WATT PLASTIC SURGERY

PRESENTS

wine women&shoes®

BENEFITING THE CHILDREN'S CANCER CENTER

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SPONSORSHIP PACKET

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NOVEMBER 5TH, 2026

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. 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 $5.8 Million

Raised over the past 12 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

13th

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.

Jacob, Age 6
Leukemia Survivor

April, Age 10
Acute Lymphoblastic Leukemia Fighter

Nayeli, Age 6
Wilm's Tumor Fighter

8,000

children and family members served annually

CHILDREN'S CANCER CENTER
helping children & families cope

92%

of all annual donations spent on family programs

PROGRAMS AND SERVICES

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

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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 **22,000** 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!

METROLife Sponsored Event

11th Annual
Mercedes Benz of Tampa Wine Women & Shoes

When:
January 30, 2025
Where:
Armature Works

The annual sold-out fundraiser hosted by Watt Plastic Surgery supported the Children's Cancer Center's 30 programs for local children battling pediatric cancer. The Wine Women & Shoes committee, along with CEO **Patty O'Leary**, brought a posh Palm Beach motif to life, entertaining over 350 guests at Armature Works with the majority of the wine pouring from Napa vineyard Maison Wines as well as bourbon bar, a crème de menthe Grasshopper fountain, and Palm Beach-inspired art installations. A live saxophonist set the mood with smooth tunes before the crowd moved indoors to sample hors d'oeuvres and sip Veuve Clicquot champagne in VIP lounges and runway seats.

The evening's highlight was a stunning fashion show styled by Neiman Marcus, incorporating an entertainment theme inspired by Palm Royale. The 10-piece band provided the perfect soundtrack for the night, playing through the *Best in Show* competition, a thrilling live auction, and the grand fashion showcase. Thanks to generous sponsors, attendees, and donors, the 11th Annual Wine Women & Shoes event became an incredible night full of fun and philanthropy, helping push the total funds raised over the past decade to nearly $5 million to help the 5,000 children and families battling pediatric cancer in the Tampa Bay and Sarasota area each year.

Tampa Bay METRO was a proud media sponsor.

Photos: Tampa Bay METRO, Children's Cancer Center.

WWW.TAMPABAYMETRO.COM

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 across 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

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Sponsorship Opportunities

Sponsor Level	Cost	Details
Presenting Sponsor *Watt Plastic Surgery*	$50,000 SOLD	Wine Women & Shoes will be promoted as "*Your Company Name Presents* Wine Women & Shoes 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.
Title Sponsor *Wesley Chapel Lexus*	$40,000 SOLD	Wine Women & Shoes will be promoted as "*Presenting Sponsor* presents Wine Women & Shoes benefitting the Children's Cancer Center brought to you by *your company name"*. 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.
Runway Sponsor *Elite Fleet*	$25,000 SOLD	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 premier 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.
Entertainment Sponsor *Robb and Monika Baldwin Foundation*	$20,000 SOLD	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 feature 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.

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Key to the Closet Sponsor *Closet Envy*	$20,000	SOLD 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.
Step & Repeat Sponsor *Instrumental Wealth* *The Sapphire Tampa*	$15,000	SOLD 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 paired with 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.
Swag Bag Sponsor Hyde Park Village	$15,000	SOLD 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.
Best in Shoe Sponsor *One Exotics*	$15,000	SOLD 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.

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Afterparty Sponsor *Waylanders*	$10,000	SOLD 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.
CUSTOM: Game Sponsor *Heritage Insurance*	$10,000	SOLD Help bring the excitement of the marketplace to life by sponsoring one of our interactive game stations. This is a visually branding opportunity to feature your company's logo at the activation creating a memorable touchpoint as guests play, mingle and explore the marketplace. This is designed to complement our modern, elevated circus theme providing an engaging experience while showcasing your brand.
CUSTOM: Snack Stop Sponsor *Starkey Ranch & ER Hospital*	$5,000	SOLD Bring a taste of the modern circus to our coveted Marketplace where guests can enjoy elevated takes on classic showtime snacks. This is a visually branding opportunity for your company's logo to be featured at the snack station keeping your business top of mind as guests indulge throughout the evening. Our infamous Sole Men will also roam and distribute these treats throughout the marketplace creating more opportunities for guests to see your logo.

