



wine
women & shoes®
Benefiting the Shining Stars Foundation

JULY 9, 2015 • ASPEN, COLORADO

Sponsorship Opportunities

Included in this packet:

- About Shining Stars Foundation
- About Wine Women & Shoes
- Sponsorship Levels
- Sponsorship Commitment Form



ABOUT

Shining Stars Foundation!

Be there. Be giving. Be fabulous!

Each day, 36 children are diagnosed with cancer. YOU can give them hope.



One of the cruelest things about pediatric cancer is that it serves as a constant reminder to each child of what they **CAN'T** do. They can't do sports. They can't go to the movies with their friends. They can't go to school. They can't style their hair, because they lost it. The list could go on. Cancer steals their self-esteem, childhood, joy, and freedom. Medical treatments alone cannot heal these children from the emotional and social devastation that cancer causes.

Through over 60 programs and events, we show each child that they **CAN** do more than they ever dreamed. We provide critical emotional and social healing through the use of outdoor adventures and cultural experiences like adaptive skiing, rock climbing, rafting, outdoor education, therapeutic arts, theater, and teambuilding. We improve their quality of life and give them back their childhood. We are one of few nonprofits nationally that places a special focus on children who are low-income, in the midst of treatments, and/or living with a disability in addition to their illness. Thanks to our highly skilled medical team, who bring the treatment room to the mountains, we are able to adapt these activities for any child, no matter their illness, treatment needs, or physical limitations. [Click to view a video and learn more.](#)

Please join with us and give the gift of hope to these brave children. Your support will make a difference. We are proud to report that **90% of every dollar spent** directly supports our programs. One-hundred percent of event proceeds will benefit Shining Stars.

*For more information, contact Megan Bryant
at (970) 726-8009 or Megan@ShiningStarsFoundation.org
www.ShiningStarsFoundation.org*

ABOUT

Wine Women & Shoes

Be there. Be Giving. Be

July 9, 2015 - Base of the Gondola - Aspen Mountain



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 50 cities across the country and have raised more than \$22,000,000 for women and children's causes.

Wine Women & Shoes fundraisers create an opportunity for partnerships between charities, wineries, shoe and accessory retailers, corporate sponsors and women in the community. In addition to raising money, these events raise awareness for charities, increase sales for wineries and retail partners, and provide community exposure for corporate sponsors.

WW&S Guest Profile - Expected Attendance 300+

- 80% women ages 30 to 55
- Key influencers, tastemakers and connectors in their communities
- Charity supporters, socially conscious and community minded
- Pay attention to fashion and attend fashion events
- Enjoy wine and attend wine events
- Affluent and represents the typical luxury brand consumer
- On average, attendees donate/spend \$200-\$600 at each event

WW&S Exclusive Venue - Base of the Gondola at Aspen Mountain

- Gain the rare opportunity to expose your business at one of Aspen's premier locations. Not only will event attendees see your brand, but so will countless tourists and residents.
- Venue sponsorship provided generously through a partnership with The Little Nell

\$25,000

EXCLUSIVE SPONSOR

Platinum Pump Presenting

Only ONE available

\$25,000 – Will provide a full year of services (45+ programs and events) for 17 children, which includes their medical support team, as well as meals, lodging, activities, adaptive instruction, equipment, and more.

This Fabulous Sponsorship Package Includes:

- ✦ A \$25,000 tax deductible investment in the Shining Stars Foundation
- ✦ Exclusive title recognition as presenting sponsor
- ✦ Premier logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including, but not limited to: TV, print, and radio media, programs, and signage
- ✦ Prominent recognition on event website, e-blasts, and social networking campaigns
- ✦ On-stage verbal recognition and prominent signage at the event
- ✦ Opportunity to promote business with product placement at event
- ✦ Opportunity to promote business with booth at event (booth/contents to be approved by Shining Stars Foundation)
- ✦ Link to your company website from the Shining Stars Foundation website and WW&S website
- ✦ Opportunity to place a premier item in swag bag (event appropriate items only)
- ✦ Name inclusion in the event program and on the invitations when secured 30 days prior to event
- ✦ Opportunity to provide two “shoe guys” for event
- ✦ Logo placement on Step and Repeat
- ✦ Company’s logo etched on all event wine glasses
- ✦ Logo placement on marketplace signage, including a prominent banner at the entrance
- ✦ Twenty event tickets and swag bags

