



PRESENT



wine
women & shoes[®]

BENEFITING THE
CHILDREN'S CANCER CENTER

Sponsorship Packet



PRESENT



wine women & shoes®

BENEFITING THE
CHILDREN'S CANCER CENTER

October 16th, 2025

About Wine Women & Shoes

Created for those who enjoy fine wine, great style, and supporting a noble cause, Wine Women & Shoes is one of the fastest-growing charity events in the country. This year's theme is "Italian Summer," inviting guests to experience the warmth and romance of Italy. Featuring fine wines, signature cocktails, a live and silent auction, a high-end fashion show, and a walk-around boutique marketplace, WWS is a highly successful national fundraising event.

Over \$4.6 Million

Raised over the past 11 Wine Women & Shoes for Tampa Bay children and families battling pediatric cancer

550

affluent women and men in attendance

80%

of attendees are aged 30 - 60

12th

anniversary of Tampa's wine women & shoes



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About Children's Cancer Center

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



MAKILAH, AGE 12
SALIVARY GLAND CARCINOMA FIGHTER



APRIL, AGE 9
ACUTE LYMPHOBLASTIC LEUKEMIA FIGHTER



ROSIE, AGE 9
EPENDYMOMA FIGHTER

5,000

children and family
members served annually



CHILDREN'S
CANCER CENTER

helping children & families cope

92%

of all annual donations
spent on family
programs

30

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

2024 was the

50th
Year

of the Children's Cancer Center



Charity Navigator

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

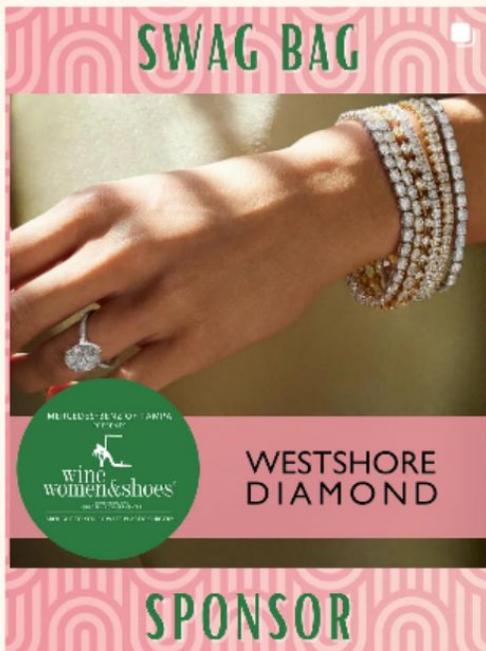


PRESENT

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BENEFITING THE CHILDREN'S CANCER CENTER

Media Strategy



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 550+ attendees, as well as the Children's Cancer Center's database of nearly 14,000 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 8,000 spread a variety of social media outlets, Wine Women & Shoes will link guests/followers to our mission, our sponsors, and messaging through dynamic, engaging, and fabulous content.

PRINT MEDIA

Partnering with local digital and print magazines such as Tampa Bay METRO Magazine, Wine Women & Shoes is featured to local audiences and prominent sponsors are recognized by name as a chance to express gratitude and publicize the success of the event.