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Bar Sponsor *Meridian Ventures*	$10,000 SOLD	There would be no *wine* 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 four 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.
Sole Men T-Shirt Sponsor *Meat Market*	$10,000 SOLD	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.
After Party Flip Flop Sponsor *Hand Rolled Bagel Co.*	$7,500 SOLD	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.
Bourbon Lounge Sponsor *Metallo Delivers*	$5,000 SOLD	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.

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Champagne Bar Sponsor *LaRocco & Associates*	$5,000	As guests peruse 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 always a hit among guests, inevitably ending up a great spot to snap cute photos.
Directional Signage Sponsor *The Performance Lab*	$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.
Hand Fan Sponsor *Airheads HVAC*	$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.
Live Auction Sponsor *Leola Construction*	$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 entirety of the live auction as guests participate in some healthy 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.

SOLD

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Photo Booth Sponsor *Driven Fit*	$5,000	Guests of Wine Women & Shoes are dressed in the latest fashions and eager to capture their fits with their friends. This dedicated section is a visual branding opportunity to feature your logo at the photo booth and displayed on the pictures that are both 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 *Amalie Motor Oil*	$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. All 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.
Silent Auction Sponsor *Kilbourne Family Foundation*	$5,000	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.
Sober Up Station Sponsor *De La Grana Law*	$5,000	After a night of wine tasting and endless dancing, this dedicated section provides guests some much needed hydration and refreshments. 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!
Transportation Sponsor *Perry Homes*	$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 which includes 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

SOLD

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Water Bottle Sponsor *Flat Fee MLS Realty*	$5,000	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 swag bags. This is a visual branding opportunity for your company's 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.
Welcome Drink Sponsor *Anton Garcia Law*	$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.
Wine Bottle Sleeve Sponsor *Martoccio Law Group*	$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 swag 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 Plate Sponsor *Elite Fleet*	$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.

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Wine Opener Sponsor	$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 bars, in the hands of the sole men, and placed in the swag 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	$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 swag bags and given to all 550+ attendees. Guests will continue to use their wine stoppers to keep their wine fresh well after the event!
Embroidery Station Sponsor	$5,000	Add a personalized touch at our Embroidery Station! This is a unique visual branding opportunity for your company to be featured at the embroidery station, where guests can personalize their own cocktail napkin with a custom embroidered design. This interactive experience gives guests a fun, personalized keepsake they can take home and enjoy.
Wine Glass Tag Sponsor *Unity Jets*	$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.
Words of Encouragement Sponsor *Friends of Josie Tomkow*	$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.

SOLD

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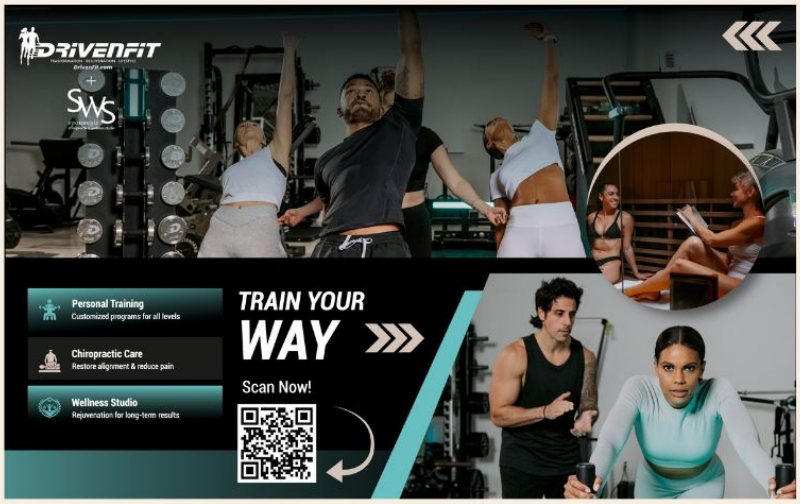
Advertisement Options

