



wine  
women & shoes®  
*Benefiting*

 **Big Brothers Big Sisters.**  
OF CENTRAL ARIZONA

*Sponsorship Opportunities*



# What your Sponsorship Supports

## OUR MISSION

Create and support one-to-one mentoring relationships that ignite the power and promise of youth.

## OUR VISION

All youth achieve their full potential.

## OUR MATCHES

**1321 Total Youth Served** by one-to-one mentoring programs in Maricopa & Pinal Counties.

## OUR OUTCOMES

**403 Families Were Connected to Resources** impacting 606 youth. Those resources included holiday gifts, laptops, literacy kits, and beds.

**92% Decrease in Attitude Towards Risk** - Attitudes towards risk are associated with risky behaviors what are linked to negative outcomes later in life.

**94% Increase in Improved Academics** - Having a special adult in a child's life who is not a parent is associated with improved school attendance, attitudes toward school and parent trust, which are linked to improved grades and decreased delinquency.



*Join Us!*

**AUGUST 17, 2024**

**11:00 AM - 3:00 PM**

*at the* **CHATEAU LUXE**



## WINE WOMEN & SHOES AUDIENCE:

- 80% women ages 30 to 55
- Retired executives to CEO moms to 30-something young professionals
- Key influencers, tastemakers, connectors
- Charity supporters, socially conscious and community minded
- Concerned about the health and well-being of themselves and others
- Pay attention to fashion and attend fashion events
- Enjoy wine and attend wine events
- Represent the typical luxury brand consumer
- On average, donate/spend \$200-\$600 per event

# MARKETING STRATEGY

## HOW WE PROMOTE YOUR SUPPORT

### SAVE-THE-DATE

A printed save-the-date formally announcing the event will be distributed to a targeted list of donors, board members and volunteers. The save the date will include recognition of appropriate sponsors.

### WEBPAGE

The Wine Women & Shoes website and Big Brothers Big Sisters of Central Arizona event registration page will be updated with event and sponsor information and include links to appropriate sponsor webpages.

### INVITATION

An invitation will be sent to current sponsors, guests, targeted donors and supporters 7-8 weeks before the event. The invitation will include recognition for appropriate sponsors.

### SOCIAL AND EBLASTS

Big Brothers Big Sisters of Central Arizona will link followers to our mission, appropriate sponsor webpages and their messages through engaging content.

### PROGRAM AND SLIDESHOW

Printed programs are distributed to all guests at the event and the slideshow will be displayed during the seated program for all to see. The program includes event details, sponsor ads and recognition, Big Brothers Big Sisters of Central Arizona information and silent and live auction item descriptions. All sponsor logos will be featured in the on-stage slideshow.







# Partnership Opportunities

## **\$20,000 PLATINUM PUMP EXCLUSIVE PRESENTING**

- Exclusive 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, and signage, invitations and save the dates
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook, LinkedIn, & Instagram) reaching BBBSAZ followers
- Link to your company website from the BBBSAZ and WWS websites
- Opportunity to provide a 30 second video OR have a company representative address the audience during the seated program
- Two reserved VIP tables for a total of 20 guests

## **\$10,000 DIAMOND STILETTO**

- 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 campaigns (i.e. Facebook, Twitter, & Instagram)
- On-stage verbal recognition during the seated program
- Link to your company website from the BBBSAZ and WWS websites
- One VIP table for 10 Guests

## **\$5,000 GOLDEN HEELS**

- Logo placement in ALL event public relations and advertising initiatives, programs, and signage.
- Recognition on event website, e-blasts, and social networking campaigns
- Link to your company website from the BBBSAZ and WWS websites
- Four (4) VIP Tickets

## **\$2,500 SILVER SLIPPERS**

Link to your company website from the BBBSAZ and WWS websites

Name in the event program & on event signage

Two (2) General Admission tickets



# Menu of Additional Sponsorships

## \$5,000 OPPORTUNITIES

**SWAG BAGS (1 AVAILABLE)** Attendees receive a beautiful bag to take home with your logo on one side, which means they will be sporting your brand around town for years to come. *Benefits Include: Your logo on one side of a high-quality shopping bag + 5 VIP tickets*

