



wine
women & shoes®

BENEFITING

alzheimer's  association®

Sponsorship

OPPORTUNITIES

- 2019 -



THE PERFECT PAIR...ALZHEIMER'S ASSOCIATION DELAWARE VALLEY CHAPTER AND WINE WOMEN & SHOES.

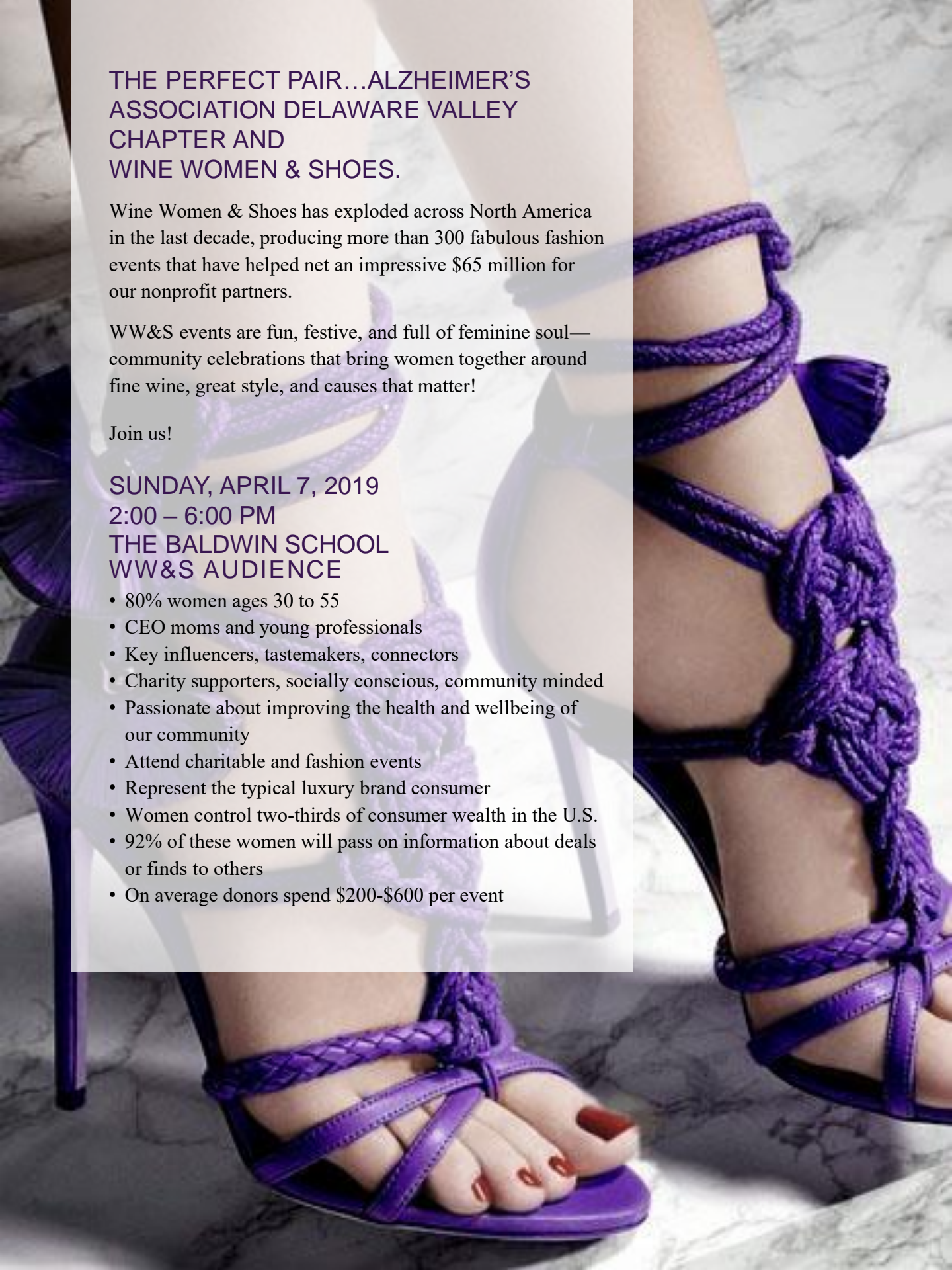
Wine Women & Shoes has exploded across North America in the last decade, producing more than 300 fabulous fashion events that have helped net an impressive \$65 million for our nonprofit partners.

