



wine
women & shoes®

BENEFITING

baptisthealth foundation

Presented by  **REGIONS**
PRIVATE WEALTH MANAGEMENT

2017 Sponsorship Opportunities



“PAIR” WITH US

For over 50 years, **Baptist Health Foundation** has provided charitable resources to improve healthcare, provide social assistance, and promote education and wellness in our community.

When you “pair” with us, you will help ensure that a medical crisis doesn’t become a financial crisis. BHF seeks to provide families and caregivers of our patients with the services they need, while we support efforts to bring healthcare to those populations most at risk.

“MATCH” YOUR GOALS WITH OUR MISSION

Join us in 2018 as we boldly exceed our goals again in raising funds to support our programs and services. The future of faith based philanthropy for healthcare in our communities is happening at Baptist Health Foundation thanks to our wildly successful event—Wine Women & Shoes.

**OUR INAUGURAL 2017 WINE WOMEN & SHOES
EVENT SOLD OUT AND RAISED OVER \$96,000!**

OUR WW&S AUDIENCE IS YOUR PERFECT FIT!

- 300+ Attendees
- Attendees spending an average of \$219/individual onsite at the event
- 88% of the attendees represent the wealthiest zip codes in Birmingham

35213 – 31%	35223 – 14%
35243 – 13%	35242 – 12%
35226 – 9%	35244 – 8%
- 36 Shoe Guys representing over 19 Businesses including some of Birmingham’s most prominent CEOs, doctors, business men, lawyers and actors
- Women who are key influencers, young professionals, tastemakers and community minded charity supporters

Marketing Strategy



DIGITAL MARKETING

E-blasts announcing and promoting the event date and theme, as well as appropriate sponsors, will be distributed broadly to targeted lists of donors and attendees, as well as friends of the Baptist Health Foundation database. **Expected audience: 1,250**

INVITATION

The full-color event invitation will be mailed to current sponsors, guests, targeted donors and supporters approximately 7-8 weeks before the event. The invitation will include recognition for appropriate sponsors and event details. An electronic version will be distributed to the Baptist Health Foundation donor base and the wider community. **Expected audience: 1,250**

WEBPAGE

The Wine Women & Shoes website will be updated with event and sponsor information and include links to appropriate sponsor webpages. It will also link back to Baptist Health Foundation webpage and online registration.

PROGRAM

The program book is distributed to all guests at the event. This book includes event details, sponsor recognition, Baptist Health Foundation information, paid advertisements, and live and silent auction item descriptions. **Expected audience: 400+**

SOCIAL MEDIA

Through multiple social media outlets, the Baptist Health Foundation, partners, and committee members will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.

+ MUCH MORE!

**This event SOLD OUT in 2017.
Don't miss your opportunity!**



Platinum Pump Exclusive Sponsor

\$20,000

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 Baptist Health Foundation Presented by “Your Company Name/Logo Here”).

Presenting Sponsorship benefits include:

- A \$20,000 tax deductible investment in Baptist Health Foundation
- 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, and social networking campaigns (i.e., Facebook, Twitter, & Instagram) reaching Baptist Health Foundation’s followers
- On-stage verbal recognition at the fashion show and prominent signage at the event
- Primary ad placement in our event brochure received by all attendees at the event
- Opportunity to promote business with product placement, booth and customer liaison at event (booth/contents to be approved by Baptist Health Foundation)
- Link to your company website from the Baptist Health Foundation and 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
- Two reserved VIP table for ten guests
- VIP gift and swag bags for twenty guests





Diamond Stiletto Exclusive Sponsor

\$15,000

SHINE LIKE A DIAMOND AT WINE WOMEN & SHOES

This exclusive sponsorship puts your name in front of all the guests of Wine Women & Shoes. Your name/logo will be included on all collateral, event signage, and décor.

Sponsorship benefits include:

- A \$15,000 tax deductible investment in Baptist Health Foundation
- Prominent logo placement on signage at the entrance of the event
- 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, Twitter, & Instagram) reaching Baptist Health Foundation's followers
- On-stage verbal recognition at the fashion show and prominent signage at the event
- Ad placement in our event brochure received by all attendees at the event
- Opportunity to promote business with product placement and customer liaison at event
- Link to your company website from the Baptist Health Foundation and 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
- One reserved VIP table for ten guests + VIP gift and swag bags for each guest
- Five general admission tickets + swag bags for each guest





Dazzling Automobile Sponsor

\$15,000

SHE CAN PICTURE HERSELF DRIVING YOUR CAR...

Sponsorship benefits include:

- A \$15,000 tax deductible investment in Baptist Health Foundation
- Exclusive automobile sponsor
- Logo placement in ALL event public relations and advertising initiatives, including press releases, and event collateral including programs and signage
- Recognition on event website, e-blasts, and social networking campaign
- On-stage verbal recognition at the fashion show and prominent signage at the event
- Recognition in the reusable swag bags (all attendees will receive)
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Opportunity for a customer liaison and an on-site auto presence with 2-3 dealer selected automobiles
- Sponsor provides company representation at the event
- Sponsor provides event signage
- One reserved VIP table for ten guests
- VIP gift and swag bags for ten guests





Gold Studded Slingback

\$10,000

GO FOR GOLD!