Photos from Previous Years





Sponsorship Opportunities

Sponsor Level	Cost	Details
<p>Presenting Sponsor Mercedes-Benz of Tampa</p>	\$35,000	<p>Wine Women & Shoes will be promoted as “<i>Your Company Name Presents Wine Women & Shoes</i> benefitting the Children’s Cancer Center” This is a visual branding opportunity to be included in the event logo and represented on all marketing materials throughout the event, which includes the marketplace, fashion show and after party. This is the highest level of recognition and brand exposure before, during and post-event.</p>
<p>Title Sponsor Rolls Royce/ Bentley (Dimmitt Automotive Group)</p>	\$30,000	<p>Wine Women & Shoes will be promoted as “<i>Presenting Sponsor presents Wine Women & Shoes</i> benefitting the Children’s Cancer Center brought to you by <i>your company name</i>”. This is a visual branding opportunity to be included in the event logo and represented on all marketing materials throughout the event, which includes the marketplace, fashion show and after party. This is the second highest level of recognition and brand exposure before, during and post-event.</p>
<p>Runway Sponsor Watt Plastic Surgery</p>	\$25,000	<p>The season's latest styles will be showcased during the fashion show, along with many other on stage experiences as guests are seated in a runway style setting. This is a visual branding opportunity where your company's logo is prominently displayed along the runway where all eyes are looking. VIP guests have room for visibility of the runway and every aspect of the seated portion of the evening captivates the entire audience where your logo will not be missed.</p>
<p>Fashion Show Sponsor</p>	\$20,000	<p>Your premier styles will be showcased during the fashion show where guests are seated in a runway style setting. This is a visual branding opportunity to display your latest designs to an exclusive audience of 550 affluent guests. You will receive online exposure through event promotions including mentions of <i>your company name</i> as the fashion provider.</p>
<p>Entertainment Sponsor Wiregrass Ranch Foundation</p>	\$20,000	<p>From the professional entertainers, to the live auction and the announcement of the shoe winners, there is never a dull moment on stage. This is a visual branding opportunity to have your company's logo featured on the event's sizzle reel and conclude the mission moment video. Guests will be captivated by these unforgettable on-stage experiences and your company will be promoted as our entertainment sponsor on stage throughout the evening.</p>



Sponsorship Opportunities

Sponsor Level

Cost

Details

Swag Bag Sponsor

\$20,000

Among the many highlights of the night, the coveted swag bags are filled with items that guests waste no time sifting through. This is a visual branding opportunity on the front of the swag bag to make an impression on our 550+ guests by enriching their experience as the Swag Bag Sponsor. Swag bags are placed in every lounge and each seat giving your company great recognition during and after Wine Women & Shoes, as they sport these useful bags around town all year long.

Step & Repeat Sponsor

Instrumental Wealth & AR Aesthetics

\$15,000

As guests enjoy the evening they will find a photo opportunity in a high traffic area of the marketplace to capture each group of attendees. This visual branding opportunity is open for two companies' logos to be featured prominently on a vibrant backdrop, one for the Wine Women and Shoes and Children's Cancer Center's logos. These photos are shared by guests on their social media platforms, driving a substantial amount of impressions to your logos well after the event.

Key to the Closet Sponsor

The Closet Envy

\$15,000

The closet, located in the marketplace, is filled with high end items from partners in our community such as boutique gift cards, hotel stays, and much more totaling a value of \$20,000+. This is a visual branding opportunity around the closet and on stage when the winner is announced. All 550+ attendees have the opportunity to purchase multiple chances to win all of the items featured in the coveted closet.

Best in Shoe Sponsor

Watt Plastic Surgery

\$15,000

All 550+ attendees have the opportunity to participate in the Best in Shoe competition as they dress to the nines with emphasis on their shoes, competing to walk the runway. This is a visual branding opportunity in the marketplace where your logo is displayed on a platform for all our well healed guests to get their photo taken and show off their style to the judges. The Best in Shoe sponsor will also have their logo displayed on the screens of the stage as the winners are announced during the show.

Wine Window Sponsor

Open Container Wine

\$15,000

Step up to the wine window for a taste of Italian tradition! This is a visual branding opportunity to have your logo featured on the wine window activation in the well attended marketplace. This moment of vintage inspired hospitality will be a stylish way to showcase your brand, paired with a glass of exquisite wine.