\$15,000

SPONSOR

Diamond Stiletto

\$15,000 – Will provide medical support, including treatments and 24/7 doctor and nurse care, at our programs for 30 children living with a life threatening illness

This Fabulous Sponsorship Package Includes:

- ✦ A \$15,000 tax deductible investment in Shining Stars Foundation
- ✦ Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including but not limited to: TV, print, and radio media, programs, and signage
- ✦ Prominent recognition on event website, e-blasts, and social networking campaigns
- ✦ On-stage verbal recognition and prominent signage at the event
- ✦ Opportunity to promote business with product placement at event
- ✦ Link to your company website from the Shining Stars Foundation website and WW&S website
- ✦ Opportunity to place a premier item in swag bag (event appropriate items only)
- ✦ Name inclusion in the event program and on the invitations when secured 30 days prior to event
- ✦ Opportunity to provide two “shoe guys” for event
- ✦ Logo placement on the swag bag (all attendees receive)
- ✦ Logo placement on food or beverage item of your choice, including but not limited to: napkins, water bottles, tray cloths, cupcakes, wine glass charms, and more.
- ✦ Fifteen event tickets and swag bags

\$10,000
SPONSOR

Gold Studded Sandal

\$10,000 - Will provide 10 single-day social and outdoor programs for children living with a life threatening illness and their entire family

This Fabulous Sponsorship Package Includes:

- ✦ A \$10,000 tax deductible investment in the Shining Stars Foundation
- ✦ Select one of any of the following custom sponsorship opportunities (listed at the end of this packet)
 - Key to the Closet Sponsor
 - Swag Bag Sponsor
 - Wall of Wine Sponsor
 - Wine Tasting Sponsor
- ✦ Logo placement in ALL event public relations and advertising initiatives, including but not limited to: TV, print, and radio media, programs, and signage
- ✦ Prominent recognition on event website, e-blasts, and social networking campaigns
- ✦ On-stage verbal recognition and signage at the event
- ✦ Opportunity to promote business with product placement at event
- ✦ Link to your website from the Shining Stars Foundation website and WW&S website
- ✦ Opportunity to place a premier item in swag bag (event appropriate items only)
- ✦ Name inclusion in the event program and on the invitations when secured 30 days prior to event
- ✦ Opportunity to provide one “shoe guy” for event
- ✦ 10 event tickets and swag bags

\$5,000
SPONSOR

Ruby Slipper

\$5,000 - Will purchase and provide adaptive sporting equipment for participants living with a disability and a life threatening illness

This Fabulous Sponsorship Package Includes:

- ✦ A \$5,000 tax deductible investment in Shining Stars Foundation
- ✦ Choice of one of the following custom marketing opportunities:
 1. **Shoe Guys Sponsor:** Your logo strategically placed on the t-shirts of 15 + “Shoe Guys” working our exclusive venue and engaging more than 250 + women. This includes a striking welcome for all attendees as the Shoe Guys line the staircase at the base of the gondola for a grand entrance.
 2. **Marketplace Sponsor:** As our Guests shop the day away, we make sure they know who you are in every available way. Sponsor will underwrite the marketplace and their signage will be placed throughout, including a prominently featured banner at the entrance of the marketplace.
 3. **Red Carpet Step and Repeat Sponsor:** Unleash the power of the paparazzi with a red carpet moment as guests enter and flash their best smiles in front of a banner splashed with your logo. The moment lives on in social media shares.
- ✦ Logo placement in ALL event public relations and advertising initiatives, including but not limited to: TV, print, and radio media, press releases, and event collateral including programs, and signage
- ✦ Recognition on event website, e-blasts, and social networking campaigns
- ✦ Link to your website from the Shining Stars Foundation website and WW&S website
- ✦ Opportunity to place a premier item in swag bag (event appropriate items only)
- ✦ Name inclusion in the event program and on the invitations when secured 30 days prior to event
- ✦ Five event tickets and swag bags

ADDITIONAL CUSTOM SPONSOR LEVELS

Custom Opportunities



Key to the Closet Sponsor - \$2,500 (4 Available): A hundred keys are for sale, and only 1 will hold the winning match to a collective bounty of donated fashion items and various treasures. The closet contains everything a woman wants—wine, fashion, furniture, closet systems, spa services, and more. Your brand will be featured as the Key to the Closet sponsor. **Benefits Include:** Logo placement on all raffle materials + online promotions, including e-blasts, Facebook, and Twitter + logo recognition on event webpage + 2 individual tickets.

