

Sponsorship Opportunities




wine
women & shoes®
Benefiting RMHC® of Amarillo



THURSDAY, APRIL 24, 2025
ARTS IN THE SUNSET



Ronald McDonald
House Charities®
Amarillo

Join Us!

**THURSDAY
APRIL 24, 2025
6:00PM
THE ARTS AT THE SUNSET**

There are few combinations that evoke glamour and fun as much as the perfect fit of Wine Women & Shoes. Amarillo's wine-savvy, shoe loving women will kick up their heels and sip fine wines from participating wineries, savor delectable bites, and shop the latest shoes and accessories from fabulous fashion vendors all while supporting an amazing cause. Over the last eleven years, WWS has raised more than \$100 million for women and children's causes.

We are so excited to host this event again in Amarillo in support of the families who call Ronald McDonald House their Home Away from Home. The 3rd annual Wine Women & Shoes takes place on April 24th and will include fine wines, savory eats, marketplace shopping, a best in shoe contest, charming Sole Men, a fun-filled fashion show, incredible auction and raffle items, and the opportunity to help keep families together when they need it most.

We have a variety of sponsorship options to fit your company's charitable strategy. With YOUR help, we can continue our mission of providing comfort, care, and support in a homelike environment to families of children receiving medical treatment.



**Ronald McDonald
House Charities®
Amarillo**

"I went into labor at 32 weeks. Our baby immediately went to the NICU. It was scary and heartbreaking. The Ronald McDonald House provided support in every way. We were overwhelmed by the generosity - so many of our needs were met before we even got here. So many of you checked on us and our kids by name every day. This was a home away from home and we will forever be grateful."

- Rebecca & Jonathan - White Deer, TX

We are the only organization in the region that exists solely to provide a home away from home to families of ill and injured children who must travel to receive medical care. Amarillo serves as the primary medical hub between Oklahoma City and Albuquerque, and from Lubbock to Wichita. As a result, families from the 26 counties of the Texas Panhandle as well as the Oklahoma Panhandle, Eastern New Mexico, Southwestern Kansas, and beyond rely on the vital services of the Ronald McDonald House Charities of Amarillo each and every year. Since first opening our doors in 1983, RMHC of Amarillo has provided more than 75,000 nights of hospitality to families.


































In a typical year, the Ronald McDonald House Charities of Amarillo impacts more than 1,000 families through our House, Family Room, and toy/gift delivery program in our partner hospitals. It costs approximately \$100 per night per room to care for a family at our House. For the overwhelming majority of families who are away from work for extended periods of time as bills and medical expenses stack up, a financial contribution of any amount is simply out of reach. Thanks to the generosity of advocates and supporters like yourself, we are able to offer 100 percent of our services and programs to all families at no cost.

A hospital stay is among the scariest events a child could ever face. Your support helps to ensure they don't have to do it alone. Please consider supporting Wine Women & Shoes as an individual or corporate sponsor.

Keeping Families Together

Become an Official Sponsor

WINE WOMEN & SHOES BENEFITING RMHC® OF AMARILLO
THURSDAY, APRIL 24, 2025 AT ARTS IN THE SUNSET | 6:00PM

	Platinum Pump Exclusive \$15,000	Diamond Stiletto \$10,000	Emerald Espadrille \$7,500	Golden Heels \$5,000	Silver Slipper \$2,500	Bronze Boot \$1,500
Exclusivity						
Recognition as presenting sponsor						
Unique speaking opportunity at event						
TV recognition						
Custom curated sponsorship package						
Recognition in pre and post event press releases						
Podium Recognition						
Local Magazine & PSA Recognition						
Facebook, Instagram, Website, Digital Newsletter	Story & Post	Story & Post	Post	Post	Post	Name
Unique Underwriting Opportunity						
Link to your company website from the WW&S website						
Tickets	VIP Table for 10 + swag bags for 10	VIP Table for 10 + swag bags for 10	VIP Table for 8 + swag bags for 8	GA Table for 8 + swag bags for 8	GA Table for 4 + swag bags for 4	GA Table for 2 + swag bags for 2

SPONSORSHIPS CAN BE CUSTOMIZABLE TO MEET YOUR NEEDS AND INTERESTS!

To request additional details regarding your uniquely crafted sponsorship investment, please contact Luke Oliver at luke@rmhcofamarillo.org or (806) 358-8177 Ext. 109. We are also accepting in-kind donations for the Key to the Closet raffle, silent auction, & live auction. Table sales and individual ticket sales coming soon!