PRESENT



Sponsorship Opportunities

Sponsor Level	Cost	Details
Sole Men T-Shirt Sponsor <i>Meat Market</i>	\$10,000	<p>Sole Men are the infamous volunteers of Wine Women & Shoes. This group of 60+ men spends their evening manning the bars, promoting all fundraising initiatives, and creating a wonderful atmosphere for guests. Most importantly, they ensure wine glasses are filled at all times! This is a visual branding opportunity for your logo to be placed prominently on the 60+ t-shirts worn by the sole men. Sole Men interact with all 550 guests and stand out in the marketplace, during the fashion show, and all the way into the afterparty.</p>
Bar Sponsor <i>Artful Conception</i>	\$10,000	<p>There would be no <i>wine</i> in Wine Women & Shoes without the well stocked bars that are placed all throughout the venue. This is a visual branding opportunity for your logo to be prominently displayed at our bars in the Marketplace. Every time guests come to and from the bar to refresh their drink, they will see your logo. The bars are one of the highest visited areas among our 550+ guests.</p>
After Party Sponsor	\$10,000	<p>Following the show, guests head to the after party to cap off the night with dancing and refreshments. This is a visual branding opportunity to have your logo featured prominently on all signage as guests arrive for this infamous after party. Beyond dancing, guests have the chance to get off their feet and enjoy the final compliments of the evening.</p>
Glow Up Station Sponsor	\$7,500	<p>Even your finest moments might call for a few fixes. This is a visual branding opportunity to be featured at the Glow Up Station, an elevated experience in the marketplace where guests stop by and check out your hair care products and services. With every glow-up comes a touch-up or two, serving as the launch point for new clients to come through.</p>
After Party Flip Flop Sponsor <i>Penelope T</i>	\$7,500	<p>It's time to keep the dance party going and there's no better way to do that than in comfy flip flops. This is a visual branding opportunity to have your logo featured on the flip flops and the signage that directs guests to this luxury. Make your mark on the after party and provide guests some much needed relief.</p>



Sponsorship Opportunities

Sponsor Level	Cost	Details
Wooden Spoon Engraving Station Sponsor <i>Barr & Barr</i>	\$5,000	<p>Stir up something special with a wooden spoon engraving station! This is a visual branding opportunity for your company to be rewarded at the engraving station installation that the guests visit to personalize their spoon. This interactive experience offers guests a chance to personalize their own wooden spoon to take home and have a kitchen keepsake.</p>
Silent Auction Sponsor <i>Greco Real Estate</i>	\$5,000	<p>Bidding wars like no other take place as guests peruse this oasis of opportunities that feature donated items from our community partners ranging from lavish weekend getaways, to chef experiences, designer items and more! This is a visual branding opportunity for your logo to be featured alongside these desirable silent auction items both at the event and online. The Children's Cancer Center database of over 23,000 individuals will receive the silent auction link that features your logo prior to the event.</p>
Bourbon Lounge Sponsor <i>Metallo Delivers</i>	\$5,000	<p>This corner was created for those with bolder tastes! Located in its own section of the marketplace, this lounge offers a signature bourbon cocktail for guests to sip on. This is a visual branding opportunity where your company logo will be featured in the distinguished bourbon lounge. Many guests stop by this area as they sip and shop through the Marketplace and sample one of the select spirits of the night.</p>
Sober Up Station Sponsor <i>The Phoenix</i>	\$5,000	<p>After a night of wine tasting and endless dancing, this dedicated section provides guests with some much needed hydration and refreshment. Located in the after party, this is a visual branding opportunity to have your logo alongside the Sober Up Station. Before guests leave this year's Wine Women & Shoes they will be sure to be supplemented with the necessary supplies to sober up!</p>
Water Bottle Sponsor <i>Maxed Out</i>	\$5,000	<p>Wine Women & Shoes is a marathon, not a sprint, and the water is just as important as the wine. Water bottles will be conveniently placed throughout the marketplace and in each of the wagons. This is a visual branding opportunity for your company logo to be featured on the disposable water bottles as guests will be thirsty for some refreshing water as they sip on wonderful wines, shop with exclusive retailers, and bid on auction items.</p>



