

2nd Annual



wine
women & shoes[®]
— BENEFITING —



ST. JUDE'S RANCH
FOR CHILDREN

with help comes hope

Sponsorship Opportunities



The Perfect Pair...

St. Jude's Ranch for Children and Wine Women & Shoes!

Wine Women & Shoes has exploded across North America in the last decade, producing more than 300 fabulous fashion events that have helped net an impressive \$40 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!

SUNDAY, APRIL 15, 2018

1:00 – 5:00 PM

**GREEN VALLEY RANCH RESORT & SPA
GRAND BALLROOM**

VIP Table for 12: \$2000

VIP Tickets: \$150

General Admission Tickets: \$95

WW&S AUDIENCE

- 80% women ages 30 to 55
- CEO's, moms and young professionals
- Key influencers, tastemakers, connectors
- Charity supporters, socially conscious, community minded
- Passionate about improving the health and wellbeing of our community
- Attend charitable and fashion events
- Represent the typical luxury brand consumer
- Women control two-thirds of consumer wealth in the U.S.
- 92% of these women will pass on information about deals or finds to others
- On average donors spend \$200-\$600 per event





Pair with us!

“PAIR” WITH US TO IMPROVE THE LIVES OF ABUSED, NEGLECTED AND HOMELESS CHILDREN

For over 50 years, St. Jude’s Ranch for Children has provided safety, stability and healing in a caring environment for thousands of children and youth. We have programs that offer assistance from birth to age 25. Our goal is to provide the tools necessary to succeed and achieve self sufficiency.

THE “SOLE” PURPOSE OF WHAT WE WANT TO ACCOMPLISH

When you “pair” with us, you will help us raise necessary funds to continue our mission of transforming the lives of abused and at-risk children, young adults and families by empowering them to create new chances, new choices and new hope in a caring community.

“HEEL” NEVADA BY HELPING OUR VISION BECOME REALITY

With every dollar raised, we can get closer to breaking the cycle of abused and neglect by mending spirits and renewing hope!



Marketing Strategy



SAVE-THE-DATE

A postcard formally announcing the event date and theme was distributed to targeted lists of donors and attendees through print mail. An electronic version will be distributed broadly via e-mail to donors and friends of the St. Jude's Ranch for Children database.

Expected audience: 6,000

INVITATION

The full-color event invitation will be mailed to current sponsors, guests, targeted donors and supporters approximately six weeks before the event. The invitation will include recognition for appropriate sponsors and event details. An electronic version will be distributed to the St. Jude's Ranch for Children donor base and the wider community. **Expected audience: 6,000**

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 St. Jude's Ranch for Children webpage (www.stjudesranch.org) and online registration.

PROGRAM

The program book is distributed to all guests at the event. This book includes event details, sponsor recognition, St. Jude's Ranch for Children information, paid advertisements, and live and silent auction item descriptions. **Expected audience: 300+**

SOCIAL MEDIA

With an audience of about 9,000 spread across social media outlets, the St. Jude's Ranch for Children will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.





Platinum Pump Exclusive Sponsor

\$15,000 (1 available)

PUT YOUR BEST FOOT FORWARD! EXCLUSIVE SPONSORSHIP FOR THE PRESENTING RIGHTS TO WINE WOMEN & SHOES.

Your name/logo will be incorporated into the official event logo as well as all collateral and event signage. Your company name will be associated with everything involving Wine Women & Shoes (i.e. Wine Women & Shoes benefiting St. Jude's Ranch for Children Presented by "Your Company Name/Logo Here").

Presenting Sponsorship benefits include:

- A \$15,000 tax deductible investment in St. Jude's Ranch for Children
- Exclusive title recognition as presenting sponsor
- During the program portion of the event, you will be given the opportunity to thank the audience and mention your business as the premier sponsor
- Logo placement in event public relations and advertising initiatives, press releases, and event collateral including programs, signage and invitation.
- Logo featured on Step and Repeat banner (with WWS, our charity & paparazzi sponsor)
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook, Twitter, & Instagram) reaching St. Jude's Ranch for Children's followers
- On-stage verbal recognition at the fashion show
- Opportunity to promote business at event with mutually agreed upon marketing display
- Link to your company website from St. Jude's Ranch event page on the WW&S website
- Full page color ad in the event program (premier location)
- Opportunity to place a premier item in swag bag
- One reserved VIP table for 12 guests and 12 VIP swag bags





Diamond Stiletto Sponsor

\$10,000 (2 available)

SHINE LIKE A DIAMOND AT WINE WOMEN & SHOES!