Be in the forefront of this celebration bringing women together for an evening of fine wine, great style, and supporting the mission of the Baptist Health Foundation to improve healthcare in our community

Sponsorship benefits include:

- A \$10,000 tax deductible investment in Baptist Health Foundation
- Recognition Logo placement in ALL event public relations and advertising initiatives, programs, and signage
- Prominent recognition on event website, e-blasts, and social networking campaigns
- Opportunity to promote business with product placement and customer liaison at event
- Link to your website from the Baptist Health Foundation and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name in the event program and on the invitations
- One reserved table for ten guests
- 10 swag bags





Silver Stiletto Sponsors

\$5,000

IT'S ABOUT THE BLING! Don't miss these fabulous exclusive branding opportunities:

SHOE GUYS SPONSOR - Sponsor 35+ charming "Shoe Guys" working the room and engaging more than 400 women. It's a great opportunity to showcase your brand with your logo and branding exposure on the "Shoe Guys" shirts.

PAPARAZZI PHOTO BACKDROP SPONSOR - As lovely ladies arrive at the entrance of 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 Baptist Health Foundation logos).

BEST IN SHOE SPONSOR - Celebrate our attendees' fabulous footwear by promoting a "Best in Shoe" award. Judges work the room, choose the winners, and the sponsor announces 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.

"SOLE SAVER" FLIP FLOP SPONSOR - Swoop in and save the night! At the end of the evening, every well-heeled guest will be trading in their stilettos for the "sole saver" flip flops printed with your logo.

DINNER SPONSOR - Good food is all the sweeter when shared with friends. Each place setting will feature your logo on the evening's menu as guests take their seat in the ballroom for dinner.

Sponsorship benefits include:

- A \$5,000 tax deductible investment in Baptist Health Foundation
- 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 the Baptist Health Foundation website and 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
- Five event tickets at general admission table and five swag bags

Kitten Heel Sponsorships

\$2,500

MARKETPLACE SHOPPER SPONSOR - Guests will know who you are throughout the Marketplace. Your logo will be placed on a high quality shopper bag given to the first 200 guests that enter the Marketplace. Help these lovely ladies carry home their coveted items.

KEY-TO-THE-CLOSET SPONSOR - A hundred keys for sale, and only 1 person 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.

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".

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 - A parting gift from your company that features a branded message will be placed in each car -valet parked. For example: water bottle, or a rose.

SKYLINE PHOTO OPP SPONSOR - The view from The Club is the perfect backdrop everyone wants in their picture. Be the logo that adorns their photos that night!

WINE GLASS TAG SPONSOR - Grab attention as the Wine Tag sponsor with a custom-designed tag slipped around the bottom of the wine glasses. Tags act as a business card advertisement placed in the hand of every attendee.

MARKETPLACE CATERING – Sponsor the tasty food placed throughout the marketplace area (from 5:30-7:30). There is nothing a girl likes more than good food and good shopping!

Sponsorship benefits include:

- A \$2500 tax deductible investment in Baptist Health Foundation
- Recognition on event website, e-blasts, and social networking campaigns
- Link to your website from the Baptist Health Foundation and 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
- Two event tickets at general admission table and two swag bags



Additional Opportunities

\$1500 HYDRATION STATION SPONSOR - Help our fabulous attendees hydrate at the infused water station. Elegant signage and dispensers will draw a thirsty crowd. **Benefits Include:** Logo Recognition + 1 ticket to the event.

\$1500 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 mah-vellous!”, which will be placed throughout venue. **Benefits Include:** Logo Recognition + 1 ticket to the event.

\$500 PATRON LEVEL - Make a difference without the work. **Benefits Include:** Name recognition in program + 1 VIP ticket

.....



Sponsorship Agreement

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

- ~~\$20,000 Platinum Pump Exclusive~~
- \$15,000 Diamond Stiletto Exclusive
- \$15,000 Dazzling Automobile
- \$10,000 Gold Studded Slingback
- \$5,000 Silver Stiletto Sponsor
 - Shoe Guys
 - Best in Shoe Awards
 - ~~Paparazzi Photo Backdrop~~
 - Swag Bag
 - "Sole Saver"
 - Dinner
- \$500 Patron Level
- Custom: _____
- \$2,500 Kitten Heel
 - ~~MarketPlace Shopper~~
 - Key-to-the-Closet
 - ~~Wall of Wine~~
 - ~~Cocktail Napkin~~
 - Valet
 - ~~Skyline Photo Opp~~
 - ~~Wine Glass Tag~~
 - Marketplace Catering
- \$1,500 Additional Opportunities
 - Hydration Station
 - Mirror, Mirror

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

Please send invoice to:

Name _____ Address _____

Check enclosed for \$ _____ **payable to Baptist Health Foundation**

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: _____

RETURN FORM VIA MAIL or EMAIL TO Baptist Health Foundation 1130 22nd St. South,
Suite 1000, Birmingham, AL 35205 or Kate.Gillespie@bhsala.com

ARTWORK STATEMENT Send artwork to Amanda.Robinson@bhsala.com
or Kate.Gillespie@bhsala.com in EPS format no later than 2/10/18.



FIND THE PERFECT FIT

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:

Kate Gillespie at 205.715.5022 or Kate.Gillespie@bhsala.com

**the tax deductibility of donations will be determined after sponsorship is finalized.*