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!

Join us!

SUNDAY, APRIL 7, 2019
2:00 – 6:00 PM
THE BALDWIN SCHOOL
WW&S AUDIENCE

- 80% women ages 30 to 55
- CEO 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





The Alzheimer's Association Delaware Valley Chapter will bring this exclusive nationwide fundraiser to the historic Baldwin School located in Bryn Mawr on April 7, 2019! Wine Women & Shoes is the brainchild of Napa Valley vintner, Elaine Honig. While chatting with a girlfriend about the growing popularity of wine and food pairing events, they jokingly said, "Wine and shoe pairings would be a lot more fun!" And they were right. Wine Women & Shoes events are now in over 65 cities across the country and have raised more than \$65,000,000 for many worthy charities. This is an unique opportunity for sponsors to place their business in front of luxury brand consumers who are key influencers, tastemakers and connectors in their communities. The guest profile of 30 to 55 year-olds, not only support the Alzheimer's Association but are inclined to give preference in their buying decisions to businesses they believe join them in supporting the cause.

alzheimer's  association®





Presenting Sponsor

\$20,000 sponsorship opportunity

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 (i.e. Wine Women & Shoes benefiting Alzheimer's Association Delaware Valley Chapter Presented by "Your Company Name/Logo Here").

Presenting Sponsorship benefits include:

- A \$20,000 tax deductible investment in Alzheimer's Association Delaware Valley Chapter
- 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 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, AADVC's and social networking campaigns (i.e., Facebook, Twitter, & Instagram) reaching 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 AADVC)
- Link to your company website from the WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name inclusion in the event program and on the invitations
- VIP entry for 10 guests
- VIP swag bags for ten guests





Diamond Sponsor

\$10,000 sponsorship opportunity

SPARKLE AND SHINE

Be in the forefront of this celebration bringing women together for a day of fine wine, great style, and supporting the mission of the Alzheimer's Association Delaware Valley to improve patient access to the healthcare in our community

FASHION SHOW ELITE SPONSOR

- Category Exclusivity - *Your business will be strategically promoted as the sponsor of the fashion show*
- Link to your company website from the Wine Women & Shoes website
- Logo placement in event program
- Logo placement on the video screens during the fashion show
- Opportunity to place a premier event appropriate item in all swag bags
- Opportunity to provide one model for the fashion show
- Opportunity to provide four Shoe Guys
- 10 VIP tickets



Gold Sponsor

\$5,000 sponsorship opportunities

Sponsorship benefits include:

- A \$5,000 tax deductible investment in AADVC
- Choice of one of the following custom marketing opportunities:
Marketplace Sponsor • Live Auction Sponsor • Paparazzi Photo Backdrop Sponsor
- 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 website from WW&S website
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name in the event program and on the invitations
- Four VIP event tickets

GO FOR GOLD! Don't miss these fabulous exclusive branding opportunities:

PAPARAZZI PHOTO BACKDROP SPONSOR - As lovely ladies arrive at the entrance of the event, they are escorted to a red-carpet platform where 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 Alzheimer's Association Delaware Valley logos).

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

MARKETPLACE SPONSOR - Your logo will greet the lovely ladies in the Marketplace and appear on all the shopping bags.

LIVE AUCTION SPONSOR - During the Live Auctions, guests will use paddles with YOUR logo to bid on unique items. Your logo will also be displayed on site at the event and throughout additional event marketing collateral and via assorted social media channels.