This sponsorship puts your name in front of all the guests of Wine Women & Shoes.

Sponsorship benefits include:

- A \$10,000 tax deductible investment in St. Jude's Ranch for Children
- Logo placement in event public relations, advertising initiatives and collateral
- Recognition on event website, e-blasts and social networking campaigns (i.e., Facebook, Twitter, & Instagram) reaching St. Jude's Ranch for Children followers
- On-stage verbal recognition at the fashion show
- Opportunity to promote business at event with mutually agreed upon marketing display
- Link to your company website from St. Jude's Ranch event page on WW&S website
- Full page color ad in event program
- Opportunity to place a premier item in swag bag
- One reserved VIP table for 12 guests and 12 VIP swag bags





Gold Studded Sandal

\$7,500 (3 available)

GO FOR GOLD!

Be in the forefront of this celebration bringing women together for an evening of fine wine, great style and supporting the mission of St. Jude's Ranch for Children.

Sponsorship benefits include:

- A \$7,500 tax deductible investment in St. Jude's Ranch for Children
- Logo placement in event public relations, advertising initiatives and collateral.
- Recognition on event website, e-blasts and social networking campaigns
- On-stage verbal recognition at the fashion show
- Link to your company website from St. Jude's Ranch event page on the WW&S website
- Half-page color ad in event program
- Opportunity to place a premier item in swag bag
- Eight VIP tickets and eight VIP swag bags





Glitz and Glamour

\$7,500 (1 available)

STEP INTO THE SPOTLIGHT!

As lovely ladies arrive, they will be escorted and photographed in front of a Step and Repeat banner where YOUR logo will be splashed across the backdrop (along with the WWS, St. Jude's Ranch for Children and premier sponsor logos).

Sponsorship benefits include:

- A \$7,500 tax deductible investment in St. Jude's Ranch for Children
- Logo placement in event public relations, advertising initiatives and collateral
- Recognition on event website, e-blasts, and social networking campaigns
- Link to your company website from St. Jude's Ranch event page on the WW&S website
- Half-page color ad in event program
- Opportunity to place a premier item in swag bag
- Eight VIP tickets and 8 VIP swag bags





Silver Stiletto Sponsors

\$5,000

IT'S ABOUT THE BLING!

Don't miss these fabulous branding opportunities!

SHOE GUYS SPONSOR (4 available) - Sponsor 15 charming "Shoe Guys" working the room and engaging more than 300 women showcasing your brand.

Sponsorship benefits include:

- A \$5,000 tax deductible investment in St. Jude's Ranch for Children
- Your logo will be featured on the "Shoe Guys" shirts
- Recognition on event website, e-blasts and social networking campaigns
- Link to your website from the St. Jude's Ranch event page on the WW&S website
- Opportunity to place a premier item in swag bag
- Name in the event program
- Five VIP tickets and five VIP swag bags

BEST IN SHOE SPONSOR (4 available) - Celebrate our attendees' fabulous footwear by promoting a "Best in Shoe" award. Your judges (up to three) work the room, choose the winners and announce the winner as a part of the live program!

Sponsorship benefits include:

- A \$5,000 tax deductible investment in St. Jude's Ranch for Children
- Your logo will be featured on the judge's clip board
- Engagement with attendees as official "Best in Shoe" judges
- Recognition on event website, e-blasts and social networking campaigns
- Link to your website from the St. Jude's Ranch event page on the WW&S website
- Opportunity to place a premier item in swag bag
- Name in the event program
- Five VIP tickets and five VIP swag bags



Unique Sponsorships

\$2,500

SWAG BAG SPONSOR (6 available) - Your logo will appear on the coveted swag bag gifted to attendees.