Ronald McDonald House Charities of Amarillo is a 501c3 nonprofit organization. Tax EIN: 75-1790186

Marketing Strategy

SAVE-THE-DATE (Sponsors confirmed by January 19)

A message formally announcing the event date, as well as appropriate sponsors, will be distributed to targeted lists of donors, volunteers, and past fundraiser sponsors and guests through electronic mail and print mail. Expected audience: 2,000+

INVITATION (Sponsors confirmed by February 1)

The full-color event invitation will be distributed 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. Expected audience: 1,000+

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 RMHC of Amarillo webpage and online registration. Expected audience (RMHC of Amarillo website): 700+ monthly visits.

SOCIAL MEDIA

With an audience of over 8,000 spread across Facebook and Instagram, RMHC of Amarillo will link followers to our mission, our sponsors and their messages through dynamic, engaging and fantastic content.

PRINTED PROGRAM + DIGITAL DIRECT MAIL MARKETING

350 print programs distributed to all guests at the event. This book includes event details, sponsor recognition, RMHCA program information, and live/silent auction item descriptions. Additional email marketing on behalf of sponsors will be sent within a two-week window following the event.

NEWSLETTERS

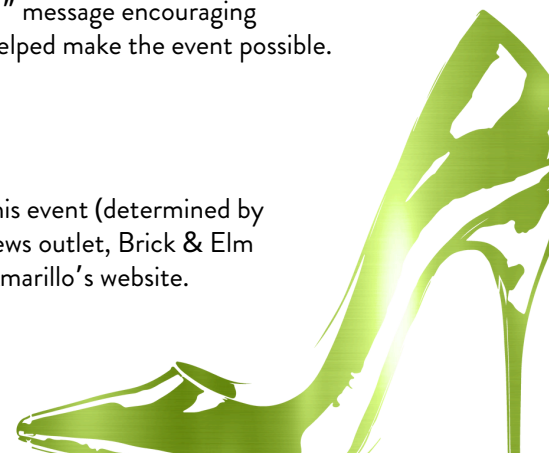
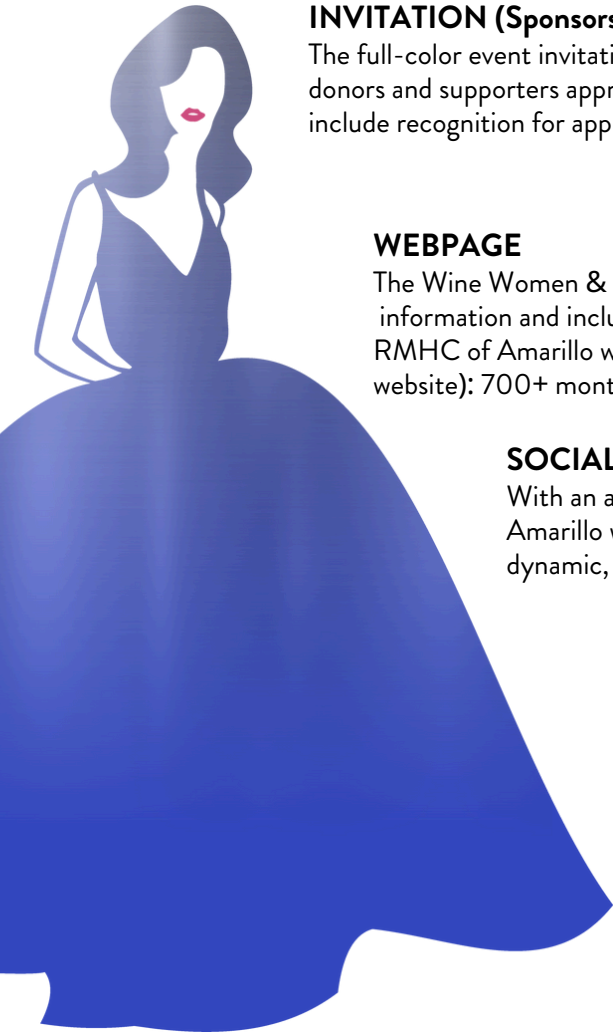
A newsletter will be sent to the entire network (3,000+) of RMHCA donors, volunteers, sponsors, and guest families with the latest news on event updates, activities, promotions, and more.

