat Banner with your sponsor logo splashed all over it
- Full page color ad in program, front inside cover
- Company name/logo and click through link on event webpage
- Sponsor banner hung on the main stage and in courtyard
- Opportunity for on-site promotion at venue with banner, booth in courtyard, vehicle, etc.
- Dedicated social media highlight post
- Exclusive invitation for 4 to attend a meet & greet reception with the Nashville Nights Artists on Thursday evening before the event
- (10) Fandango Tickets- VIP front and center seats with BBQ and two drink tickets

### WWS Exclusive Marketplace - \$10,000

- As our lovely attendees enter the event, they are photographed in front of a Step and Repeat Banner with your sponsor logo splashed all over it
- Your name and logo placed prominently on all Marketplace signage
- On-stage verbal recognition
- Full page ad in program
- Your name/logo will have prominent placement on all collateral, event signage, social networking campaigns and webpages.
- Company name/logo and click through link on event webpage
- 1 VIP table (10 guests)

### Nashville Nights Exclusive Songwriter - \$10,000

- Business name on all Nashville Nights media advertising, print and digital
- Company name/logo & click through link on event webpage
- Full page Ad in program
- Sponsorship signage / banner in courtyard area.
- Opportunity for on-site promotion at venue with banner, booth in courtyard
- Exclusive invitation for 2 to attend a meet and greet reception with the Nashville Nights Artists on Thursday evening before the event
- (6) Fandango Tickets- VIP front and center seats with BBQ and two drink tickets

## Automobile Sponsorship - \$7,500

- Showcase your finest vehicle(s) at the entrance to the event. Create instantaneous brand recognition with this premier placement
- Photos opportunities with cars and logo recognition
- Link to your company website from the event website(s)
- Half page ad in the program
- (4) VIP Tickets

## AVAILABLE FOR BOTH EVENTS

### WWS One-of-a-Kind Sponsorships - \$5,000

**Fashion Show** - Take it to the catwalk! All eyes are on the stage during the climactic fashion show, and that moment could be brought to the guests by you!

- Logo recognition during the Fashion Show and promotion
- Verbal recognition from the stage
- (4) VIP tickets

**Best in Shoe** - Celebrate our attendees' fabulous footwear by promoting the "Best in Shoe" awards. Your designated judges will choose the winners and have the opportunity to strut on stage and announce the winners as part of the live program.

- Logo recognition
- (4) VIP tickets

### Nashville Nights Artist Meet & Greet Sponsor - \$5,000 (3 available)

- Only three local businesses will have the opportunity to co-host a meet & greet artist reception held at the Hitching Post. The reception will include appetizers, hosted bar, live music and opportunity to meet the Nashville Artists.
- Corporate identification on all Nashville Nights media advertising, print and digital
- Half page Ad in program
- Business will be acknowledged at the reception as a co-host and on signage
- Sponsorship signage at main event
- Company name/logo & click through link on event webpage
- Exclusive invitation for (2) to attend a meet & greet reception with the Nashville Nights Artists on Thursday evening before the event at Hitching Post tasting room
- (2) Fandango tickets with VIP front & center seating, BBQ, & 2 drink tickets

### WWS One-of-a-Kind Sponsorship - \$2,500

**Mission Moment** - Tie your brand to the ultimate emotional moment

- Underwrite all of the production costs for the heartfelt mission video
- Verbal recognition during the introduction of the video
- Logo recognition within the video

**Key-to-the-Closet** - One hundred keys for sale, and only 1 will win a collective bounty of donated items. What's in the closet? Fashion? Gift certificates? All will be revealed on the day of the event!

- Your brand will be featured as the Key-to-the-Closet sponsor
- Logo recognition
- (2) VIP tickets

**Parking/Transportation** - Be the first and last logo guests see at Wine Women & Shoes!

- Logo recognition
- Up to 4 impressions on event day with your logo on directional & parking signs, plus in the window of each transportation vehicle
- (2) VIP tickets

### Nashville Nights One-of-a-Kind Sponsorship - \$2,500

**Mission Moment (3 available)** - Tie your brand to the ultimate emotional moment for this heartfelt Mission Moment video.

