

Sponsorship Opportunities



Be a part of Wine Women and Shoes 2019 and help us continue feeding those in need...





Second Harvest Food Bank of Metrolina (SHMETROLINA) strives through education, advocacy, and partnerships to eliminate hunger by the solicitation and distribution of food. SHMFTROLINA 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, veterans assistance organizations, and animal rescues.



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

Over 32 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.



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, sawy 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 Donna Ragan, Marketing and Communications Manager, at 704-805-1724 or dragan@secondharvest.org

Official Fashion Partner



Official TV Partner

Official Radio Partner







Diamond Stilettos Sponsor

- 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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Platinum Pump Sponsor

- 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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- 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





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 - 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
- Corporate logo printed on bag given to every guest full of goodies
- Name on website, e-blasts and social networking campaigns

Wine Glass 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
- Corporate logo printed on all wine glasses used by all guests throughout the evening
- Name on website, e-blasts and social networking campaigns







\$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



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 swaa baa

Bottled Water Sponsor - SOLD

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 - SOLD

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 - SOLD

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 - SOLD

Branding & Marketing Opportunities

 Opportunity to provide an assortment of non-alcoholic beverages at our refreshment station





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Sponsorship Opportunities and Benefits

SECOND HARVEST FOOD BANK OF METROLINA Together We CAN End Hunger	Diamond Stilettos \$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"	1						
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	N	N	N	N			
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	1	1	1	\	N	N	N
Verbal recognition during the event	N	1	1	1	N	N	
Opportunity for a table at event	N	N					

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

Contact Donna Ragan, Marketing and Communications Manager, at 704-805-1724 or dragan@secondharvest.org

Sponsorship Agreement

Yes! I would like to participate in Wine, Women & Shoes, September 27, 2019!

Sponsorship Levels				
() Diamond Stilettos Presenting Sponso	or (\$15,000) -SOLD	() Bottled Water Sponsor (\$2,000) -SOLD		
() Platinum Pump Sponsor (\$10,000)		() Cocktail Napkin Sponsor (\$2,000) -SOLD		
() Fashion Show Sponsor (\$5,000)		() Photo Booth Sponsor (\$2,000) -SOLD		
() Shoe Guy Sponsor (\$5,000) -SOLD		() Best in Shoe Contest Sponsor (\$2,000) -SOLD		
() Swag Bag Sponsor (\$3,500) -SOLD		() Ladies Lounge Sponsor (\$2,000)		
() Wine Glass Sponsor (\$3,500) -SOLD		() Non-alcoholic Beverage Sponsor (\$2,000) -SOLD		
() Key to the Closet (\$2,500) -SOLD				
() Jewelry Sponsor (\$2,500) -SOLD				
Name of the second of the seco				
Name as you would like it to appear to	r recognition purpo	oses		
Contact Name				
Address/City/State/Zip				
Phone	Email			
Website	Social Media Ha	ndles		
Signature		Date		
Please complete and return this form	and sponsorship p	payment by Friday, August 30, 2019 to:		
Second Harvest Food Bank of Metrolin				

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

Attn: Donna Ragan

dragan@secondharvest.org

704.805.1724

500-B Spratt Street, Charlotte, NC 28206