**WINE GLASS (1 AVAILABLE)** Grab attention as the Wine Glass sponsor with your logo on the wine glass given to each attendee to use the night of the event and take home to enjoy for years to come. *Benefits Include: Logo on each wine glass + 5 VIP Tickets*

**PAPARAZZI PHOTO BACKDROP (2 AVAILABLE)** As lovely ladies mingle through the event, they are photographed in front of a Step and Repeat banner. Your sponsor logo will be splashed onto a vibrant banner backdrop (along with the WWS and BBBSAZ logos) for the event entry photo opp, getting endless likes and shares! *Benefits Include: Logo on Step & Repeat banner + 5 VIP Tickets*

**SHOE GUYS (1 AVAILABLE)** Sponsor our charming "Shoe Guys" working the room and engaging more than 250 women. It's a great opportunity to showcase your branding on the "Shoe Guy" shirts, plus your logo will appear on each Shoe Guy's peer-to-peer fundraising page and donation thank you email! *Benefits Include: Logo on shirts, signage, e-blasts + 5 VIP Tickets*

## \$2,500 OPPORTUNITIES

**KEY TO THE CLOSET (1 AVAILABLE)** One hundred keys for sale, and only 1 will win the collective bounty. Your brand will be featured as the Key-to-the-Closet sponsor. *Benefits Included: Logo on signage, e-blasts, and all raffle materials + 2 GA tickets*

**BEST IN SHOE (3 AVAILABLE)** 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. *Benefits Include: Logo recognition + 2 GA tickets.*

**WALL OF WINE (1 AVAILABLE)** For this WINE focused event, your logo will be prominently featured on the Wall of Wine signage and Wall of Wine display. Language on signs says, "Wall of Wine presented by XYZ Company." *Benefits include: Logo recognition + 2 GA tickets*

**MARKETPLACE (1 AVAILABLE)** As our guests shop the evening away, this opportunity ensures they know who you are in every possible way! Marketplace sponsor's signage to be placed throughout the venue. *Benefits include: Logo recognition + 2 GA tickets*



# Menu of Additional Sponsorships

## \$1,000 OPPORTUNITIES

**HYDRATION STATION (1 AVAILABLE)** Help our fabulous attendees hydrate at the water stations. Elegant signage at each hydration station throughout the venue. *Benefits Include: Logo recognition + 1 GA ticket*

**COCKTAIL NAPKIN SPONSOR (1 AVAILABLE)** Be the logo prominently featured on all cocktail napkins for the event. Every best dressed lady needs somewhere to blot her lips! *Benefits Include: Logo recognition + 1 GA ticket*

**MIRROR MIRROR (1 AVAILABLE)** "Who's the fairest of them all?" Underwrite the Marketplace vendor mirrors and your logo will be placed throughout. *Benefits Include: Logo recognition + 1 GA ticket*

**SWEET TREAT (1 AVAILABLE)** What better way to ensure guests remember your company or business? Desserts will be provided on each table during the seated program with your logo placed on either the dessert or table sign. *Benefits Include: Logo recognition + 1 GA ticket*

**REGISTRATION SPONSOR (1 AVAILABLE)** Sponsor the very first stop for our guests: registration! Logo featured prominently at registration and check out! *Benefits Include: Logo recognition + 1 GA ticket*





# Sponsorship Registration

- PLATINUM PUMP EXCLUSIVE PRESENTING \$20,000
- DIAMOND STILETTO \$10,000
- GOLDEN HEELS OR \$5,000 MARKETING OPPORTUNITY \_\_\_\_\_
- SILVER SLIPPERS OR \$2,500 MARKETING OPPORTUNITY \_\_\_\_\_
- MARKETING OPPORTUNITY \$1,000 \_\_\_\_\_

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

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

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

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

Enclosed is a check made payable to BBBSAZ for \$ \_\_\_\_\_

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

Please Circle:    Visa                      MasterCard                      Amex                      Discover

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

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

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

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

Please send me an invoice for \$ \_\_\_\_\_

Unable to attend, but included is a donation for BBBSAZ of \$ \_\_\_\_\_



Return to Aimee Johnson at [ajohnson@bbbsaz.org](mailto:ajohnson@bbbsaz.org) or by mail to  
Big Brothers Big Sisters of Central Arizona, 1615 E. Osborn Road, Phoenix, AZ 85016  
Phone: (602) 393-4129