



wine women & shoes®

BENEFITING

Second Harvest Food Bank of Metrolina

Presented by  Harris Teeter
Neighborhood Food & Pharmacy

Sponsorship Opportunities

September 27, 2019 | The Charlotte Convention Center



Be a part of Wine Women and Shoes 2019

and help us continue feeding those in need...



Together We CAN End Hunger

Second Harvest Food Bank of Metrolina (SHMETROLINA) strives through education, advocacy, and partnerships to eliminate hunger by the solicitation and distribution of food. SHFBM has been in existence since 1981.

This is accomplished through food distribution, programs, education, and advocacy. We provide a regional distribution warehouse and branches that supply food and grocery items to charitable agencies that assist people in need. We provide training, technical assistance, and hunger education to our partner agencies.

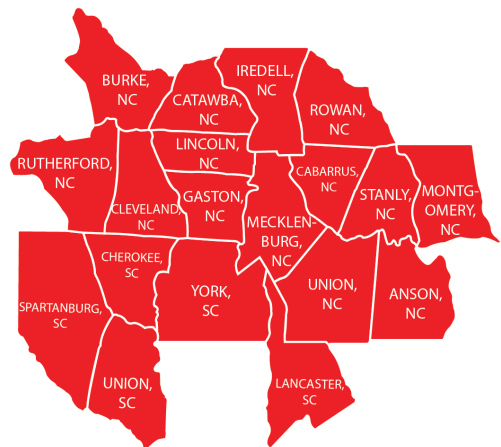
Over 700

Partner agencies distribute food to people at risk of hunger. Partner agencies include soup kitchens, emergency pantries, homeless shelters, senior programs, low-income daycares, veteran assistance organizations, and animal rescues.

Over 54 Million Pounds

of food and other household items were distributed in 2018-2019.

Over 23 million pounds of our annual distribution is fresh produce, meat and dairy. SHMETROLINA not only provides emergency support, but also works to address the systemic issues that cause food insecurity and poverty.



SHMETROLINA provides food and services to more than 700 partner agencies in 14 counties in NC and 5 counties in SC.



Together We CAN End Hunger



BENEFITING
Second Harvest Food Bank of Metrolina

Presented by Harris Teeter
Neighborhood Food & Pharmacy

Please Join Us!

When & Where:

September 27, 2019
6:30 PM to 9:30 PM
at

*The Charlotte Convention Center,
Crown Ballroom*

ABOUT WINE WOMEN & SHOES

Created for women who enjoy fine wine, great style and a noble cause, Wine Women & Shoes is one of the fastest-growing charity event series in the country. Over 400 Wine Women & Shoes fashion events are held across the country, and they have raised more than \$70 million for women's and children's causes. The signature event features wine tastings, a fashion show, a walk-around boutique marketplace and charming shoe guys at your beck and call.

WINE WOMEN & SHOES ATTENDEES

Wine Women & Shoes is a highly successful national fundraising event platform that offers sponsors a unique opportunity to place businesses in front of an ideal, but hard to reach demographic - affluent, savvy women. Ranging from CEOs to moms to 30-something young professionals, women who will be attending the event:

- Are key influencers, tastemakers and connectors in their community.
- Are educated, socially conscious, charitable and community-minded.
- Pay attention to fashion and attend fashion events.
- Enjoy and consume luxury wine and fine food.

**Contact Wendy Nyberg, Special Events Manager,
at 704-805-1755
or wnyberg@secondharvest.org**



Official Fashion Partner



Official TV Partner



Official Radio Partner



**SECOND
HARVEST
FOOD BANK
OF METROLINA**

Together We CAN End Hunger

Diamond Stilettos Sponsor

\$15,000 - SOLD

- 16 WW&S event tickets
- 16 VIP Fashion Show seats
- 16 Signature Swag Bags

Branding and Marketing Opportunities

- A \$15,000 investment in Second Harvest Food Bank of Metrolina
- A booth at the event
- Logo on "Step & Repeat" photo backdrop
- Prominent recognition on event website, e-blasts, and social networking campaigns
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs and signage, e-save the dates, and e-invitations.
- Corporate logo and link on WW&S website
- Full page ad and logo in event program
- Verbal recognition during the event
- Inclusion of promotional item in swag bag