E-MAIL

All attendees will receive a follow-up survey to help gather data/insights for our event organizers, sponsors, and vendors to determine the level of enthusiasm from our audience members for each event component. Additionally, all attendees, sponsors, vendors, and volunteers will receive a post-event "thank you" message encouraging support all of our Wine Women & Shoes partners listed individually by name who helped make the event possible. Expected audience: 2,600+

OTHER MEDIA

Our partners will also receive additional publicity and coverage for participating in this event (determined by sponsorship level) through TV PSAs on NewsChannel10, the market's top-rated news outlet, Brick & Elm Magazine, Accent West Magazine, and the Ronald McDonald House Charities of Amarillo's website.



Sponsorship Opportunities

SOLD!

\$15,000 PLATINUM PUMP EXCLUSIVE TITLE

\$15,000 will cover costs for a family of four for 4 months

Benefits include:

- A tax-deductible investment in Ronald McDonald House Charities of Amarillo
- Exclusive title 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, save the date, and invitation**
- Logo printed on 350 wine glasses for each event guest to take home
- Prominent recognition and event website, e-blasts, and social networking campaigns reaching RMHC of Amarillo following
- Link to your company website from both RMHC of Amarillo & Wine Women & Shoes Websites
- Opportunity to have a company representative address the audience during the seated program
- Opportunity to place a premier item in swag bag
- One reserved VIP table for a total of 10 guests and 10 swag bags

\$10,000 DIAMOND STILETTO EXCLUSIVE MISSION MOMENT PARTNER

\$10,000 will provide 1 year of hospitality in the RMHC family room at NWTMS

Benefits include:

- A tax-deductible investment in RMHC of Amarillo
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, signage, save the date, and invitation
- Prominent recognition on event website, e-blasts, and social networking campaigns
- On-stage verbal recognition during the seated program and opportunity for a company representative to address the audience during the seated program
- Link to your company website from both RMHC of Amarillo & Wine Women & Shoes Websites
- Your branding displayed at the beginning and end of the ultimate emotional moment of the event, the Mission Moment video
- Opportunity to place a premier item in swag bag
- One VIP table for 10 guests with 10 swag bags



Sponsorship Opportunities

\$7,500 EMERALD ESPADRILLE

\$7,500 will fund 4 months of Family Support

SOLD!

Market Place Hors D'oeuvres /Phenomenal Food Sponsor): Appetizers never looked this good!! Sponsor our elegant food stations tagged with your company logo and have everyone talking about our great "taste" in caterers!

SOLD!

Key to the Closet Sponsor: A hundred keys for sale, and only one will hold the winning match to a collective bounty of donated treasures. The closet contains everything a woman wants—fashion, furniture, closet systems, and gift certificates for services like massage and facials. Your brand will be featured as the Key to the Closet sponsor and you could help announce the winner onstage.

SOLD!

Live Auction Sponsor: Every bidder will see your logo on full display for all components of the live auction!

\$5,000 GOLDEN HEELS

\$5,000 will staff our guest services desk for 1 month

Stage Sponsor (1 available): See your business' logo up front and center during all of the action during the seated portion of the night's festivities!

Sole Men Sponsor (1 available): Sponsor our charming "Sole Men" working the room and engaging with more than 350 attendees. It's a great opportunity to showcase your branding on the Sole Men t-shirts, plus your logo on each shoe guy's peer-to-peer fundraising page and donation thank you email!

SOLD!

Luxury Car Sponsor (1 available): The sweetest ride belongs to the official car brand of our event. This partnership includes the opportunity to display vehicles onsite at our event accompanied by signage exclusive to your business.

SOLD!

Step and Repeat Banner Sponsor: Boost your brand as your logo gets prime viewing on the Step and Repeat banner utilized for photo ops and social media posts all throughout the night!

SOLD!

Wall of Wine Sponsor: For this wine focused event, your logo will be prominently featured on the Wall of Wine signage and Wall of Wine display.

SOLD!

Hydration Station & Magnificent Mocktail - Help our attendees stay hydrated and refreshed! Your logo and branding will be on prominent display at the drink station!



BENEFITS INCLUDE:

A tax-deductible investment in RMHC of Amarillo, Logo placement on event webpage, name on post-event communications, name/logo recognition on social networking campaigns, name recognition on event e-blasts, and 1 regular table for 8 guests and 8 swag bags (Golden Heel sponsors) 1 VIP table for 8 guests and 8 VIP swag bags (Emerald Espadrille).

Sponsorship Opportunities

\$2,500 SILVER SLIPPERS

\$2,500 will provide one month of care for a family of 4

SOLD!

Swag Bags Sponsor: It's all in the Bag!!! Your logo will appear on the coveted swag bag gifted to all attendees. Hundreds of local tastemakers will soon be parading your branded tote all over town.