Sponsorship Opportunities

Sponsor Level	Cost	Details
Wine Glass Plate Sponsor <i>Safe Seal</i>	\$5,000	Sipping and savoring has never been easier due to our custom wine plates that are designed to hold your glass and selected food tastings. This is a visual branding opportunity to have your logo featured on the wine glass plates that are given to guests as they venture through our food and wine vendors in the marketplace. With each and every hors d'oeuvre comes a glance at your business' branding.
Wine Opener Sponsor <i>Creation Equity</i>	\$5,000	What is a wine bottle without an opener? This is a visual branding opportunity to feature your company's logo on the wine openers that are used at the bar, in the hands of the sole men, and placed in the swing bags that are given to all 550+ attendees. Bottles go quickly throughout the course of the evening and the wine openers provide the pop that everyone loves to hear!
Wine Stopper Sponsor <i>Creation Equity</i>	\$5,000	The wine doesn't stop after Wine Women & Shoes, and every wine lover needs a stopper. This is a visual branding opportunity to feature your company's logo on the wine stoppers that are placed in the swing bags and given to all 550+ attendees. Guests will continue to use their wine stoppers to keep their wine fresh well after the event!
Wine Bottle Sleeve Sponsor <i>Suncoast Equity Management</i>	\$5,000	Sleek in style and elegant in presentation, wine bottle sleeves are useful for any occasion. This is a visual branding opportunity to have your logo featured on wine bottle sleeves that are provided in the swing bags and given to all 550+ attendees. Our exquisite wine bottle sleeves keep bottles chilled and add a touch of sophistication to every pour for years to come.
Wine Glass Tag Sponsor <i>Unity Jets</i>	\$5,000	There's no better accessory for a glass of wine than a wine glass tag. This is a visual branding opportunity for your logo to be placed on each wine glass throughout the evening. These tags will be viewed time and time again as guests sip their way through different vintners, and as their glasses are refreshed during the fashion show.
Champagne Bar Sponsor <i>Bay Harbour Private</i>	\$5,000	As guests make the marketplace, they will be offered a refreshing glass of champagne pulled from this aesthetic collection of glasses. This is a visual branding opportunity for your logo to be featured throughout the Champagne Bar. This dedicated bar for bubbles is



Sponsorship Opportunities

Sponsor Level	Cost	Details
Affogato Cart Sponsor <i>Chill Bros</i>	\$5,000	Delight guests with a luxe little indulgence with this affogato cart where rich espresso meets gelato. This is a visually branding opportunity for your company's logo to be featured on this claimir position that captures the spirit of an Italian cafe. The cart invites guests to enjoy a savory sweet treat leaving a lasting impression of your brand with every delicious pour!
Photobooth Sponsor <i>Driven Fit</i>	\$5,000	Guests of Wine Women & Shoes are dressed in the latest fashions and eager to capture their fits with their friends. This is a visual branding opportunity to feature your logo at the photobooth and displayed on the pictures that are being printed and produced digitally. As photos are taken, stories are shared and memories are made, this sponsorship will leave an impression on those looking to relive the night.
Pocket Mirror Sponsor <i>Hyde Park Village</i>	\$5,000	Pocket Mirrors give guests a glimpse of any touch ups that might be needed throughout the night. This is a visual branding opportunity to feature your company logo on the pocket mirror that is placed in the swag bags and given to all 550+ attendees. The women that take home their swag bags keep these pocket mirrors in their purses, travel and cosmetic bags and will identify your company with one of the most convenient takeaways of the night.
Live Auction Sponsor <i>Leola Construction</i>	\$5,000	During the live auction, guests are provided the opportunity to bid on trips, paintings, and other unique experiences. This is a visual branding opportunity to be featured on the screens for the duration of the live auction as guests participate in some friendly competition to outbid each other and win these coveted offerings. Among the many captivating moments, the live auction is one of the most anticipated portions of the evening.
Napkin Sponsor	\$5,000	Napkins are the final decorative touch when serving a drink, and a perfect resource to stay freshened up. This is a visual branding opportunity for your logo featured on beverage napkins to stay visible throughout the marketplace and in the VIP private lounges complimenting each drink throughout the evening.