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**SECOND
HARVEST
FOOD BANK
OF METROLINA**

Together We CAN End Hunger

Platinum Pump Sponsor

\$10,000

- 12 WW&S event tickets
- 12 VIP Fashion Show seats
- 12 Signature Swag Bags

Branding & Marketing Opportunities

- A \$10,000 investment in Second Harvest Food Bank of Metrolina
- A booth at the event
- Prominent recognition on event website, e-blasts, and social networking campaigns
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs and signage, e-save the dates, and e-invitations.
- Corporate logo and link on WW&S website
- Full page ad and logo in event program
- Verbal recognition during the event
- Inclusion of promotional item in Swag Bag



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Fashion Show Sponsor

\$5,000

- 6 WW&S event tickets
- 6 VIP Fashion Show seats
- 6 Signature Swag Bags

Branding & Marketing Opportunities

- A \$5,000 investment in Second Harvest Food Bank of Metrolina
- Exclusive Fashion Show sponsor
- Prominent recognition on event website, e-blasts, and social networking campaigns
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs and signage, e-save the dates, and e-invitations.
- 1/4 page ad and logo in event program
- Corporate logo and link on WW&S website
- Verbal recognition during the event
- Inclusion of promotional item in Swag Bag



Shoe Guy Sponsor

\$5,000 - SOLD

- 6 WW&S event tickets
- 6 VIP Fashion Show seats
- 6 Signature Swag Bags

Branding & Marketing Opportunities

- A \$5,000 investment in Second Harvest Food Bank of Metrolina
- Exclusive Shoe Guy sponsor
- Logo on all Shoe Guys shirts
- Prominent recognition on event website, e-blasts, and social networking campaigns
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs and signage, e-save the dates, and e-invitations.
- 1/4 page ad and logo in event program
- Corporate logo and link on WW&S website
- Verbal recognition during the program
- Inclusion of promotional item in Swag Bag
- 20 Guys from your company can serve as Shoe Guys at the event



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Golden Wedge Sponsors

\$3,500 (Choose from the following)

Includes:

- A \$3,500 investment in Second Harvest Food Bank of Metrolina
- 5 WW&S event tickets and 5 Signature Swag Bags
- Inclusion of promotional item in swag bag

Swag Bag Sponsor

Branding & Marketing Opportunities

- Company will be mentioned as sponsor by D.J. during the marketplace and by the emcee during the program at the Fashion Show
- Corporate logo printed on bag given to every guest full of goodies
- Name on website, e-blasts and social networking campaigns

Wine Glass Sponsor

Branding & Marketing Opportunities

- Company will be mentioned as sponsor by D.J. during the marketplace and by the emcee during the program at the Fashion Show
- Corporate logo printed on all wine glasses used by all guests throughout the evening
- Name on website, e-blasts and social networking campaigns



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Silver Slingback Sponsors

\$2,500 (Choose from the following)

Includes:

- A \$2,500 investment in Second Harvest Food Bank of Metrolina
- 4 WW&S event tickets and 4 Signature Swag Bags
- Inclusion of promotional item in swag bag

Key-to-the-Closet Sponsor - SOLD

Branding & Marketing Opportunities

- Company will be mentioned as sponsor by D.J. during the marketplace and by the emcee during the program at the Fashion Show
- Name on website, e-blasts, social networking campaigns and key-to-the-closet signage
- Logo on raffle tickets

Jewelry Sponsor - SOLD

Branding & Marketing Opportunities

- Company will be mentioned as sponsor by D.J. during the marketplace and by the emcee during the program at the Fashion Show
- Retail vendor during marketplace with logo on event signage
- Name on website, e-blasts and social networking campaigns



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Bronze Peeptoe Sponsors

\$2,000 (Choose from the following)



All \$2,000 sponsorships Include:

- A \$2,000 investment in Second Harvest Food Bank of Metrolina
- 3 WW&S event tickets and 3 Signature Swag Bags
- Inclusion of promotional item in swag bag

