



wine women & shoes[®]

BENEFITING YWCA OF LUBBOCK

Sponsorship Opportunities



eliminating racism
empowering women

ywca

YWCA OF LUBBOCK IS PAIRING UP WITH WINE WOMEN & SHOES TO BUILD A STRONGER COMMUNITY.

**YWCA of Lubbock is on a mission to
“step it up” for our community!**

Wine Women & Shoes has exploded across North America in the last decade, producing more than 500 fabulous fashion events that have helped net an impressive \$100 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!

2022 Chair: Julie Doss

Join us!

Thursday, October 6, 2022

6:00 – 9:30 PM

YWCA on University

WW&S AUDIENCE

- 80% women ages 30 to 55
- Professionals, Educators, CEO's Moms and Young Professionals
- Key influencers, tastemakers, connectors
- Charity supporters, socially conscious, community minded
- Passionate about improving the lives of children, single parents and at-risk families...struggling to just make ends meet.
- 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 the YWCA!

SIP, SAVOR AND SHOP FOR A CAUSE! YWCA IS ON A MISSION TO...

- Provide the highest level of pre-school education available including Head Start and Early Head Start.
- Provide summer camp along with swim lessons, education and special activities like dance, music and gymnastics.
- Provide quality services to special needs children.
- Provide safe and educational after-school care to more than 1,500 families on elementary campuses across the community.
- Assist seniors in maintaining an active lifestyle with health and fitness classes.
- Support the uninsured and under-insured in our community, providing vital medical services.
- Build a strong community through fitness classes and coaching for healthy living.
- Expand and grow our programs as our community grows to face the needs of the next 30 years.

PAIR with US as together we build our community to be a stronger and better society. All proceeds from our Wine Women & Shoes event will go toward helping families in our community.



YWCA
IS ON A
MISSION

Marketing Strategy



+ MUCH MORE!

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 broadly distributed via e-mail to the donors and friends of YWCA Lubbock database.

Expected audience: 1,500

INVITATION

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

Expected audience: 2,000

WEB PAGE

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 YWCA of Lubbock webpage and online registration.

PROGRAM

The program is distributed to all guests at the event. Our program includes event details, sponsor recognition, YWCA of Lubbock information and paid advertisements as well as live and silent auction item descriptions.

Expected audience: 500

SOCIAL MEDIA

With an audience of more than 13,000 spread across social media outlets, the YWCA of Lubbock will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.



Platinum Pump Exclusive Sponsor | \$20,000

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

This includes your name/logo incorporated into the official event logo as well as all collateral, event signage and décor. Your company name will be associated with everything involving Wine Women & Shoes (e.g. Wine Women & Shoes benefiting YWCA of Lubbock Presented by "Your Company Name/Logo").

Presenting Sponsorship benefits include:

- \$20,000 tax deductible investment in the YWCA of Lubbock and ultimately our community
- Exclusive Title recognition as presenting sponsor
- During the program portion of the event, you will be given the opportunity to welcome and thank the audience and mention your business as the premier sponsor
- Recognition on the swag bag (all attendees will receive)
- Logo placement on ALL event public relations and advertising initiatives, press release and event collateral including programs, signage, invitations and save the dates
- Prominent recognition on event website, e-blasts and social networking (Facebook and Instagram) campaigns reaching YWCA of Lubbock followers
- On-stage verbal recognition at the fashion show and prominent signage at the event.
- Opportunity to promote business with product placement, booth and customer liaison at event (booth/contents to be approved by the YWCA of Lubbock)
- Link to your company website from the YWCA of Lubbock and WW&S websites
- Opportunity to place a premier item in the swag bag (event appropriate items only)
- Two Girlfriend Tables (16 VIP Tickets)





Diamond Stiletto Exclusive Sponsor | **\$15,000**

SHINE LIKE A DIAMOND AT WINE WOMEN & SHOES

*This exclusive sponsorship puts your name in front of all the guests of Wine Women & Shoes.
Your name/logo will be included on all collateral, event signage and décor.*

Sponsorship benefits include:

- \$15,000 tax deductible investment in YWCA of Lubbock – ultimately our community.
- Prominent logo placement on signage at the entrance of the event
- Recognition on the swag bag (all attendees will receive)
- Logo placement in ALL event public relations and advertising initiatives, press releases and event collateral including programs, signage, invitations and save the dates
- Prominent recognition on event website, e-blasts and social networking (Facebook and Instagram) reaching YWCA of Lubbock followers.
- On-stage verbal recognition at the fashion show and prominent signage at the event
- Opportunity to promote businesses with product placement and customer liaison at the event
- Link to your company website from the YWCA of Lubbock and WW&S websites
- Opportunity to place a premier item swag bag (event appropriate items only)
- Name inclusion in the event program and on the invitations
- Two Girlfriend Tables (16 VIP Tickets)





Sold!