Sponsorship Opportunities

Sponsor Level	Cost	Details
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Welcome Drink Sponsor <i>Anton Garcia Law</i>	\$5,000	What better way to be welcomed to Wine Women & Shoes than with a welcome cocktail! This is a visual branding opportunity to be featured throughout the welcome drink installation. Your brand will have prime visibility as guests begin sipping their way through the event, and setting the tone for an unforgettable night.
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Directional Signage Sponsor	\$5,000	Guests spend the first half of the evening sipping and shopping their way through the marketplace. This is a visual branding opportunity to feature your company's logo on the directional signage that welcomes and guides guests through the marketplace. This sponsorship ensures your brand is seen on multiple occasions as guests explore the marketplace portion of the event.
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Words of Encouragement Sponsor <i>Trade PMR</i>	\$5,000	Guests will be invited to pause for a heartfelt moment at a beautifully curated station where they can leave a message of words of encouragement to children of the CCC. This is a meaningful visual branding opportunity to have your logo featured alongside this audio guest book which is the most positive portion of the event. This space will radiate positivity and guide guests to leave an uplifting message that will brighten a child's day.
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Hand Fan Sponsor <i>Airheads HVAC</i>	\$5,000	A stylish hand fan isn't just a fashion-forward accessory—it's a cool branding moment. This is a visual branding opportunity to have your company's logo prominently displayed on all the hand fans that are given to guests as they enter the event. Even in October guests will need a quick breeze to combat the Florida heat and will look to your logo for some much needed relief.
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Sponsorship Opportunities

Sponsor Level

Cost

Details

Valet & Transportation

\$5,000

A great way to kick off Wine Women & Shoes is by eliminating the worry of parking and transportation. Guests arriving at the main entrance will valet their cars, where your company's logo will be prominently featured on valet signage, creating a strong visual branding opportunity. From there, our infamous sole men will greet and escort attendees to the main event. In addition, each guest receives a pre-event "what to expect" email that includes a transportation discount code—another branding touchpoint where your company's logo will be displayed and mentioned, as well as featured on signage at the afterparty. Together, these thoughtful details not only enhance convenience and safety for our guests, but also maximize your brand's visibility throughout the evening.

Painted with a Purpose Sponsor

\$5,000

At Wine Women & Shoes, guests will have the opportunity to purchase beautifully hand-painted wine glasses, created by the children of the Children's Cancer Center. This meaningful activation not only provides attendees with a one-of-a-kind keepsake, but also highlights the courage and creativity of the children we serve. As the exclusive sponsor of this activation, your company's logo will be prominently displayed at the activation site throughout the evening, ensuring high visibility and strong brand alignment with this heartfelt initiative.

Available Custom Sponsorship Options:

Custom Sponsor

TBD

- Emery Board - \$4,000
- Wine Aerator - \$3,000
- Purse Hook - \$3,000
- Phone Stand - \$3,000
- Clean & Serene Station - \$2,500
- Make Your Bid - \$2,500
 - Matchbook - \$2,000
 - Koozie - \$2,000
 - Toothbrush - \$2,500
 - Pack of Gum - \$1,500
- Stain Removal Pen - \$1,500

DIDN'T SEE ANYTHING THAT FITS YOUR COMPANY?

Contact our 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



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Advertisement Options

FULL PAGE: 8" X 5" (LANDSCAPE) FOR \$350

HALF PAGE: 3.75" X 5" (PORTRAIT) FOR \$225

QUARTER PAGE: 3.75" X 2.375" (LANDSCAPE) FOR \$150

PT ♥
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IMPACTING LIVES

COMMUNITY SUSTAINABILITY IMPACT

The Hurley Foundation was founded in 2022 by Aaron and Heidi Hurley along with Robby and Nancy Phelan. The Foundation is dedicated to supporting underserved communities by providing funding and strategic guidance to other nonprofits in the Greater Tampa Bay area. Our mission is to empower individuals in the Greater Tampa Bay area by offering access to resources to live a dignified and meaningful life.