Bottled Water Sponsor

Branding & Marketing Opportunities

- Corporate logo printed on bottled water placed in every guest's Swag Bag
- Name on website, e-blasts and social networking campaigns

Cocktail Napkin Sponsor - SOLD

Branding & Marketing Opportunities

- Corporate logo printed on napkin guests receive from wineries and servers
- Name on website, e-blasts and social networking campaigns

Photo Booth Sponsor

Branding & Marketing Opportunities

- Corporate logo printed on all photos from photo booth
- Name on website, e-blasts and social networking campaigns

Best in Shoe Contest Sponsor

Branding & Marketing Opportunities

- Provide 3 judges for the contest and present winner on stage
- Name on website, e-blasts and social networking campaigns

Ladies Lounge Sponsor

Branding & Marketing Opportunities

- Company logo on lotions and/or soaps in venue restrooms
- Name on website, e-blasts and social networking campaigns

Non-alcoholic Beverage Sponsor

Branding & Marketing Opportunities

- Opportunity to provide an assortment of non-alcoholic beverages at our refreshment station
- Name on website, e-blasts and social networking campaigns



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Sponsorship Opportunities and Benefits



**Diamond Sirettos
\$15,000**

**Platinum Pump
\$10,000**

**Fashion Show
\$5,000**

**Shoe Guy
\$5,000**

**Swag Bag, Wine Glass
\$3,500**

**Key-to-the-Closet,
Jewelry
\$2,500**

**Bottled Water, Cocktail
Napkin, Photo Booth,
Best in Shoe Contest,
Ladies Lounge,
Non-alcoholic Beverage
\$2,000**

Event tickets to Wine Women & Shoes	16 Tickets	12 Tickets	6 Tickets	6 Tickets	5 Tickets	4 Tickets	3 Tickets
VIP fashion show seats	16 Seats	12 Seats	6 Seats	6 Seats			
Signature Swag Bags	16 Bags	12 Bags	6 Bags	6 Bags	5 Bags	4 Bags	3 Bags
Recognition on event e-blasts and social media platforms	Logo and Link	Logo and Link	Logo and Link	Logo and Link	Name	Name	Name
Logo on "Step and Repeat"							
Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs and signage, e-invitations and e-save the dates							
Ad in program	Full Page	Full Page	1/4 Page	1/4 Page			
Recognition on SHMETROLINA and WWS websites	Logo and Link	Logo and Link	Logo and Link	Logo and Link	Name	Name	Name
Inclusion of promotional material in Swag Bag							
Verbal recognition during the event							
Opportunity for a table at event							

To guarantee provision of all benefits, sponsorship must be secured by August 30, 2019

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Sponsorship Agreement

Yes! I would like to participate in Wine, Women & Shoes, October 17, 2019!

Sponsorship Levels

- Diamond Stilettos Presenting Sponsor (\$15,000) -SOLD
- Platinum Pump Sponsor (\$10,000)
- Fashion Show Sponsor (\$5,000)
- Shoe Guy Sponsor (\$5,000) -SOLD
- Swag Bag Sponsor (\$3,500)
- Wine Glass Sponsor (\$3,500)
- Key to the Closet (\$2,500) -SOLD
- Jewelry Sponsor (\$2,500) -SOLD
- Bottled Water Sponsor (\$2,000)
- Cocktail Napkin Sponsor (\$2,000) -SOLD
- Photo Booth Sponsor (\$2,000)
- Best in Shoe Contest Sponsor (\$2,000)
- Ladies Lounge Sponsor (\$2,000)
- Non-alcoholic Beverage Sponsor (\$2,000)

Name as you would like it to appear for recognition purposes _____

Contact Name _____

Address/City/State/Zip _____

Phone _____ **Email** _____

Website _____ **Social Media Handles** _____

Signature _____ **Date** _____

Please complete and return this form and sponsorship payment by Friday, August 30, 2019 to:

Second Harvest Food Bank of Metrolina
Attn: Wendy Nyberg
500-B Spratt Street, Charlotte, NC 28206
704.805.1755
wnyberg@secondharvest.org



Please make checks payable to "Second Harvest Food Bank of Metrolina" and note "WWS Sponsorship" in Memo line.

