

BENEFITING THE CHILDREN'S CANCER CENTER



PHOTOS FROM PREVIOUS YEARS





About the Children's Cancer Center

The Children's Cancer Center is a non-profit organization dedicated to serving children and their families battling cancer or chronic blood disorders with the emotional, financial, and educational support necessary to cope with their life-threatening illness.



OVER 1,000 FAMILIES SERVED ANNUALLY



for all members of the family, through every step of their cancer journey



OF CHILDREN DIAGNOSED

with pediatric cancer in the Tampa

Bay area yearly benefit from our

programs and services

92% TOTAL YEARLY

DONATIONS SPENT ON FAMILY PROGRAMS



The Children's Cancer Center has received the highest rating from Charity Navigator



About Wine, Women & Shoes

Created for those who enjoy fine wine, great style, and supporting a noble cause, Wine Women & Shoes (WW&S) is one of the fastest-growing charity events in the country. Featuring wine tastings, a live and silent auction, high end fashion show, and walk-around boutique marketplace, WW&S is a highly successful national fundraising event.

Thursday October 6th, 2022 ARMATURE WORKS

\$1.7 Million+ RAISED IN THE PAST 8 WINE, WOMEN & SHOES FOR TAMPA CHILDREN AND FAMILIES BATTLING CANCER

OF ATTENDEES ARE AGED 30 - 60

550+ AFFLUENT WOMEN & MEN IN ATTENDANCE



MEDIA STRATEGY

women&shoes BENEFITTING THE CHILDREN'S CANCER CENTER Best Night Ever MORE DETAILS TO COME

October 6, 2022 Armature Works





SAVE-THE-DATE

A postcard formally announcing the event date and theme, as well as appropriate sponsors, will be distributed to targeted lists of donors, and attendees through print collateral and social media platforms.

PROGRAM

The program book is distributed to all guests at the event. This book includes event details, sponsor recognition, Children's Cancer Center information, paid advertisements, Sole Man information, and live and silent auction item descriptions.

E-BLASTS

At least 5 e-blasts will be sent to over 500 attendees, as well as the Children's Cancer Center's database of over 12,000 individuals. Pre-event e-blasts will preview all the fun and excitement, as well as include must-read information to help everyone make the most of the event. Post-event e-blasts will recap winners, express gratitude, and prime the pump for next year's Wine Women & Shoes!

WEBPAGE

Sponsorship information will be available on both Children's Cancer Center's and Wine Women & Shoes' websites. Sponsor information will include links to appropriate sponsor pages.

SOCIAL MEDIA

With an audience of over 4,000 spread across social media outlets, Bridge Communities will link guests/followers to our mission, our sponsors, and messaging through dynamic, engaging, and fabulous content.



Sponsor Level	Cost	Details
Presenting Sponsor (Mercedes Benz of Tampa)	\$3 OLD	The Presenting Sponsor is the highest level of recognition and brand exposure before, during and post-event. This event will be promoted on all nanoting as the "Children's Cancer Center's Wine Women & Shoes prisented by" The Presenting opensor is also represented on all marketing materials throughout the event including the Marketplace, Fashion Show and After Party.
Title Sponsor (Watt Plastic Surgery)	\$25,0,0	The Title Sponsor is an exclusive opportunity where your company name would be included in any place the event name is. Your com any vill become part of the title. Listed as "Mercedes Benz of Tamr, 's \ ine, Women and Shoes Brought to you by The Title Sponsor is also represented on all marketing materials throughout the event including the Marketplace, Fashion Show and After Party.
Fashion Runway Sponsor	\$25,000	The Fashion Runway Sponsor is an exclusive, visual branding opportunity when all eyes are on the stage for the seated portion of the evening. Your logo will be prominently on the runway the entire show!
Entertainment Sponsor	\$20,000	The Entertainment Sponsor is an exclusive, visual branding opportunity on the two large video screens located on the left and right side of the stage throughout the entire show and seated portion of the event!
Step and Repeat Sponsor (Two Opportunities Available)	\$15,000	The Step and Repeat Sponsors are a visual branding opportunity located at the entrance of the event. As guests arrive, they will be escorted by Sole Men to a platform where they'll be photographed. This is your chance to be featured in a high traffic area at the event, as well as in every guest photo upon their arrival. This opportunity is for two companies in which their logos will be prominently featured together, on a vibrant photo display paired with the Wine, Women and Shoes and Children's Cancer Center's logos.



Sponsor Level	Cost Details					
Sole Men T-Shirt Sponsor (Meat Market)	\$7,56	The Section T-shirt Sponsor is a visual branding opportunity for our loo to be placed on the back of the 60+ t-shirts worn by the event's infamous volunteers, the Sole Men. Sole Men are engaged in every portion of the event for all 550 guests to see at every glance.				
Key to the Closet Sponsor (Style Me New)	\$5,00	All 550+ attendees have the opportunity to purchase multiple chances to win all of the items featured in the coveted closet. The closet is filled with high end items from partners in our community such as boutique gift c ds, he el st vs, and so much more all valued at \$20,000+. The Key to he Cle et S onsor will have a dedicated visual branding opportunity anounced. This on-stage feature will be accompanied by logo placement as well.				
Swag Bag Sponsor (Westshore Diamond)	\$5,06	Make a lasting impression on our 550+ guests as you enrich their experience by becoming the Swag Bag Sponsor. Swag bags are given o guests the night of and utilized for days/years to come manual this a great opportunity for marketing & visibility.				
Bar Sponsor	\$5,000	The Bar Sponsor is a visual branding opportunity for your logo to be displayed at all bars in the Marketplace area of the event. Every time guests come to and from the bar to refresh their drink, they will see your logo. With 550+ guests the Bar Sponsor is a high visibility sponsorship.				
Wine Glass Tag Sponsor (Rabble Wines)	\$5,0()	The Wine Glass Tag Sponsor is a visual branding opportunity for bur log and be placed on each wine glass throughout the evening. These ags fill be viewed time and time again as guests sip their way thoug different vintners, and as their glasses are refreshed during the fashion show.				