STAY CONNECTED WITH ALL THOSE HURLEY FOUNDATION

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Contact Alex Glickman, General Manager, for any sales or service needs at **813.865.8111**

4400 North Dale Mabry Highway Tampa, FL 33614

Sponsorship Benefits

	Price	Inclusivity Across All Branding	Industry Exclusivity	Company Shoutout During Show	Featured on Event Signage	Logo on Website	Social Media Exposure	Program Ad	Tickets Included
Presenting Sponsor	\$35,000	👠	👠	👠	👠	👠	Custom Reel	Full Page	Lounge of 8
Title Sponsor	\$30,000	👠	👠	👠	👠	👠	Custom Reel	Full Page	Lounge of 8
Runway Sponsor	\$25,000	👠	👠	👠	👠	👠	Custom Reel	Full Page	8 Front Row
Fashion Show Sponsor	\$20,000	👠	👠	👠	👠	👠	Custom Reel	Full Page	6 Front Row
Entertainment Sponsor	\$20,000		👠	👠	👠	👠	Custom Reel	Full Page	6 Front Row
Swag Bag Sponsor	\$20,000		👠	👠	👠	👠	Custom Reel	Full Page	6 Front Row
Step & Repeat Sponsor	\$15,000			👠	👠	👠	Custom Reel	Full Page	4 Front Row
Wine Window Sponsor	\$15,000			👠	👠	👠	Custom Reel	Half Page	4 Front Row
Key to the Closet Sponsor	\$15,000			👠	👠	👠	Custom Reel	Half Page	4 Front Row
Best in Shoe Sponsor	\$15,000			👠	👠	👠	Custom Reel	Half Page	4 Front Row
Sole Men T-Shirt Sponsor	\$10,000			👠	👠	👠	In-Feed Post	Half Page	4 Front Row
Bar Sponsor	\$10,000			👠	👠	👠	In-Feed Post	Half Page	4 Front Row
Afterparty Sponsor	\$10,000			👠	👠	👠	In-Feed Post	Half Page	4 Front Row
Glow Up Station Sponsor	\$7,500				👠	👠	In-Feed Post	Half Page	3 Front Row
After Party Flip Flop Sponsor	\$7,500				👠	👠	In-Feed Post	Half Page	3 Front Row
Woden Spoon Engraving Station Sponsor	\$5,000				👠	👠	In-Feed Post	Half Page	2 GA
Silent Auction Sponsor	\$5,000				👠	👠	In-Feed Post	Half Page	2 GA
Bourbon Lounge Sponsor	\$5,000				👠	👠	In-Feed Post	Half Page	2 GA
Sober Up Station Sponsor	\$5,000				👠	👠	In-Feed Post	Half Page	2 GA
Water Bottle Sponsor	\$5,000				👠	👠	In-Feed Post	Half Page	2 GA
Wine Glass Plate Sponsor	\$5,000				👠	👠	In-Feed Post	Half Page	2 GA

Sponsorship Benefits

	Price	Inclusivity Across All Branding	Industry Exclusivity	Company Shoutout During Show	Featured on Event Signage	Logo on Website	Social Media Exposure	Program Ad	Tickets Included
Wine Opener Sponsor	\$5,000				High	High	In-Feed Post	Half Page	2 GA
Wine Stopper Sponsor	\$5,000				High	High	In-Feed Post	Half Page	2 GA
Wine Bottle Sleeve Sponsor	\$5,000				High	High	In-Feed Post	Half Page	2 GA
Wine Glass Tag Sponsor	\$5,000				High	High	In-Feed Post	Half Page	2 GA
Affogato Cart Sponsor	\$5,000				High	High	In-Feed Post	Half Page	2 GA
Champagne Bar Sponsor	\$5,000				High	High	In-Feed Post	Half Page	2 GA
Photo Booth Sponsor	\$5,000				High	High	In-Feed Post	Half Page	2 GA
Pocket Mirror Sponsor	\$5,000				High	High	In-Feed Post	Half Page	2 GA
Live Auction Sponsor	\$5,000				High	High	In-Feed Post	Half Page	2 GA
Napkin Sponsor	\$5,000				High	High	In-Feed Post	Half Page	2 GA
Welcome Drink Sponsor	\$5,000				High	High	In-Feed Post	Half Page	2 GA
Directional Signage Sponsor	\$5,000				High	High	In-Feed Post	Half Page	2 GA
Words of Encouragement Sponsor	\$5,000				High	High	In-Feed Post	Half Page	2 GA
Hand Fan Sponsor	\$5,000				High	High	In-Feed Post	Half Page	2 GA

*Thank you for supporting the
Children's Cancer Center!*



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ChildrensCancerCenter.org

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