KEY TO THE CLOSET SPONSOR (6 available) - A hundred “keys” for sale and only one will hold the winning match to a collective bounty of donated treasures.

WALL OF WINE SPONSOR (6 available) - For this wine-focused event, your logo will be prominently featured on the Wall of Wine display.

COCKTAIL NAPKIN SPONSOR (SOLD!) - Be the logo prominently featured on all cocktail napkins for the event. Every best dressed lady needs somewhere to blot her lips.

BAG CHECK SPONSOR (6 available) - Stay top of mind by watching their bags, wine and winnings!

VIP CENTERPIECE SPONSOR (6 available) – Your logo will be the center of attention in the eye-catching centerpieces every one of the VIP tables.

All Above Sponsorship benefits include:

- A \$2,500 tax deductible investment in St. Jude’s Ranch for Children
- Logo representation incorporated with your unique sponsorship
- Recognition on event website, e-blasts and social networking campaigns
- Link to your website from St. Jude’s Ranch event page on the WW&S website
- Opportunity to place a premier item in swag bag
- Name in the event program
- Two VIP tickets and two VIP swag bags



Additional Opportunities

\$1,500 HYDRATION STATION SPONSOR (6 available) - Help our fabulous attendees hydrate at the infused water station.

Sponsorship benefits include: Logo Recognition and four general admission tickets.

\$1,000 LIVE AUCTION “PADDLES” (6 available) - Each attendee will be issued a “paddle” for the live auction. Place your company logo on one side with their bidding number on the other and watch your logo flash with each bid!

Sponsorship benefits include: Name recognition and three general admission tickets.

\$500 HONORARY COMMITTEE (Unlimited available) - Make a difference without the work.

Sponsorship benefits include: Name recognition in program and one VIP ticket



Sponsorship Agreement

Yes! I would like to participate with the following...

- \$15,000 Platinum Pump Exclusive (1 available)
 - \$10,000 Diamond Stiletto (2 available)
 - \$7,500 Gold Studded Sandal (3 available)
 - \$7,500 Glitz & Glamour (1 available)
 - \$5,000 Shoe Guys (4 available)
 - \$5,000 Best in Shoe Awards (4 available)
 - \$2,500 Swag Bag (6 available)
 - \$2,500 Key-to-the-Closet (6 available)
 - \$2,500 Wall of Wine (6 available)
 - \$2,500 Cocktail Napkin (SOLD!)
 - \$2,500 Bag Check (6 available)
 - \$2,500 VIP Centerpiece (6 available)
 - \$1,500 Hydration Station (6 available)
 - \$1,000 Live Auction Paddle (6 available)
 - \$500 Honorary Committee (Unlimited)
- Ad Space in Event Program:
- \$1,500 Premium full page color (limited)
 - \$1,000 Full page color
 - \$500 Half page color
 - \$2,000 VIP Table of 12
 - \$150 VIP Ticket #_____ \$_____
 - \$95 GA Ticket #_____ \$_____
 - Not attending but please accept my donation in the amount of \$_____

Name: (for recognition purposes) _____

Contact name: _____

Phone: _____ Email: _____

Check enclosed for \$_____ payable to: St. Jude's Ranch for Children

Charge my Credit Card for \$_____

For Credit Card Only: Name as it appears on the card: _____

Billing address: _____

Please Circle: Visa MasterCard Amex Discover

CC#: _____ Exp. Date: _____

Signature: _____ Organizational Tax ID: 20-2917263

Reservation by: 3/20/18

Program ads and logos by (program size 5.5 x 8.5): 3/20/18

ALL LOGOS MUST BE SENT IN HIGH RESOLUTION JPEG OR PNG FORMAT

NOTE: Top three sponsorship levels must send logo by 2/15/18 to be included on invitation

Contact: Evelyn Kovacevich

Email: events@stjudesranch.org

Mail: St. Jude's Ranch for Children, 200 Wilson Circle, Boulder City, NV 89005

Phone: 702-294-7117