- Underwrite all of the production costs for the heartfelt mission video
- 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 the company name or logo

**Live Auction (3 available)** - Be a part of the highest energy moment of the event!

- Logo recognition on the Live Auction preview e-blast, all Live Auction slides, and Live Auction thank you acknowledgments
- Verbal recognition from stage
- (2) VIP tickets

**Signature Cocktail** - Have your name associated with the most popular drink of the day!

- Your logo will be featured as the cocktail sponsor
- Logo recognition
- (2) VIP tickets

**Shoe Guys** - Sponsor 20+ charming "Shoe Guys" working the event and engaging more than 200 women. It's a great opportunity to showcase your brand. These men are a targeted group of brand ambassadors who are guaranteed to be the hit of the event.

- Logo recognition
- Your logo on the "Shoe Guys" T-shirts
- (2) VIP tickets

**Beverage Bounty** - Pull a mystery bottle of wine or spirits to take home!

- Logo prominently featured on signage & Individual bags for bottles
- Logo recognition
- (2) VIP tickets

**Restroom Sponsor** - Pampering the attendees is a luxury well afforded with your name proudly displayed!

- Opportunity to put your company logo on lotions and soaps in the venue restrooms
- Logo recognition
- (2) VIP tickets

**Hoe-Down Concession (3 available)** - The concessions stand is one of the busiest locations during Nashville Nights with volunteers from Friendship House making sure all attendees are well fed and happy.

- Concession volunteers will wear a branded t-shirt with your company's logo
- Logo recognition

**Volunteer (3 available)** - Volunteers are vital to the success of Nashville Nights!

- Event volunteer will wear a branded t-shirt with your company's logo
- Logo recognition

**Benefits for all \$2,500 sponsors include:**

- The right to use the designation "Supporting Sponsor" & the Nashville Nights logo in existing corporate advertising.
- Corporate identification on all Nashville Nights media advertising, print and digital.
- Company name/logo & click through link on event webpage
- Fourth page Ad in program
- Sponsorship Signage at main event
- (2) Chuckwagon tickets - VIP front and center seats with Hitching Post BBQ and 2 drink tickets

**WWS Exclusive - One-of-a-Kind Sponsorship - \$1,500**

Benefits for all \$1,500 sponsors include:

- Logo recognition
- (2) General Admission Tickets

**Non-Alcoholic Beverage/Hydration Station** - Help our fabulous attendees hydrate at the water/non-alcoholic hydration station. Elegant signage and dispensers will draw a thirsty crowd.

**Live Auction** - With every paddle raised, your logo will be on full display!

**Mirror Mirror** - "Who's the fairest of them all?" Underwrite the Marketplace vendor mirrors and your logo will be placed throughout.

**Cocktail Napkins** - As attendees sip and shop, you can help support the cause by sponsoring napkins. Your logo will appear throughout the event!



# Sponsor Commitment

We are excited to be a part of Wine Women & Shoes and/or Nashville Nights!

## Wine Women and Shoes

- Wine Women & Shoes Presenting Sponsor - \$15,000
- WWS Exclusive Marketplace Sponsor - \$10,000
- WWS Automobile Sponsor - \$7,500
- WWS Fashion Show Sponsor - \$5,000
- WWS Best in Shoe Sponsor - \$5,000
- WWS One-of-a-Kind \$2,500 Sponsor \_\_\_\_\_
- WWS One-of-a-Kind \$1,500 Sponsor \_\_\_\_\_
- Other \_\_\_\_\_

## Nashville Nights

- Nashville Nights Presenting Sponsor - \$15,000
- Nashville Nights Exclusive Songwriter Sponsor - \$10,000
- Nashville Nights Automobile Sponsor - \$7,500
- Artist Meet & Greet Sponsor - \$5,000
- Nashville Nights One-of-a-Kind Sponsor \_\_\_\_\_
- Other \_\_\_\_\_

Name for Recognition Purposes: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Check enclosed for \$ \_\_\_\_\_

Mail check payable to Friendship House at: 880 Friendship Lane, Solvang, CA 93463

Charge my Credit Card for \$ \_\_\_\_\_

Mail completed form to Friendship House at: 880 Friendship Lane, Solvang, CA 93463

Please Circle:          Visa          MasterCard          Amex          Discover

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

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

Company/Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

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



### DON'T SEE WHAT YOU ARE LOOKING FOR?

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

Please contact Tammy Westwood: [tammy@solvangfriendshiphouse.com](mailto:tammy@solvangfriendshiphouse.com) | 805.688.8748

*All contributions are tax-deductible to the fullest extent authorized by the law. TAX ID 95-3264110*

*For additional information please contact Tammy Westwood at [tammy@solvangfriendshiphouse.com](mailto:tammy@solvangfriendshiphouse.com) or 805.688.8748*