CAR COUTURE ELITE SPONSOR - Your dealership will be positioned as the official dealership or brand of Wine Women & Shoes in the Philadelphia territory



Silver Sponsor

\$3,000 sponsorship opportunities

Sponsorship benefits include:

- A \$3000 tax deductible investment in AADVC
- Recognition on event website, e-blasts, and social networking campaigns
- Link to your website WW&S website
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name in the event program when secured 30 days prior to event
- Opportunity to provide two shoe guys
- Two VIP tickets

SHOE GUYS SPONSOR - Sponsor 25 charming “Shoe Guys” working the room and engaging more than 250 women. It's a great opportunity to showcase your brand with your logo and branding exposure on the “Shoe Guys” shirts.

BEST IN SHOE SPONSOR - 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.

SWAG BAG SPONSOR - Your logo will appear on the coveted swag bag gifted to all attendees. Soon your branded tote will be paraded all over town.

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. Language on signs says, “Wall of Wine presented by XYZ Company.”

BAG CHECK SPONSOR - Stay top of mind by watching their bags, wine, and winnings! Your logo is printed on bag check tags, as well as signage. Guests get a luggage tag with your logo on it when they leave.

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

VALET SPONSOR - Sponsor supplies a Chapter approved gift to place in each valet parked car with a branded message from the sponsor.



Sole Supporters

\$2,000 sponsorship opportunities

SOLE SUPPORTER SPONSOR will receive recognition and brand exposure to our guests on-site as described below in their individual sponsorships. Benefits also include logo placement in event program.

RELAXATION STATION SPONSOR - Logo placement at the foot massage station & 1 VIP ticket.

MIRROR, MIRROR SPONSOR - “Who’s the fairest of them all?” Sponsor may underwrite the marketplace vendor mirrors with their logo, as well as, phrases like “You look fabulous!,” which will be placed throughout venue.

HYDRATION STATION SPONSOR - Help our fabulous attendees hydrate at the infused water station. Elegant signage and dispensers will draw a thirsty crowd.

TECH/ CHARGING STATION SPONSOR - All those selfies and quick snaps will wear down your phone. Be the sponsor of our tech/charging station where guests can “juice” up. Logo placement at the phone Charging Station & 1 VIP ticket.

CENTER OF ATTENTION SPONSOR – Logo printed on an item included in all swag bags – various items can be discussed. 1 VIP Ticket.



FIND THE PERFECT FIT

Custom Sponsorship Opportunities

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:

Nancy Venner, *Senior Director Philanthropy* | Alzheimer's Association Delaware Valley Chapter

620 Freedom Business Drive, Suite 101, King of Prussia, PA 19406

nancy.venner@alz.org | 215.806.5931

- or -

Linda Cruz | licruz@alz.org | 215.399.9145

alz.org/delval



Sponsorship Agreement

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

☐ \$20,000 Presenting Sponsor ☐ \$10,000 Diamond Sponsor

☐ **\$5,000 Golden Sponsor**

- ☐ Marketplace Sponsor
- ☐ Paparazzi Photo Backdrop Sponsor
- ☐ Live Auction Sponsor
- ☐ Car Couture Elite Sponsor
- ☒ ~~Key to the Closet Sponsor~~

☐ **\$3,000 Silver Sponsor**

- ☐ Shoe Guy Sponsor
- ☐ Best in Shoe Sponsor
- ☐ Swag Bag Sponsor
- ☐ Wall of Wine Sponsor
- ☐ Bag Check Sponsor
- ☐ Cocktail Napkin Sponsor
- ☐ Valet Sponsor

☐ **\$2,000 Sole Supporters**

- ☐ Relaxation Station Sponsor
- ☐ Mirror, Mirror Sponsor
- ☐ Hydration Station Sponsor
- ☐ Tech/Charge Station Sponsor
- ☐ Center of Attention Sponsor

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

☐ **Please send invoice to:**

Name _____ Address _____

☐ **Check enclosed for \$** _____ **payable to Alzheimer's Association Delaware Valley Chapter**

☐ **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: _____ CVN: _____

Signature: _____

FOR MORE INFORMATION CONTACT

Nancy Venner, *Senior Director Philanthropy* | Alzheimer's Association Delaware Valley Chapter

620 Freedom Business Drive, Suite 101, King of Prussia, PA 19406

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