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



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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	$50,000	Stated Before Event Name	✓	✓	✓	✓	Custom Reel	Full Page	Lounge of 10
Title Sponsor	$40,000	Stated After Event Name	✓	✓	✓	✓	Custom Reel	Full Page	Lounge of 8
Runway Sponsor	$25,000		✓	✓	✓	✓	Custom Reel	Full Page	8 Front Row
Entertainment Sponsor	$20,000		✓	✓	✓	✓	Custom Reel	Full Page	6 Front Row
Key to the Closet Sponsor	$20,000		✓	✓	✓	✓	Custom Reel	Full Page	6 Front Row
Step & Repeat Sponsor	$15,000			✓	✓	✓	Custom Reel	Full Page	4 Front Row
Swag Bag Sponsor	$15,000			✓	✓	✓	Custom Reel	Full Page	4 Front Row
Best in Shoe Sponsor	$15,000			✓	✓	✓	Custom Reel	Full Page	4 Front Row
Afterparty Sponsor	$10,000			✓	✓	✓	In-Feed Post	Half Page	4 Front Row
CUSTOM: GAME SPONSOR	$10,000			✓	✓	✓	In-Feed Post	Half Page	4 Front Row
CUSTOM: SNACK STOP SPONSOR	$5,000			✓	✓	✓	In-Feed Post	Half Page	4 Front Row
Bar Sponsor	$10,000			✓	✓	✓	In-Feed Post	Half Page	4 Front Row
Sole Men T-Shirt Sponsor	$10,000			✓	✓	✓	In-Feed Post	Half Page	4 Front Row
After Party Flip Flop Sponsor	$7,500				✓	✓	In-Feed Post	Half Page	2 GA
Bourbon Lounge Sponsor	$5,000				✓	✓	In-Feed Post	Half Page	2 GA
Champagne Bar Sponsor	$5,000				✓	✓	In-Feed Post	Half Page	2 GA
Directional Signage Sponsor	$5,000				✓	✓	In-Feed Post	Half Page	2 GA

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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
Hand Fan Sponsor	$5,000						In-Feed Post	Half Page	2 GA
Live Auction Sponsor	$5,000						In-Feed Post	Half Page	2 GA
Photo Booth Sponsor	$5,000						In-Feed Post	Half Page	2 GA
Pocket Mirror Sponsor	$5,000						In-Feed Post	Half Page	2 GA
Silent Auction Sponsor	$5,000						In-Feed Post	Half Page	2 GA
Sober Up Station Sponsor	$5,000						In-Feed Post	Half Page	2 GA
Transportation Sponsor	$5,000						In-Feed Post	Half Page	2 GA
Water Bottle Sponsor	$5,000						In-Feed Post	Half Page	2 GA
Welcome Drink Sponsor	$5,000						In-Feed Post	Half Page	2 GA
Wine Bottle Sleeve Sponsor	$5,000						In-Feed Post	Half Page	2 GA
Wine Glass Plate Sponsor	$5,000						In-Feed Post	Half Page	2 GA
Wine Opener Sponsor	$5,000						In-Feed Post	Half Page	2 GA
Wine Stopper Sponsor	$5,000						In-Feed Post	Half Page	2 GA
Embroidery Station Sponsor	$5,000						In-Feed Post	Half Page	2 GA
Wine Glass Tag Sponsor	$5,000						In-Feed Post	Half Page	2 GA
Words of Encouragement Sponsor	$5,000						In-Feed Post	Half Page	2 GA

Thank you for supporting the Children's Cancer Center!

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helping children & families cope

ChildrensCancerCenter.org

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