Golden Studded Sandal Sponsor | \$10,000

GO FOR GOLD!

Be in the forefront of this celebration bringing women together for an evening of wine, great style and supporting the mission of the YWCA of Lubbock to improve patient access to healthcare in our community.

Sponsorship benefits include:

- \$10,000 tax deductible investment in YWCA of Lubbock and ultimately our community.
- Recognition/Logo placement in ALL event public relations and advertising initiatives, programs and signage
- Prominent recognition on event website, e-blasts and social networking campaigns
- Opportunity to promote business with product placement and customer liaison at the event
- Link to your website from the YWCA of Lubbock and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name in the event program and on the invitations
- One Girlfriend Table (8 VIP Tickets)



Silver Stiletto Sponsors | \$5,000

IT'S ABOUT THE BLING!

Don't miss these fabulous exclusive branding opportunities:

Sponsorship benefits include:

- \$5,000 tax deductible investment in YWCA of Lubbock – ultimately our community.
- Choice of one of the following custom marketing opportunities: *Live Auction • Luxury Car • Mission Moment • Paparazzi Photo Backdrop • Silent Auction • Sole Men • Technology • Wall of Wine • Wine Glass*
- Logo placement in ALL event public relations and advertising initiatives, programs and signage
- Recognition on event website, e-blasts and social networking (Facebook and Instagram) campaigns
- Link to your website from the YWCA of Lubbock and WW&S websites
- Opportunities to place a premier item in the swag bag (event appropriate items only)
- Name in the event program and on the invitations
- Four (4) VIP Tickets

LIVE AUCTION: Who doesn't want to be a part of the excitement of the Live Auction?! The Live Auction sponsorship guarantees just that!

LUXURY CAR: Drive the ladies wild by promoting your vehicles at Wine Women & Shoes. Photo ops. abound, especially if you park your best by the red carpet!

MISSION MOMENT: Tie your brand to the ultimate emotional moment at the event by underwriting production costs for the Mission Moment video. You'll receive verbal recognition during the introduction of the video.

PAPARAZZI PHOTO BACKDROP: As lovely ladies arrive at the entrance of the event, they are escorted to a red carpet where they are photographed in front of a Step & Repeat banner. B will be splashed on to a vibrant banner backdrop (along with the WW&S and YWCA of Lubbock logos).

SILENT AUCTION: As guests bid to their heart's content on fabulous Silent Auction packages, your logo would be represented in this prime location!

SOLE MEN: Sponsor up to 50 charming Sole Men working the room and engaging with 500 women. It is a great opportunity to showcase your brand with your logo and branding exposure on our Sole Men shirts.

TECHNOLOGY: Provide the premium experience for event attendees with the opportunity to supply WIFI for a quick event registration and swift auction check out.

WALL OF WINE: For this WINE focused event, your logo will be prominently featured on the Wall of Wine signage and display. Language on signs says "Wall of Wine presented by Your Company".

WINE GLASS: Be the toast of the town! Be the wine glass sponsor and your company will be on the lips of everyone, all evening! Your logo will be on one side of every wine glass and everyone will take your logo home on their glass at the end of the night!

One of a Kind Sponsorships | \$2,500

Sponsorship benefits include:

- \$2,500 tax deductible investment in YWCA of Lubbock – ultimately our community.
- Link to your website from the YWCA of Lubbock and WW&S websites
- Opportunity to place a premier item in the swag bag (event appropriate items only)
- Name in the event program and on the invitations
- Two (2) VIP Tickets

BEST IN SHOE: Celebrate our attendees' fabulous footwear by promoting a “Best in Shoe” award. Your judges work the room, choose the winners, and announce the winner as a part of the live program.


BID BOARD: Have your logo showcased at the famous Bid Board display! The Bid Board holds all of the premier auction lots and is seen by every guests. Your logo will be prominently displayed for all to see!

BUBBLY: Have your logo prominently displayed on the bubbly station which is the first stop all of our fabulous attendees will make after registration.