Sponsor Level	Cost	Details
Live Auction Sponsor	\$3,0	The Live Auction Sponsor is an opportunity to have your logo displated, cominently on each slide of the live auction for all guests to see You logo will be placed alongside each luxurious vacation or including one of the most anticipated parts of the event!
Champagne Bar Sponsor (Clean Juice)	\$3,000	An excinition, visual branding opportunity for your logo to be featured on the Champagne Bar. The Champagne Bar is a dedicated bar for bublies that is always a hit among guests and inevitably ends up being a great place to snap cute photos.
Photo Booth Sponsor (Driven Fit)	\$3,(06	The Photo Booth Sponsor is an opportunity to feature your logo on even p. No booth picture taken throughout the evening for 550+ gues 3. This sponsor logo will be on every photo that is physically printed and sigitally sent to guests to share with their friends after the event.
Mirror Positivity Sponsor (Merissa Larson)	\$2,500	The Mirror Positivity Sponsor is an opportunity to have your logo featured on all the mirrors throughout the Marketplace. While ladies fresh h up heir lipstick or snap a photo, this sponsor will be visible along ith / positive saying inspiring confidence among guests. Sole wien will be nearby serving compliments to all the attendees that visit the mirrors as well.
Make Your Bid Sponsor	\$2,500	The Make Your Bid Sponsor is a branding opportunity for your logo to be featured across the entire back of every event program that the 550+ guests receive upon arrival and use during the much anticipated live auction portion of the event.



Sponsor Level	Cost	Details
Silent Auction Sponsor (Sweet Southern Chic)	\$2,500	The Silent Auction Sponsor is a visual branding opportunity for your logo to be displayed in a high traffic area alongside the coveted such the uction ments. The entire Children's Cancer Center database will eccive the lent auction link including your logo, via email prior to the event.
Water Bottle Sponsor (The Lewkowicz Team)	\$2,500	The Water Bottle Sponsor will be featured throughout the entire event from the Marketplace to the Fashion Show and the After P. ty As the attendees of Wine, Women & Shoes enjoy the event, is will be thin by for some refreshing water while eating fine bode, simple, wonderful wines, shopping with exclusive retailers, and bidding on auction items.
Napkin Sponsor (The Giving Girls)	\$2,000 \$	The Napkin Sponsor is a visual branding opportunity for your logo featured on the vertige napkins displayed at every bar throughout the Marketphice and in the VIP private lounges complimenting cach drink throughout the evening.
After Party Sponsor	\$2,000	The After Party Sponsor is an exclusive opportunity to have your logo featured prominently on all signage as guests arrive at the infamous After Party leaving a lasting impression at this
Custom Sponsor	TBD	DIDN'T SEE ANYTHING THAT FITS YOUR COMPANY? Contact our Assistant Director of Development and Community Engagement, Gracie Goltermann, to discuss how we can create a unique sponsorship opportunity which will meet your company's specific needs! 813-367-5437 ext 8 ggoltermann@childrenscancercenter.org



	Inclusivity Across All Branding	Cobranding at event	Industry Exclusivity	Company Shoutout During Show	Featured on Event Signage	Logo on Website	Program Ad	Tickets Included
Presenting Sponsor	N	N	N	N	N	N	Full Page	10
Title Sponsor		N	N	N	N	1	Full Page	8
Runway Sponsor			N		N	N	Full Page	6
Entertainment Sponsor			N			N	Full Page	4
Step and Repeat Sponsor			N	N		N	Full Page	3
Sole Men T-Shirt Sponsor			N	N	N	N	Half Page	3
Key to the Closet Sponsor						N	Half Page	2
Swag Bag Sponsor					N	N	Half Page	2
Bar Sponsor					N	N	Half Page	2
Wine Glass Tag Sponsor					N	N	Half Page	2
Live Auction Sponsor					N	N	Quarter Page	1
Champagne Bar Sponsor					N	N	Quarter Page	1
Photo Booth Sponsor					N	N	Quarter Page	1
Mirror Positivity Sponsor						N	Quarter Page	1
Make Your Bid Sponsor						N	Quarter Page	1
Silent Auction Sponsor						N	Quarter Page	1
Water Bottle Sponsor						N	Quarter Page	1
Napkin Sponsor						N	Company Listed	1
After Party Sponsor						N	Company Listed	1



THANK YOU FOR SUPPORTING THE CHILDREN'S CANCER CENTER!





ChildrensCancerCenter.org @ChildrensCancerCenter Facebook.com/DailyCCC