Swag Bag Sponsor - \$2,500 (2 Available): 250 + attendees receive reusable tote bags as they enter Wine, Women & Shoes – that means 250 of Aspen’s most admired tastemakers will be carrying your brand with them as they are out around town. **Benefits Include:** Your logo on one side of a high-quality tote bag + place a product of your choice in the swag bag + logo recognition on event webpage + 2 individual tickets.

Wall of Wine Sponsor - \$2,500 (2 Available): Your logo will be featured on Wall of Wine signage and the Wall of Wine display. At the Wall of Wine, tickets are sold to pull a bottle of wine valued between \$25 and \$80. **Benefits Include:** Premier Wall of Wine logo recognition + logo recognition on event webpage + 2 individual tickets.

Wine Tasting Sponsor - \$2,500 (2 Available): For this WINE focused event, your logo will be featured on cocktail napkins, wine order forms, and wine sales signage for maximum exposure. **Benefits Include:** Logo on wine sales items + logo recognition on event webpage + 2 individual tickets.

“Best Dressed” Awards Sponsor - \$2,500 (2 Available): 2-3 undercover judges will greet guests at the door and select two winners: One Classic category and one Fashion Forward category. Sponsor may provide the judges. Judges have the opportunity to come on stage and announce the winner. **Benefits Include:** On stage verbal recognition + logo recognition on event webpage + 2 individual tickets.

ADDITIONAL CUSTOM SPONSOR LEVELS

Custom Opportunities



“Best In Shoe” Awards Sponsor - \$2,500 (2 Available): We will celebrate our guests' fabulous footwear by promoting a shoe award. Sponsor may provide the judges. Judges have the opportunity to come on stage and announce the winner. **Benefits Include:** On stage verbal recognition + logo recognition on event webpage + 2 individual tickets.

Food and Beverage Opportunities - \$2,500 (Limit 1 per item): As our guests sip and shop, you can help support the cause by sponsoring water bottles, napkins, a non-alcoholic beverage station, welcome drinks, cupcakes, and more. Your logo will appear throughout the event and be devoured by hundreds of attendees. **Benefits Include:** Logo recognition + logo recognition on event webpage + 2 individual tickets.



Foot Spa Sponsor - \$1,500 (1 Available): During the event, we will set up a foot massage station for everyone's feet that hurt from their heels. Sponsor may underwrite this station and put their signage throughout. **Benefits Include:** Exclusive foot spa logo recognition + logo recognition on event webpage + 1 individual ticket.

Swag Bag Items - \$500: Slip your product into the coveted swag bags handed out to each guest at our event. Logos can also be printed on items such as nail files, candy bars, key chains, note pads, wine totes, etc. Your brand stays handy for months or years after the event. **Benefits Include:** Logo recognition + swag bag inclusion.



Social Media Giveaway - \$500 (5 Available): Got Fans? We'll post a ticket giveaway sponsored by your business on our event Facebook page and event website. As they enter, they'll be sent to your web link with opportunities for special offers. **Benefits Include:** Social media promotion + logo recognition.

Honorary Committee Member - \$750 Donation (40 Available): Name recognition on event web page, program and PR & Media + ticket to the event with VIP privileges.



Wine Women & Shoes benefiting the Shining Stars Foundation

YES! I would like to participate in Wine Women & Shoes, Thursday, July 9, 2015 as:

- Presenting Sponsor (\$25,000) Diamond Stiletto (\$15,000) Gold Studded Sandal (\$10,000) Ruby Slipper (\$5,000)
 Custom Level: _____

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

Contact Name: _____

Address: _____

Phone: _____ **Email:** _____

Check enclosed for \$ _____ payable to *Shining Stars Foundation*. Please mail to: PO Box 1308, Aspen, CO 81612

Charge my Credit Card for \$ _____ Return form via MAIL to: Shining Stars Foundation, PO Box 1308, Aspen, CO 81612

Please Circle: Visa MasterCard Amex Discover

CC#: _____ Exp. Date: _____ CVN: _____

Billing Zip Code: _____ Signature: _____

**For more information, contact Megan Bryant at (970) 726-8009 or Megan@ShiningStarsFoundation.org
www.ShiningStarsFoundation.org**