COCKTAIL NAPKIN: Be the logo prominently featured on all cocktail napkins for the event.


ENTERTAINMENT: The best part of the evening is supporting the YWCA of Lubbock AND all the entertainment that will keep our guests on their toes. You'll help us delight out guests with unique entertainment pieces throughout the event.

GIRLFRIEND TABLE: One of the hottest tickets to our event is the prominent Girlfriends Tables. Your logo will be represented on the champagne buckets that will be placed at each of these tables!

 **KEY-TO-THE-CLOSET SPONSOR:** A hundred keys for sale and only 1 will hold the winning match to a collective bounty of treasures. The closet contains everything a woman wants and your brand will be featured as the Key to the Closet sponsor.

MARKETPLACE: As our guests shop the day away, this opportunity insures they know who you are in every possible way. Sponsor may underwrite the marketplace and your signage will be placed throughout the venue.

POSTAGE: Have your logo placed inside everyone's mail boxes by underwriting the postage for all Wine Women & Shoes benefitting YWCA of Lubbock's event materials. Logo placement will be represented on the front of the envelope.

 **SWAG BAG:** Your logo will appear on the coveted swag bag gifted to all attendees – soon your branded tote will be seen all over town!

Additional Opportunities | \$1,500

ESPRESSO: The perfect end to a swellegant affair is always a cup of espresso or coffee. Present your brand on saucer liners or underwrite an espresso cart for more energetic glamour.



HYDRATION STATION: Help our fabulous attendees hydrate at the infused water station. Elegant signage and dispensers will draw a thirsty crowd. Benefits include: logo recognition and one (1) Sassy Solo ticket.

MIRROR, MIRROR: Who's the fairest of them all? Sponsor may underwrite the marketplace vendor mirrors with their logo as well as phrases like You look mah-vellous!, which will be placed throughout the venue. Benefits include: logo recognition and one (1) Sassy Solo ticket.



PHOTOGRAPHY: Capture the memories and place your logo on every event photo! Benefits include name recognition in the program and event signage.



PRINTING: Help us create excitement by underwriting the printing of all event materials. Logo will be appropriately placed on all printing materials.



SIGNATURE COCKTAIL: Have your name as the sponsor of our Signature Cocktail. Guests will delight in this unique beverage creation and fun flavor combination.



UBER: Donation + rides – help our fabulous attendees get home safely! Benefits include name recognition in the program and event signage and one (1) Sassy Solo ticket.



VOLUNTEER: Be a part of encouraging the hardest working people in the room – our amazing volunteers! Be associated with this generous group with your logo highlighted on their volunteer shirts and displayed throughout the volunteer areas.

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\$500 - HONORARY COMMITTEE: Make a difference without the work. Benefits include name recognition in the program and one (1) VIP ticket.

\$500 - SWAG BAG ITEM: Add an item to the coveted swag bag, sent home with each attendee at the end of the night. Benefits include placing a premier item in the swag bag (event appropriate items only).

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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:

Melinda Pharies @ 806-407-8932 or Melinda@callcarpettech.com

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



YWCA
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Sponsorship Agreement

YES! I WOULD LIKE TO PARTICIPATE WITH THE FOLLOWING...

- ☐ \$20,000 Platinum Pump Exclusive
- ☐ \$15,000 Diamond Stiletto Exclusive
- ☐ \$10,000 Golden Studded Sandal Sponsor
- ☐ \$5,000 Silver Stiletto Sponsor _____
- ☐ \$2,500 One-of-a-Kind _____
- ☐ \$1,500 Additional Opportunities _____
- ☐ \$500 Honorary Committee
- ☐ \$500 Swag Bag Item

Name: *As you would like it to appear for recognition purposes* _____

☐ **Please send invoice to:**

Name _____ Address _____ ZIP _____

Phone Number to Reach You _____

Check enclosed for \$ _____ **payable to YWCA of Lubbock**

☐ **Charge my Credit Card for \$** _____

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

Please Circle: Visa MasterCard Amex Discover

CC#: _____ Exp. Date: _____ CVV: _____

Signature: _____

RETURN FORM VIA MAIL or EMAIL TO YWCA of Lubbock, 6501 University, Lubbock, TX 79413
or email to donna.giovannetti@ywc Lubbock.org

ARTWORK STATEMENT Send artwork to donna.giovannetti@ywc Lubbock.org
in EPS format no later than 9/19/22