Napkin Sponsor (1 available): As attendees sip fine wines and shop – you can support the cause by sponsoring the cocktail napkins at the event.. Your logo will be on 2,000 cocktail napkins at the event.

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

Volunteer Sponsor (1 available): Be a part of encouraging the hardest working people in the room – our amazing volunteers! Your logo will be highlighted on all volunteer lanyards throughout the space.

Photo Booth Sponsor (1 available): Your logo gets the 360-degree snapshot treatment on all pics captured at the photo booth throughout the evening. Say cheese!

VIP Experience Sponsor (1 available): Help us roll out the red carpet for our VIP attendees and provide an elevated experience for the select few. Your brand will be highlighted with all of the extra bells and whistles at our VIP tables.

Heads or Tails Sponsor (1 available): Keep them on their toes as the sponsor of the Heads or Tails game. Your logo on 200 necklaces for participants in the Heads or Tails game. You can come up on stage and present the winner with their prize!

\$2,500 SPONSOR BENEFITS INCLUDE:

A tax-deductible investment in Ronald McDonald House Charities of Amarillo, name placement on event webpage, recognition on event communication and social networking campaigns, and 4 regular tickets and 4 swag bags.



Sponsorship Opportunities

\$1,500 BRONZE BOOT

\$1,500 provides meals and pantry supplies for 1 month

Phone-Charging Station Sponsor (1 available): Your logo featured at our handy phone charging stations.

Registration Sponsor (1 available): Your logo featured prominently on signage for 350 attendees at the beginning of the event for registration, and closing the night out at our "auction check-out."

Mirror Mirror Sponsor (1 available): "Who's the fairest of them all?" Sponsor may underwrite the marketplace vendor OR bathroom mirrors and their logo, as well as fun phrases like "You look mah-vellous!"

Bag/Coat Check Sponsor (1 available): Stay top of mind by watching their bags, and wine, and winnings! Your logo is printed on bag check tags as well as signage.

Restroom Spa Baskets Sponsor: Pampering the attendees is a luxury well afforded with your name proudly displayed.

Best in Shoe Award Sponsor (2 available, 1 sold: Polished Pump, Bodacious Boot, Stupendous Sandal): 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. Your logo will be placed on signage in the marketplace, onscreen during awards, and on the winner's sash for your category!

SOLD!

1
SOLD!



\$1,500 SPONSOR BENEFITS INCLUDE:

A tax-deductible investment in RMHC of Amarillo, name placement on event webpage, recognition on event communication and social networking campaigns, 2 regular tickets and 2 swag bags.

\$500 HONORARY COMMITTEE MEMBER

\$500 provides one month of transportation for families

See your name (or your business' name/logo) listed in 350 event programs and in an e-blast to 2,400+ email contacts, as an Honorary Committee member serving and supporting our mission through this spectacular event.

Sponsorship Commitment



YES! I would like to attend/sponsor Wine Women & Shoes on April 24, 2025!
Tickets and sponsorships available online at winewomenandshoes.com/rmhcofamarillo

SPONSORSHIP OPPORTUNITIES

- ~~Platinum Pump Exclusive Title Sponsor \$15,000 (Sold-Happy State Bank)~~
- Diamond Stiletto Exclusive Mission Moment Sponsor \$10,000
- Emerald Espadrille Sponsorship \$7,500 Name of Sponsorship _____
- Golden Heels Sponsorship \$5,000 Name of Sponsorship _____
- Silver Slipper Sponsorship \$2,500 Name of Sponsorship _____
- Bronze Boot Sponsorship \$1,500 Name of Sponsorship _____
- Honorary Committee \$500
- Please send me information about universal sponsorship opportunities!

REGISTRATION INFORMATION

Name for Sponsor Recognition Purposes: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

PAYMENT INFORMATION

- Check enclosed payable to RMHC of Amarillo
- Charge my: Visa Mastercard AMEX Discover
- Please invoice me _____

Name on Card _____

Billing Address _____

Credit Card Number _____ Exp Date _____ CVV _____

Signature _____ Date _____

- I am unable to participate but would like to donate to RMHC of Amarillo \$ _____

To ensure your company logo is included in event day materials, please mail or email this form to the address below by February 1, 2025.
Partners wanting this benefit must 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 February 1, 2025 partner may be recognized in text.

Please make checks payable to RMHC of Amarillo and send to: RMHC of Amarillo, 1501 Streit Drive, Amarillo, TX 79106
Phone: (806) 358-8177 | Email: rmh@rmhcofamarillo.org | Federal Tax-Exempt ID Number: 75-1790186