



wine
women & shoes®

BENEFITING



Fresh Start
Women's Foundation

Helping Women Help Themselves



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We are honored to host Fresh Start Women's Foundation's fourth annual Wine Women & Shoes luncheon on Saturday, September 18, 2021 at Chateau Luxe. This luncheon is the Auxiliary Board's signature fundraising event for the Foundation and includes a fabulous afternoon of sipping wine, shopping and mingling with friends – all for a good cause!

Fresh Start Women's Foundation offers programming for life skills, career advancement, education, and support services for women in need. With your help, we hope to achieve our goal of raising the necessary funds and awareness to keep these resources available to the women of Phoenix.

We ask that you join us in supporting our local women to get a Fresh Start.

Carina Lukas and Rayme Lofgren
Wine Women & Shoes Event Co-Chairs

How Do Your Sponsorship Dollars Help Women?

Fresh Start's clients come from all over the Phoenix Metropolitan area with different needs and goals. Whether a woman is seeking personal, professional, educational, or emotional support, Fresh Start designs an individualized plan to help her move forward.

Your sponsorship dollars will benefit the programs and services that help women in our community each year, including:



SOCIAL WORK SERVICES



CAREER SERVICES



EDUCATION



FAMILY LAW SUPPORT



MENTORING SERVICES



COMPUTER TRAINING

In 2020, Fresh Start had a significant impact on the community:

26,626 SERVICES PROVIDED

4,003 WOMEN SERVED

\$73,269 AWARDED IN CAREER & EDUCATION SCHOLARSHIPS

4,090 SOCIAL WORK SERVICES PROVIDED

2,008 FAMILY LAW SERVICES

12,087 WORKSHOP ATTENDEES

Fresh Start Women's Foundation is a 501(c)(3) nonprofit organization



SPONSORSHIP OPPORTUNITIES

PLATINUM PUMP PRESENTING SPONSOR - \$25,000 (1 Available)

Supports 615 single mothers with social work services providing them with an action plan towards self-sufficiency and providing indirect support to 1,535 children.

- Two Runway Champagne Tables for 10 at the event
- Exclusive Red Carpet Photo Backdrop - every guest will flash their best smile in front of the backdrop featuring your company logo along with Wine Women and Shoes and Fresh Start
- Listing as “Presenting Sponsor” on event invitation, press release, website, print program, e-blasts, & social media
- Special “Thank You” and verbal recognition during the luncheon
- One full-page ad in print program

CALL TO THE HEART SPONSOR - \$15,000 (1 Available)

Will support 48 computer workshops to help women with their technical skills, in order to compete in today’s job market.

- One Runway Champagne Table for 10 at the event
- Exclusive branding of the Call to the Heart during the luncheon program, including branded bid cards
- Listed as “Call to the Heart Sponsor” on website, print program & social media
- Full-page ad in print program

GOLD STILETTO SPONSOR - \$10,000 (3 Available)

Assists 556 survivors of domestic violence in developing critical coping skills, building resiliency, and recovering from abuse through support groups.

- One Runway Champagne Table for 10 at the event
- Exclusive branding for Silent Auction, Super Raffle or Lounge (choose one)
- Listed as “Gold Stiletto Sponsor” on website, print program & social media
- Full-page ad in print program

SHOE GUYS SPONSOR – \$10,000 SOLD!

Gives 44 women the opportunity to take a 40-hour course of the Jump Start Program designed to help them identify and prioritize their needs.

- One Runway Champagne Table for 10
- Sponsorship of the Shoe Guys and competition during the event, including branded shirts
- Company logo on website, print program & social media
- Half-page ad in print program

KEY TO THE CLOSET SPONSOR – \$7,500 SOLD!

Guides 7 women through Upward Mobility which is a rigorous program that is focused on career readiness and professional development in order to place women in nontraditional career industries.

- One preferred table for 10 at the event
- Branding on the Key to the Closet setup
- Listed as “Key to the Closet Sponsor” with logo on website, print program & social media
- Verbal recognition during the Key to the Closet winner reveal at the luncheon
- Half-page ad in print program





SPONSORSHIP OPPORTUNITIES

BEST IN SHOE SPONSOR — \$7,500 SOLD!

Provides prevention services to 50 girls including building social, emotional, and life skills; developing a positive sense of self; and connecting with others.

- One preferred table for 10 at the event
- Listing as the “Best in Shoe Sponsor” with logo on website, print program & social media
- Company to provide representative to serve as a Best in Shoe Contest judge
- Verbal recognition as “Best in Shoe Sponsor” during the winner reveal at the luncheon
- Half-page ad in print program

PHOTO BOOTH SPONSOR — \$7,500 SOLD!

Supports 80 women to complete Techie Lab an immersive six-week workshop that teaches a woman how to disassemble and re-assemble a computer and leave with a refurbished laptop.

- One preferred table for 10 at the event
- Listed as “Photo Booth Sponsor” with logo on website, print program, social media and printed booth photos
- Half-page ad in print program

SILVER SANDAL SPONSOR - \$5,000

Provides 200 women with social work services that connects them to essential resources in times of crisis and instability.

- One table for 10 at the event
- Company logo on event on website & print program
- Quarter-page ad in print program

FABULOUS FRIENDS SPONSOR - \$2,500

Prepares 42 women for job interviews and court appearances with professional wardrobing.

- 5 tickets to the event, seated together
- Name recognition in print program

Questions about Sponsorships?

We would love to hear from you! Send us an email: WWSinfo@fswf.org





WINE WOMEN & SHOES COMMITMENT FORM

Company Name: _____

Contact Person: _____

Address: _____

City, State, Zip: _____

Phone Number: _____

Email: _____

Preferred Listing for Recognition: _____

SPONSORSHIP OPPORTUNITIES

- | | | |
|-----------------------------------------------------------------------|-----------------------------------------------------------------------------|------------------------------------------------------------------------|
| <input type="checkbox"/> Platinum Presenting: \$25,000 | <input type="checkbox"/> Call to the Heart: \$15,000 | <input type="checkbox"/> Gold Stiletto: \$10,000 |
| <input type="checkbox"/> Shoe Guys: \$10,000 SOLD! | <input type="checkbox"/> Key to the Closet: \$7,500 SOLD! | <input type="checkbox"/> Best in Shoe: \$7,500 SOLD! |
| <input type="checkbox"/> Photo booth: \$7,500 SOLD! | <input type="checkbox"/> Silver Sandal: \$5,000 | <input type="checkbox"/> Fabulous Friends: \$2,500 |
| <input type="checkbox"/> Purchase an Individual Ticket: \$175 | | |

I am unable to participate, but please accept my 100% tax-deductible donation of:

- \$100 \$250 \$500 OTHER \$ _____

Enclosed is my check in the amount of \$ _____ (payable to Fresh Start Women's Foundation)

Please charge my: Visa MasterCard American Express

Account Number: _____ Expiration Date: _____ CCV: _____

Name as it appears on card: _____

Signature: _____

Thank you for your sponsorship commitment. Please return your commitment form to:
Fresh Start Women's Foundation | 1130 E. McDowell Road, Phoenix, AZ 85006
For more information contact: WWSinfo@fswf.org